

UNIVERSITY OF KENTUCKY LIBRARY

Per Dept
PN
4900
K460
v. 75
no. 1
2002
Jan.

UNBOUND PERIODICALS COLLECTION

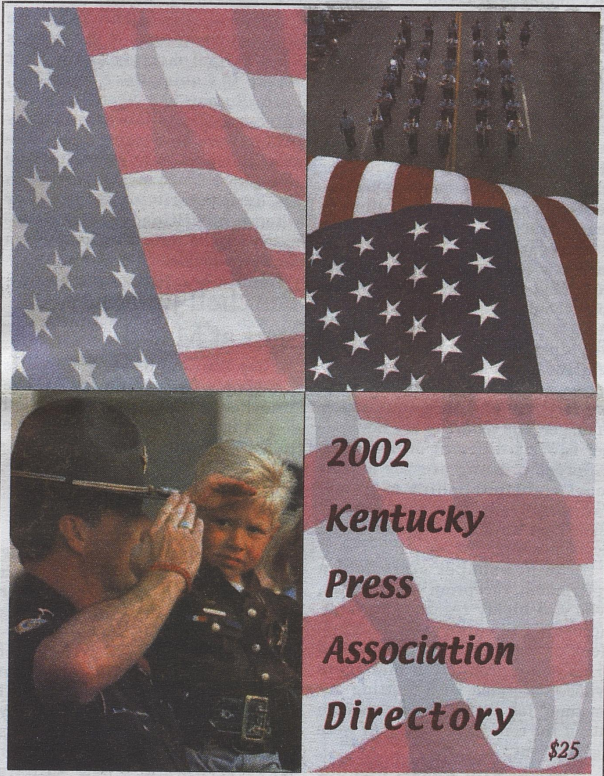
KPA

F (UK) LEX 405
REPROGRAPHICS
UNIVERSITY OF KY.
211 KING LIBRARY SOUTH
LEXINGTON KY 40506-00

Kentucky Press

Volume 73, Number 1 - January 2002

PUBLISHED AS A MEMBER SERVICE OF THE KENTUCKY PRESS ASSOCIATION AND KENTUCKY PRESS SERVICE



2002
Kentucky
Press
Association
Directory

\$25

Directory Cover

The 2002 KPA/KPS Directory will be available at the Winter Convention. Photos selected for the cover this year were: (top) Clay Jackson of The Advocate-Messenger, Danville, shot this picture of the 2001 Brass Band Festival. Jackson took the photo from a bucket atop the ladder of a fire truck. (Below) Chandler Osborne, 4, takes a cue from his father, Capt. David Osborne of the Daviess County Sheriff's Department, and then salutes while "Taps" is played near the end of a police memorial service. The photo was taken by Bryan Leazenby, The Messenger Inquirer, Owensboro.

Enhanced security leads to changes in Capitol access for reporters

There are few phases of our lives and jobs that haven't been affected by Sept. 11 and coverage of the 2002 regular session of the Kentucky General Assembly won't be an exception.

Security procedures

Reporters covering the legislative session — even those on a sporadic basis — will need a photo-identification press badge issued through the Legislative Research Commission Public Information Office (Room 23, Capitol Annex basement). The press badge is required for access to the House and Senate chambers. Statehouse reporters who have already been issued a press ID through

Legislative coverage to be handled by two recent UK grads

see page 12

Facilities Security in the Justice Cabinet will be able to use those badges for chamber access.

To get the press badge, present a letter to LRC requesting press credentials on newspaper letterhead and signed by the paper's editor or publisher.

The letter must specify the name and social security number

See CAPITOL, page 12

Winter Convention features good mix of education, fun

Most of us learn better when there's a fair share of entertainment involved in the learning process. This year's KPA Winter Convention is providing that combination in more ways than ever before.

In addition to two days that are jam-packed with education sessions for every aspect of the newspaper

business, we'll have some entertainment during the Changing of the Guard Luncheon on Friday as Adobe guru Russell Viers takes a whimsical



VIERS

See CONVENTION, page 5

Collins to fill District 10 board seat

Deborah Collins, publisher of The Beattyville Enterprise, is the new KPA/KPS board member representing District 10.

A special election was held to fill the position that was created by the resignation of Stephen Bowling

at the Jackson Times.

Collins will complete the unexpired term which is scheduled to end in January, 2004.



AN 14 02

What's Ahead

Jan. 24-25: 2002 KPA Winter Convention - Marriott, Lexington

Inside

- Pg. 2: People, papers in the news
- Pg. 3: A great design is a simple one
- Pg. 5: Existing state telemarketing actions enough
- Pg. 8: News organizations should pay close attention to access threats
- Pg. 10: Story ideas are everywhere... you've just got to look

Kentucky people, papers in the news

Wheat named editor at Elizabethtown

Warren Wheat, a Kentucky native who has spent 37 years as a newspaper reporter and editor, including 16 at USA Today, has been named editor of The News-Enterprise in Elizabethtown.



Wheat, 62, was most recently the acting national editor at The State in Columbia, S.C. He joined the newspaper, the largest in South Carolina, as the governance editor in 1999 after leaving USA Today, where he was deputy Washington editor and an editorial writer. He previously worked at

Gannett News Service in Washington, the Cincinnati Enquirer, The Lexington Leader and The Winchester Sun, where he began his career in 1964 while attending graduate school at the University of Kentucky. He has a bachelor's degree in journalism from UK.

Wheat, who grew up in Covington, will be moving to Elizabethtown with his wife, Beverly. He will assume the editor's job on Jan. 2.

Brenneman to head ad dept. at Herald-Leader

Joe Brenneman, a Missouri publisher, has been named director of advertising at the Lexington Herald-Leader.

Brenneman, 36, currently is the publisher of the Lee's Summit Journal, owned by Knight-Ridder, the Herald-Leader's parent company. Lee's Summit is a suburb of Kansas City.

A Kansas City native, Brenneman holds a bachelor's degree in broadcast news and a master's degree in business administration, both from the University of Kansas. He previously worked as director of automotive display advertising, director and manager of Johnson County advertising, district manager of retail advertising and account executive for the Kansas City Star.

Morgan retires from Gleaner after 54 years

Buddy Morgan, production manager at the Henderson Gleaner, retired from the newspaper at the end of December after 54 years of service.

Morgan began his newspaper career with a fib: the 11-year-old lied about his age in 1947 in order to become a paperboy. You had to be 12 to hold the job. He worked his way up through the ranks, from mailroom clerk, to pressman, to apprentice printer, to night composing foreman and then production manager. His tenure at the newspaper saw six different owners, five different printing presses and at least eight publishing systems, ranging from the "hot-metal" LynoType days to computer-based systems today.

The newspaper staff held a retirement reception for Morgan, who was highly regarded by staff, according to editor Ron Jenkins. Jenkins noted that Morgan differed from some production managers whose obsession with "getting out on time" left little room for concern about the content of what they were "getting out."

"Not so with Buddy, who has always taken great pride in his craft and this newspaper. The many awards The Gleaner has won over the years for typography and other areas are testimony to his dedication to quality," said Jenkins.

Boone Co. Recorder receives award

The 126-year-old Boone County Recorder was recently honored as a Kentucky Centennial Business during the sixth-annual Governor's Economic Development Leadership Awards program. Accepting the award was Joe Christofield, editor of the Boone County and Florence Recorders.

Reichert receives Farm Bureau award

Shelbyville Sentinel-News reporter Walt Reichert was named the Kentucky Farm Bureau's Communicator of the Year. He accepted the award at the group's 82nd annual meeting at the Galt House in Louisville. Since 1960, Farm Bureau has given communicator awards to journalists they believe have best told farmers' stories. Reichert, who's been at the newspaper for 18 months, draws on his own experience as a farmer when he's writing. He was nominated for the award by local Farm Bureau officials.

Burchell joins news staff at Manchester

Joe Burchell has been hired as the sports/feature editor at The Manchester Enterprise. Burchell served in the same role in the late 1980s.

Ashland's Shaffer elected to NFPW post

Cathie Shaffer, Today's Living editor for The Daily Independent in Ashland, was re-elected treasurer of the National Federation of Press Women at its fall annual conference. Shaffer is a past president of the organization's Ohio affiliate and of Kentucky Professional Communicators, the Kentucky affiliate. She is also serving as organizing chairman for NFPW/Tri-State, a new affiliate forming to serve the area where Ohio, Kentucky and West Virginia meet. One of five elected officers who make up the NFPW board, she is serving a two-year term.

Pauline Young, director of media relations for Morehead State University, was named coordinator of NFPW's youth contest at the annual conference.

The Kentucky Press

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Periodical-class postage is paid at Frankfort, KY. 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY. 40601, (502) 223-8821.

Officers and Directors
Kentucky Press Association

President
Marty Backus, Appalachian News-Express

President Elect
Dave Eldridge, Jessamine Journal

Past President
Teresa Revlett, McLean County News

Vice President
David Greer, The Kentucky Standard, Bardstown

Treasurer
Sharon Tuminski, Winchester Sun

District 1
Alice Re-use, Murray Ledger & Times

District 2
Jed Dillingham, Dawson Springs Progress

District 3
Ed Riney, Owensboro Messenger Inquirer

District 4
Charlie Portmann, Franklin Favorite

District 5
Teresa Rice, Lebanon Enterprise

District 6
Dorothy Abernathy, Oldham Era

District 7
Kelley Warnick, Gallatin County News

District 8
Ken Metz, Bath County News Outlook

District 9
Jerry Pennington, Ashland Daily Independent

District 10
Deborah Collins, Beatyville Enterprise

District 11
Glenn Gray, Manchester Enterprise

District 12
David Thornberry, Commonwealth-Journal

District 13
Don White, Anderson News

District 14
John Nelson, Danville Advocate-Messenger

State at Large
Keith Ponder, Glasgow Daily Times

Mike Scogin, Georgetown News-Graphic

Jack McNeely, Morehead News

Sharon Tuminski, Winchester Sun

Associates Division
Armando Arrastia
Kentucky Department of Education

Advertising Division
Elaine Morgan, Owensboro
Messenger-Inquirer

News Editorial Division
Chris Poore, The Kentucky Kernel

Circulation Division
Kriss Johnson, Lexington Herald-Leader

Journalism Education
Buck Ryan
University of Kentucky

General Counsels
Jon Fleischaker and Kim Greene
Dinsmore & Shohl

Kentucky Press Association
Kentucky Press Service Staff
David T. Thompson, Executive Director
Bonnie Howard, Controller
Lisa Carnahan, Member Services Director
Reba Lewis, Research/Marketing Coordinator
Jeff Stutesman, INAN Account Executive
David Spencer, New Media Director
Sue Cammack, Administrative Assistant
Buffy Sams, Bookkeeping Assistant
Rachel McCarty, Advertising Assistant
Holly Willard, INAN Business Clerk

Deaths

Joseph Robinson Goodman

Joseph Robinson Goodman, a former co-owner of the Hardin County Enterprise, died Dec. 7 at his summer home in Harbor Springs, Mich.

Goodman was co-owner and

publisher of the family-owned newspaper when it was sold in 1974 to what is now known as Landmark Community Newspapers Inc.

Landmark, which also purchased the Elizabethtown News

See DEATHS, page 10

NAA literacy ad features Disney duo

The title characters from Walt Disney Pictures' "Beauty and the Beast" are the latest stars of the Newspaper Association of America's literacy ad campaign.

Under an image of Beauty and the Beast reading a newspaper together, the ad reads "Reading a newspaper every day is a thing of beauty." The body copy continues, "Believe it or not, some of the most amazing stories unfold every day in a newspaper. Some have happy endings and others don't. But they all do so much to help us learn about the world we live in."

The ad closes with the tagline, "It all starts with newspapers."

The literacy ad is timed to coincide with Disney's 10th anniversary release of "Beauty and the Beast" in IMAX® and other Giant Screen Theatres on Jan. 1.

The black-and-white and full-color ads are available in quarter and full-page, standard and 50-inch web formats and can be downloaded at www.naa.org/display/beauty.

The "Beauty and the Beast" characters are the latest in an ad campaign encouraging young people to read newspapers that includes characters from recent movies "Monsters Inc.," "Cats & Dogs," "Shrek," "Chicken Run" and "Stuart Little."

The "It all starts with newspapers" campaign, featuring personalities from sports, entertainment and politics, was launched in September 1997.

Gannett cancels pay raises for top executives

(AP) — Gannett Co., the nation's largest newspaper publisher, has canceled next year's raises for approximately 80 top executives, following other major publishers struggling with a difficult business climate.

"This is a better way to cut costs than other methods out there," Gannett spokeswoman Tara Connell said Dec. 14. "It sends a good message to stakeholders of all sorts — employees, shareholders, analysts."

Connell said the company made the decision last month but did not publicize it. Other newspaper companies have made similar moves due to the severe downturn in advertising.

Kentucky employees need fair system

Pressing Issues

By Randy Hines
UNC Pembroke



Kentucky reporters would like to know how well they are doing their jobs. Yet — except for the rare phone call or letter from a reader — most receive little assessment of their efforts.

Sure, the city editor or copy desk may call you a "dork" for misspelling a city commissioner's name, but that doesn't qualify as a job evaluation. A favorite Shoe cartoon on this topic involved him being told by his editor, "You're still not fired!"

Unfortunately, many businesses — including newspapers — have found that formal performance appraisals can lead to lawsuits by disgruntled employees.

Figures from the Administrator of the U.S. Courts show over 22,000 employment discrimination claims in 1999, more than a 100 percent increase in cases over five years. Additionally that year, more than 77,000 employment discrimination cases were filed with the Equal Opportunity Commission. And these figures don't even include additional claims filed with state courts and administrative agencies.

Frequently, performance appraisals have played a prominent part in litigation cases. One study analyzed 26 age-discrimination cases where appraisal was a factor. In that study, employers with formal performance appraisals were 73 percent successful in defending their actions, while those who did not have formal systems prevailed only 40 percent of the time.

In today's economic environment of mergers and reorganizations, layoffs are occurring more frequently. Dow Jones, Gannett, Knight-Ridder, Reuters and CNN are just a few media giants that initiated cutbacks several months ago.

Things have worsened, of course, after Sept. 11.

Kentucky newspapers must be careful to be fair in determining who should be laid off to avoid discrimination suits. Performance appraisals can help you prove your fairness in showing such things as an employee failed to meet organizational expectations, or that a reporter demonstrated serious shortcomings in the job. Though implementing a fair system that can survive a court challenge is difficult, some guidelines for fairness include:

- Ratings instruments should be simple rather than complex,

and derived from carefully analyzing the components of the job.

- Preliminary results should be shared with the journalist promptly to reduce stress and speculation.

- Some form of upper level review needs to exist to prevent one manager from controlling a reporter's career, and there must be an appeal and rebuttal process for employees to tell their side.

- Performance counseling and corrective guidance services must be available to help employees correct deficiencies.

Nordstrom, one of the country's leading retailers of apparel, presents an interesting case that could relate to advertising sales staffs. Its salespeople have been regarded as the best in the industry in quality and productivity. Nordstrom has received the National Retail Merchants Association's Gold Medal, arguably the most prestigious award in that industry.

Salespersons at the company were evaluated on a sales per hour ratio. If SPH minus returns, divided by hours worked, was higher than the target goal, the employee was paid a commission on net sales. If the sales per hour was lower, the individual was paid a base hourly rate. Failure to meet SPH targets resulted in decreased hours or termination.

Since time spent stocking merchandise, fixing displays and attending staff meetings resulted in lower sales per hour, employees learned not to clock all the hours they worked, to help their ratios. Their performance was being appraised unfairly.

Some other issues that have been looked on as unfair by the courts are:

- not providing the employee with a job description or employee's manual or handbook,

- not following policy that lists specific actions to be taken with

employee problems, such as verbal warning, written warning, etc.

- not setting objectives to assist the employee in overcoming weaknesses

- not recognizing good performance.

And media management should not make the mistake of placing the employee's age on a performance appraisal or other performance-related documents. One must be careful also to ensure that performance appraisals are procedurally just. The process itself can be subject to litigation, as in the case of the National Labor Relations Board v. The Federal Labor Relations Authority, which dealt with management's right to alter the appraisal process in a way that employees felt was unfair.

It's important to consider employee perceptions regarding the fairness of the appraisal process. If one goal of appraisals is to improve performance, it will only happen if employees perceive the process is fair. Otherwise they will just complain about the system.

One procedural mistake is suppressing a performance evaluation rating, which could result in hurting a reporter when being compared with other employees whose raters did not constrain their ratings. In other words, if you don't give anyone top ratings, and another manager does, you're being unfair to your employees.

Assure your procedure is just by:

- adequately considering employees' points of view
- suppressing bias (avoid giving performance appraisals that reflect your own self interests)
- maintaining consistency of standards for all employees
- being truthful in communication

See EMPLOYEES, page 4

**Make plans now
to attend the
2002 KPA
Winter Convention
at the Marriott
in Lexington!**

-----January 24-25-----

New opportunities born out of faltering economy

Ad Works

By Lisa Dixon



The headline read: Recession Not Stopping Budding Entrepreneurs. The article in The Dallas Morning News (12/7/01) highlighted the growth of new small business ventures.

Mike Stamler, a spokesman for the U.S. SBA (Small Business Administration) said they've been getting substantially more inquiries about how to start a business, with 50 percent more information packets being sent out from October 2000 to October 2001 than in the previous year.

In Dallas, where I live, the SBDC (Small Business Development Center) has experienced a 125 percent increase in people interested in attending small business workshops in the past two months. As a personal aside, I can attest to the strong interest in these types of seminars — having taught small business courses for the SBDC, as well as conducting small business workshops for daily and weekly newspapers nationally.

Unusual? Not really. Past recessions have helped propel budding entrepreneurs to take control of their financial future. It occurred after the 1991-1992 recession in Texas, where new businesses increased by 8 percent from 1990 to 1993.

What does this mean to you as

a publisher or advertising director? It means there are pockets of new opportunities which you should be paying attention to and cultivating in the short term for the long term! It means there's a potentially lucrative growth opportunity when you tap into and cultivate small businesses at the local level.

Plain and simple, your newspaper should be the most valuable business partner and resource in your community. Consider this, many analysts attributed the economic expansion of the 90's to the phenomenal growth of small business. Small business owners and entrepreneurs were the engines pushing the economy forward.

Recessions are cyclical. The rainbow after the storm of a recession is the new growth of small businesses. In fact, in the U.S.

from 1994 to 1998, enterprises with 20 or fewer employees generated nearly 9 million jobs — about 80% of the positions created. Small businesses with 100 or fewer workers spend \$2.2 trillion annually, just a bit less than big companies, which spend \$2.6 trillion. Small companies with 500 or fewer employees account for about 51% of the U.S. gross domestic product.

Small businesses are valuable local commodities that need to be nurtured in order to grow and thrive. Unlike national accounts, you have direct contact and influence with these local business decision-makers. They are searching for information and ideas to help them compete more effectively in the marketplace. The more useful information you can provide to

See ECONOMY, page 12

A great design is characterized by simplicity

Design is Everything

By Edward F. Henninger



"What I want," said the editor, "is a design characterized by simplicity, clarity and refinement."

We were in the early stages of work on a redesign for his newspaper and it was important for him to spell out what he wanted to achieve with the new look. It was a delight to hear him make his point so concisely, so clearly, so... simply.

Simplicity is at the heart of all great design.

Even on the pages where there are many elements to handle, those newspapers that design well do it by handling those multiple elements in a way that makes sense. These pages often are crafted by designers who first spend their time examining the elements and their relationship to each other. In many ways, their initial work on a page is similar to a writer looking at the material that's important to a story and creating an outline before beginning to write.

And like good writers, good designers also

practice strong discipline. They work with a deep understanding that the more they edit their work, the better that work will be. They fully appreciate the glory of design that does not get in the way of itself. They design so that their pages are attractive, easy to follow and...and nothing else. Great designers know that anything is just "else." It is clutter.

The temptation to create clutter is stronger now than ever before. Newer and newer versions of software offer us more capabilities than ever before. But we can't blame the software for bad design, just like we can't blame a set of socket wrenches for an engine that's misfiring. In both cases, the fault lies with the person behind the tool. Poor judgment and sloppy work lead to poor performance and sloppy pages.

And, yes, publishers share part of the responsibility for poor page design. Until publishers require and offer proper training for page designers, they must look in the mirror when they point fingers.

All of us — from publisher to page designer — must focus on keeping our pages simple, clear, refined.

Here are some suggestions:

- Throw away that CD of funky fonts. Experienced designers agree that many of these fonts serve no purpose whatsoever in a newspaper. They've learned to work within a controlled

Typographic clutter is obvious. Design clutter often is not as easy to see.

set of font families and they understand that funky fonts rarely add anything meaningful or helpful to a design.

- Control use of typography tightly. Avoid shadowed or outlined type. Stay away from the underlines. Use proper tracking, kerning, line length and interline spacing. Typographic clutter is obvious. Design clutter often is not as easy to see.

- Get rid of the tint blocks. Almost always, tint blocks occur because something else didn't: we didn't get a photo or a graphic or, worse, we didn't think of one. Unless a tint-block element is an integral part of your design (e.g., over an infobox), it adds nothing but clutter to your page.

- Avoid odd rules. Keep rules and boxes clean and light and simple. Heavy, multiple

See SIMPLICITY, page 12

Employees

Continued from page 3

tions with employees

- treating employees with courtesy and civility
- giving timely feedback about decision outcomes
- providing employees with reasonable justification for an outcome decision.

Following these suggestions could help you avoid legal problems

with your newspaper employees, as well as help you defend your position should a complaint be taken to court. Of course, this is mere commentary, and not official legal advice.

(Dr. Randy Hines, APR, teaches at the University of North Carolina at Pembroke. His mailing address is PO Box 1510, School of Business and Mass Communications, Pembroke NC 28372-1510. He can be reached at randyhinesapr@yahoo.com or 910-521-6853 for comments or workshop information.)



Going to the smaller web and need rulers showing the PASS column guides?

Staying with SAU but need rulers?

Contact Sue Cammack at KPA. (800) 264-5721
Quality white vinyl rulers available from KPA/KPS.
75 cents per ruler, includes immediate shipping.

Order some for your staff and advertisers

What does the future hold for recruitment advertising?

Interactive Insider

By Peter M. Zollman



Because recruitment is such a lucrative field – \$34.5 billion in the U.S. alone in 1999 – and because it's changing so dramatically, it would be valuable to look at what the world of recruitment will look like in a few years.

It will be vastly different from the situation 10 or 15 years ago, when employers who needed to hire people had very few choices: They could hang a "help-wanted" sign on their door; they could recruit through current employees, or they could run an ad in a newspaper. If they were looking for a top executive, they might hire an executive search firm, but that was a much smaller and more exclusive field than it is today.

Nowadays, employers have more choices.

But the underlying concepts in employee recruitment and retention are changing, and they will continue to change for the next few years, at least.

First, a couple of caveats:

- Despite the current global economic downturn, demographic studies show that for the long term the U.S. and most other major developed countries will have significantly fewer people available than the number needed to fill the open jobs. Barring an economic collapse, the number of employment-age individuals will be lower than

the jobs extant or being created by employers.

- Don't believe Internet "forecasters" who tell you how many jobs will be posted online in four or five years. Jupiter and Forrester, the two major Internet "research" organizations, both have perfect track records when it comes to forecasting growth: They've never been right yet! So take their projections, and similar ones, with a grain of salt.

With those out of the way, let's look at the changing market forces:

Where once newspapers were the primary recruiting tool – and they still are – employers have many more options now. There's Monster.com, HotJobs.com and CareerBuilder.com (the latter owned by Tribune Co. and Knight Ridder, two companies with major newspaper holdings).

There are radio- and TV-oriented local online employment services, like MediaCareerLink and RegionalHelpWanted.com. On-air spots are used to generate employer interest. There are stand-alone, multi-city recruitment publications like The Employment Guide, offered by Trader Publishing Co. in conjunction with CareerWeb.com.

There are direct-mail companies specializing in employment advertising. There are more trade publications than ever before, offering both print and online specialized employment ads.

There are stand-alone Web sites like AuntMinnie.com, a site for radiologic medicine, and PizzaMarketplace.com, which offer employment advertising.

See RECRUITMENT, page 11

Convention

Continued from page 1

look at future computers. Viers has visited with computer designers around the world to see what they have for computers in the immediate future.

And after the awards banquet that night, for the first time in a long time, they'll be music and dancing provided by JAMBO for those not ready to call it a night when the last award is read during the video.

A complete convention schedule is on page 6-7)

Viers will also lead in-depth sessions on Thursday on Photoshop 6.0, Quark and InDesign.

One of the highlights of this year's convention is the general session on Friday – a presentation entitled "The Power to Grow Readership," from the director of

the Readership Institute, John Lavine.

Lavine holds appointments as a professor of media management and strategy in the Kellogg Graduate School of Management and the Medill School of Journalism. The Readership Institute's ground-breaking research shows there are things within publishers' and editors' control that can reverse the decades-long decline in newspaper readership.

Those attending the session will learn the specific content areas that drive readership, why brand is important, how service impacts readership and why newspaper culture makes it difficult to implement change, even when publishers and editors know what their newspapers should do, and what to do to change it.



LAVINE

Next telemarketing scam: effort to reduce exemptions

On Second Thought

By David T. Thompson
KPA Executive Director



The next great telemarketing scam in Kentucky won't come from a telemarketer but from anyone who believes legislation will actually will reduce the number of calls made to individual households.

It just ain't gonna happen.

It is annoying to sit down to supper, put the first helping on the fork and be interrupted before it makes it to the mouth. The phone's ringing.

Don't people know 6 p.m. is typical supper time in Kentucky?

You can identify a telemarketing call within a second of picking up the receiver. You say "Hello?" and there's no response.

You say "Helloooo?" and finally there's a voice asking for the Mr. or the Mrs. That silent second shows the caller is using automated equipment that identifies the difference between a real voice and an answering machine clicking on.

Exemptions in Kentucky's laws might be numerous, 21 or 22 depending on who's doing the counting, but consider who has the exemptions:

- Colleges and universities. Even with two daughters, never once did my phone ring trying to get me to send either or both to Podunk U.

- 501(c)(3) or 501(c)(6) organizations. These are tax-exempt groups, like our own Kentucky Journalism Foundation. How many calls have you had from a charitable organization? I admit I've had one, in 1998, from the American Heart Association Scott County Chapter.

Since I had my heart attack in 1997, they thought I was a prime candidate to make a donation in 1998.

- A school or person on behalf of a school. Never have had one myself.

More annoying are the parade of people at the front door selling cookies, candy, flowers, magazines, Christmas cards.

- A real estate broker or agent. I get the postcards myself from real estate friends but never has one called the house in a telemarketing way.

- An insurance agent. See real estate agent above.

- An employment agency. How many employment agencies do telemarketing calls in the first place?

- A person soliciting the sale of a subscription to a newspaper, magazine...Okay, I've had two in 2001. Neither at home. Both at the office. Both on my private line. I think I startled both by saying, "We get four copies of your newspaper already." I'm not being smart, I'm being honest. It's part of the dues structure for KPA. I can just hear the caller thinking, "Why in the *&*(**\$ does this guy get four copies of my newspaper?"

See SCAM, page 11

Looking for an employee?

Check out www.kypress.com for the latest resumes or to post available jobs at your newspaper



(Just choose "resumes" or "help wanteds" on the home page!)

2002 KPA Winter Convention Agenda

Thursday, January 24

8 a.m. — Trade Show Set up

10 a.m. — KPA/KPS Board of Directors Meeting

Noon — KPA/KPS Board of Directors Luncheon

1 p.m. — KPA New Media Division
What's New in PhotoShop 6.0?

(Separate registration fee required).

Russell Viers is an Adobe Certified Expert in PhotoShop, InDesign and PageMaker. He began his career as a newspaper reporter and photographer so he's one software trainer who speaks our language and knows our problems and concerns.

Photoshop is now better than ever with version 6.0. If you haven't upgraded, yet, or you've got it but don't know what it can do, take a look. Russell will show you the powerful new goodies that make this upgrade a must for improved quality and increased production speed.

3 p.m. KPA New Media Division
Quark 5.0 & InDesign 2.0 — The Battle for the Crown

(Separate registration fee).

The battle for superiority in layout software is on with the introduction of InDesign.

QuarkXPress is trying to hold on to its reign as king of the layout software world with new version 5.0, but Adobe's InDesign 2.0 could very well dethrone it. See which is more powerful in this overview of the differences between the two and what new features each is offering in the new upgrades.

(Session ends at 5 p.m.)

6 p.m. — Opening Reception - KPA Trade Show

7 p.m. — Reception ends; dinner on your own.

Friday, January 24

8 a.m. — Trade Show and Registration Desk Opens

8 a.m. — KPA Business Meeting
KPA's annual business meeting involves the election of the Vice President for 2002 and introduction of the officers for the Kentucky Press Association/Kentucky Press Service for the year and presentation of the KPA/KPS budget.

8:30 a.m. — KPA General Session
The Power to Grow Readership

This session, presented by John Lavine, Director of the Readership Institute and the

founding director of the Media Management Center, both at Northwestern University in Evanston, IL., is a must for publishers, general managers, editors, advertising managers and circulation managers — any newspaper staff member involved in or interested in building readership and circulation.

Lavine holds appointments as a professor of media management and strategy in the Kellogg Graduate School of Management and the Medill School of Journalism.

The Readership Institute's ground-breaking research shows there are things within publishers' and editors' control that can reverse the decades-long decline in newspaper readership. Lavine explains the key findings of the research, focusing on the four cornerstones of readership growth: content, service, brand and culture.

Participants will learn the specific content areas that drive readership, why brand is important, how service impacts readership and why newspaper culture makes it difficult to implement change, even when publishers and editors know what their newspapers should do, and what to do to change it.

The Readership Initiative

The Readership Initiative is a joint effort undertaken by the Newspaper Association of America (NAA), American Society of Newspaper Editors (ASNE), and the Newspaper Media Management Center (NMC) at Northwestern University.

The "goal" is to build a foundation that seeks to support newspapers' efforts to grow readership by focusing on methods that can be tested and measured.

One of the major components of the initiative is the "Impact Study" — the single largest research project undertaken in newspaper history. The purpose is to uncover ways to increase affinity with newspapers by linking attributes, benefits, and customer value to the delivery of news and information.

The Impact Study uses an integrated approach to test concepts that create business models to enhance newspapers market segmentation, brand positioning, and marketing strategies.

Why its important to newspapers

The "Impact" study helps newspapers in several ways, including:

- Develop a process for systematically understanding the competitive environment and the consumer marketplace.

- Understand how to effectively plan, calculate and evaluate what's important to their customers.

- Create a balanced scorecard

for measuring and managing the role of technology in the delivery of news and information.

- Identify a strategy for building a strong brand differentiation for newspapers print and online products.

9 a.m. — KPA College Student Seminar/KPA News Editorial Division

UKIUL - An Unprecedented Relationship

University of Kentucky President Lee Todd and University of Louisville President John Shumaker have already made headlines with their unprecedented willingness to promote cooperation between Kentucky's two leading universities.

They will be taking another step in that direction by making a joint presentation to KPA members today. The two presidents will discuss the collaborative efforts between the two institutions and their support for continued funding for the Commonwealth's Bucks for Brains program in the face of state budget cuts. They will also take questions from the audience.

9 a.m. — KPA College Student Seminar

Copy editors: They make everybody look good

Whether the news is the latest from the county fair or the latest from Afghanistan, it's the skilled hands of the copy editor that make the text sharp and the headline lively. A hands-on guide to thinking smarter and moving faster, by Susan Mattingly, consultant and former metro copy desk chief at the New York Times.

10:45 a.m. — KPA College Student Seminar

So you want to be a magazine writer, or at least write like one?

Kitty Morgan, editor of Cincinnati Magazine, offers some advice to all those students who want to be magazine writers some day. Morgan, a former assignment editor at the Cincinnati Enquirer, also offers some tips on how to make your stories sing like some of those you see in your favorite magazines.

10:45 a.m. — KPA General Session
The Power to Grow Readership - A Hands-On Experience

This is a followup session to The Power to Grow Readership Study presentation at 9 a.m.

Through hands-on exercises, participants will take home tools and experience that will enable them to implement the Readership Institute's findings at their own newspapers. Each participant should bring one copy of his or her newspaper for any weekday.

The Readership Institute conducted the biggest study of its kind ever done for the newspaper industry. The study focused on actionable research that would drive readership. It included the largest-ever consumer survey of newspaper readers and non-readers, the most comprehensive content analysis of U.S. newspapers in at least 25 years, and the first-ever in-depth look at the workforce, management practices and cultures of newspapers and how they impact readership.

10:45 a.m. — KPA College Student Seminar/KPA News Editorial Division

Credibility and Ethics - A Study by ASNE

The American Society of Newspaper Editors has published a 193-page handbook that gives newsrooms practical tools to build reader trust. Michele McLellan, special projects editor at The Oregonian, one of the authors of the handbook, discusses research on media credibility and documents the best practices by newspapers in the four major areas of reader and community connections, accuracy and ethics.

McLellan has been an editor at The Oregonian since 1984 with assignments including local assignments editor, environment editor, investigative editor and politics editor. As ombudsman and then special projects editor since 1997, she worked with the newsroom staff to develop ethics guidelines and best practices. She also led efforts to improve diversity in news coverage, particularly of members of racial groups and young people.

In April 2001, ASNE published her handbook, "The Newspaper Credibility Handbook," reflecting Michele's strong interest in journalism ethics and efforts to improve media credibility. She is a Nieman Fellow at Harvard University and also a Poynter Institute Ethics Fellow.

11:45 a.m. — Changing of the Guard Lunch/

Computers of the Future - Russell Viers

KPA's 2001 President Marty Backus, with the Appalachian News Express in Pikeville, passes the gavel to Jessamine Journal publisher David Eldridge as he becomes the 117th president of the Kentucky Press Association.

Following the passing of the gavel and remarks by both Marty Backus and David Eldridge, Viers takes a (whimsical) look at future computers. Viers has visited with computer designers around the world to see what plans they have for computers in the immediate future.

See CONVENTION, page 7

Convention

Continued from page 6

1:45 p.m. — KPA News Editorial Division/KPA College Student Seminar

A Strategy for Better Writing

In this 90-minute session, writing coach Jim Stasiowski shows writers how to improve their stories through better planning and better reporting. He attacks many of the bad habits all writers have and shows writers their weaknesses are almost always caused by low standards.

1:45 p.m. — KPA News Editorial Division/KPA New Media Division

Digital Photography

Representatives of the Kentucky News Photographers Association lead this session that will discuss the rapidly changing world of digital photography. The latest and best equipment will be discussed as well as ways to improve your newspaper with the use of digital photography.

1:45 p.m. — KPA Circulation Division

What Drives Single Copy Sales?

Kent Carpenter, former circulation director with the Owensboro Messenger Inquirer, is now with USA Today in Chicago but returns to Kentucky to share his insights on the factors that drive single copy sales. If you're looking for ways to improve rack and over-the-counter sales, Kent's ideas help you accomplish that goal.

1:45 p.m. — KPA News Editorial Division/KPA College Student Seminar

Credibility and Ethics - A Study by ASNE

(Session repeated from 10:45 a.m.)

The American Society of Newspaper Editors has published a 193-page handbook that gives newsrooms practical tools to build reader trust. Michele McLellan, special projects editor at The

Oregonian, one of the authors of the handbook, discusses research on media credibility and documents the best practices by newspapers in the four major areas of reader and community connections, accuracy and ethics.

1:45 p.m. — KPA Advertising Division

Passion for the Paper

This session presented by Mitch Henderson shows publishers, general managers and advertising managers:

- how to instill passion for the newspaper in your advertising staff;
- the new rules for motivating today's breed of ad rep;
- why commissions no longer motivate ad reps;
- the secret internal motivation key to changing ad rep behavior;

- the common motivation mistakes managers make;
- how to turn the ad staff into motivated winners.

Henderson has over 23 years marketing experience. For 13 years he owned an advertising agency with offices in Seattle and Sacramento. Henderson left the agency business in 1991 to take a job as publisher of a community newspaper in Poulsbo, Washington.

In 1993, Henderson was promoted to Director of Sales for Sound Publishing, the Pacific Northwest's largest chain of community newspapers. He left Sound in 1998 to found MarketPro International, Inc., a newspaper sales training company.

Henderson now speaks across North America teaching newspapers how to transform their sales reps and staff into marketing professionals. He has trained over 5,000 newspaper ad reps from daily newspapers, community weeklies, and free papers.

1:45 p.m. — KPA Associates Division

Doing Business in the Aftermath

There's not a business or an industry that hasn't been affected by September 11, 2001. The KPA Associates bring in experts at the state and national level in travel,

Preparation

Interested in attending Writing coach Jim Stasiowski's session "Elements of an Excellent Story?" Go to www.kypress.com/stasiowski to download some required reading prior to the convention.

charitable organizations and even the communications industry to talk about the effects the tragedy has had on their business and organization. The session will be moderated by KPA Associates member Stan Lampe.

3:30 p.m. — KPA News Editorial Division/KPA College Student Seminar

Elements of an Excellent Story

This session led by writing coach Jim Stasiowski requires some advanced reading. If you are planning on attending this session, please go to www.kypress.com/Stasiowski and download or read the stories posted.

There are six elements that make up the best writing. In this 90-minute session, Jim Stasiowski shows writers and editors how to get all six in the same story. If the reporter keeps these six elements in mind as he/she is writing, the story will be excellent.

3:30 p.m. — KPA News Editorial Division

Photographs: Layout, Design, Use

Members of the Kentucky News Photographers Association talk about effective layout, design and use of photographs to tell a story.

3:30 p.m. — KPA Advertising Division

Turn Research into Gold

Information is the POWER! Many newspapers have reader and market research, but few use it to its potential. Presenter Mitch Henderson will help you discover how to turn the research investment you already have into new advertising dollars and ways to do your own research for NEXT TO NOTHING!

- Transform reader research efficiently through data packaging;

- Piggyback research into sales presentations;

- Create your own research department for pennies!;

- Learn how to do market research, reader research surveys, advertiser surveys and even your own employee survey.

Knowing how to effectively process market research is critical for newspapers wanting to excel.

3:30 p.m. — KPA Circulation Division

Newspapers in Education

Kentucky newspapers have become more involved in developing and maintaining successful NIE programs in the past two years with programs such as "What If All Kentucky Read the Same Book" and "Luke in a Really Big Pickle."

Kriss Johnson, KPA Circulation Division Chairman, leads this session that will talk about how successful NIE programs not only help newspapers today but help create newspaper readers for tomorrow.

3:30 p.m. — KPA Associates Division Session

KPA Associate member public relations and advertising agencies join in a panel to talk about their agencies and how public relations and advertising can improve any organization's business.

6 p.m. — KPA Fall Newspaper Contest Awards Reception

7:15 p.m. — KPA Fall Newspaper Contest Awards Banquet

9:30 p.m. — KPA President's Reception

Entertainment provided by JAMBO.

Wanted: Photos for the KPA Photo Exhibit!

Photos may be in color or black and white; should be no larger than 11 x 14; and should be mounted, preferably on black poster board.

The deadline for submission is Jan. 10.

The exhibit will be displayed at the 2002 Winter Convention and available for use at your newspaper after the convention.

For more details:

contact (800) 264-5721.

LEGAL NEWS & VIEWS

Access 'threats' a concern for news operations

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl

Since September 11, patriotism has been reborn with a sense of poignance and urgency unfamiliar to many born after World War II. Shocked and numbed in the aftermath of those heinous events, and desperate for a sense of security and optimism for our future, Americans lined up to support our government's vehement condemnation of those acts and promises to rid the world of such unthinkable "evil."

As the months have worn on, however, the gap between concept and implementation has become evident. People are raising questions about the methods and means used by our government to address the continuing threat of terrorism. Civil libertarians decry the proposal to use military tribunals rather than civil courts and detentions which appear to be based on racial profiling.

No matter how you feel about those issues, there are related concerns which strike right at the heart of any news operation. Access to information is also becoming a casualty in this war on terrorism. We all understand, of course, that there is — and always has been — some information which the government keeps secret because divulging it would jeopardize national security interests. But our First Amendment has always given us the presumption that what our government does is open to citizens and news media alike, and that the exceptions to that right of access (national security and otherwise) are just that: exceptions. During this war against terrorism the line drawing becomes more difficult, even for many news people. Some, on the other hand, would argue that



these times make access to information about what our government is doing even more crucial. All of that means vigilance is crucial.

The friction between adherents to the right of access to government information and those who would clamp down on that access is evident almost everywhere.

On the national front, bills have been introduced (HR 2435 and S. 1456) to amend the Freedom of Information Act ("FOIA") by creating a new exemption. That exemption would protect from public disclosure information shared by private entities with the government regarding critical infrastructure.

Under these bills, critical infrastructure includes any industry sector that provides a continual flow of goods and services essential to the defense or economic security of the United States, the functioning of government, or the health, welfare or safety of the public. The information that would be protected relates to facilities or services so vital to the nation or its economy that their disruption, incapacity, or destruction would have a debilitating impact on the defense, security, long term economic prosperity, or health or safety of the United States. Although this applies mainly to computer systems, it can also mean physical infrastructures such as the nation's highways or water reservoirs.

The House bill has not moved; however, the Senate bill is scheduled for consideration in early 2002 and may be attached to a bioterrorism prevention bill.

Groups interested in public access, especially groups working in the environmental arena, have expressed opposition to the measure.

Many newspapers are noticing that the federal government has contracted what Rowland Thompson of Allied Daily Newspapers of Washington has dubbed the "Glomar flu" since

September 11. "Glomar" responses to FOIA requests are an agency's refusal even to confirm or deny the existence of records responsive to a FOIA request. This can be justified only when confirming or denying the existence of responsive records would, in and of itself, reveal exempt information. Evidently, federal agencies are citing "Glomar" more frequently and even for some fairly innocuous records requests since September 11.

Within Kentucky the picture is similar but (we think, at this point) somewhat better. On October 30, 2001 Denis Fleming, general counsel to Governor Patton, issued a memorandum to "all general counsels, all state agencies" regarding open records requests and state security issues. The memo urged "a heightened sense of awareness" to requests for inspection or copying of records "involving state or national security matters."

While the memo reminds the state agencies that the General Assembly's declared policy is to allow free and open examination of public records and that exceptions provided in the Act are to be strictly construed, it states: "We believe it prudent to carefully examine requests which could jeopardize the safety of state facilities or personnel and to apply appropriate exceptions, if warranted, to the request until such time as either the Attorney General or the General Assembly chooses to address this matter." At least one local government has used this memo to justify denying a request for records related to a disaster preparedness drill.

At about the same time, Crit Luellen stated publicly that the governor's office was examining possible amendments to Kentucky's Open Records Act to deal with "security" issues. Concerned that any proposal could have the

See ACCESS, page 9

AG Opinions

WLKY-TV/City of Louisville Division of Police

A reporter for WLKY-TV, Andy Alcock, submitted open records requests to Louisville police for records pertaining to allegations and complaints leveled against two police officers.

Alcock submitted his written request on Aug. 20, seeking access to "any information available about a possible sexual harassment complaint against Sgt. Dale Thompson ... (made by) a female officer at the 3rd District on the flex platoon..." He also requested access to "any information available on Officer Terry Compton... (who was reportedly) moved out of the 4th District following a complaint by an African-American officer claiming Compton referred to the officer's child using a racial pejorative."

Within a few days of the requests' submission, and in response to Alcock's telephone inquiries, Division of Police public

information officer Helene Kramer orally advised him that there was no sexual harassment complaint against Sgt. Thompson. He received no written response.

On Aug. 27, Alcock submitted a second request and asked for "any information on the most recently completed internal investigation of Lieutenant Dale Thompson," including "the nature of the complaint, who made it, ... and how the complaint was resolved." He also requested access to "information involving the off-duty traffic accident of Officer Reuben Highsmith, and the resulting investigation of Major Don Burbrink and others." Three days later, Alcock received a response from the Division of Police that in regard to his first request, it was being researched to determine "what, if any, documents may be available." The response noted that any documents released would include only those

See AG, page 9

Indiana newspaper appeals judge's ruling in Knight case

(AP) — A newspaper asked the Indiana Court of Appeals to overturn a judge's ruling that Indiana University does not have to release documents related to the firing of Bob Knight.

Special Judge Jane Spencer Craney ruled Nov. 5 that materials The Indianapolis Star had sought in its lawsuit against Indiana University supporting the basketball coach's dismissal are exempt under state open records laws.

The Star filed the appeal Dec. 3.

The Star's lawsuit had sought records generated by the trustees, campus police and private investigators in the course of its investigation that led to Knight's dismissal.

In refusing to release the records, the school cited federal law and state exemptions to the

open records law.

The Star argued that the school waived its right to those exemptions when it voluntarily disclosed some of the records in news conferences to announce its decisions related to Knight in May and September 2000.

School spokesman William Stephan said the university is pleased with the court's earlier decision.

"We will simply look for the appeals process to unfold," he said.

Knight was fired Sept. 10, 2000, after violating a zero-tolerance conduct policy imposed the previous May following an investigation involving a former player.

He was fired days after a student claimed Knight twisted his arm and admonished him after he greeted the coach by his last name.

AG

Continued from page 8

"that initiate the investigation and the disposition of the case."

The agency's response also stated that the investigation regarding Officer Highsmith was pending which meant no documents were available for release.

After a series of renewed telephone inquiries, Alcock received two records on Sept. 7: a memorandum from Colonel Greg Smith dated Aug. 14 and sent to the Office of Professional Standards (OPS) requesting that OPS investigate an allegation of discrimination leveled against Thompson by a female officer in the 3rd District Flex Unit, and a memorandum dated Aug. 20 from Smith to Thompson that states in full: "this letter is to advise you that the complaint against you, OPS #01-133, has been resolved as: Rule 2.023, Commanding Officers, Not-Sustained. This investigation is now closed."

These records, sent to Alcock by fax, apparently contained no accompanying response that outlined the basis for the Division's partial denial of Alcock's request.

Assistant Attorney General Amye Bensenhaver ruled the Division of Police violated the state's Open Records Law in its response to Alcock and also that

the agency "failed to satisfy its statutory burden of proof in sustaining the partial denial of those requests."

Stephanie Harris, Assistant Director of Law for the City of Louisville, responded to the AG's office and defended the Division's actions. She said verbal communication between Alcock and a police department representative informed Alcock that no sexual harassment complaint existed, so therefore no records relating to such a complaint could be produced.

Harris also explained, apparently for the first time, in her response to the AG that at the time of Alcock's first open records request, two internal affairs investigations were pending but "not related to the incident described in Mr. Alcock's request." Alcock had made reference to alleged racial comments by Officer Terry Compton that resulted in him being moved to a different unit. Since those investigations were still pending, according to Harris, "... no records will be released until the completion of those investigations."

The Division didn't violated the three business day notification required in the Open Records Law, according to Harris, because of the verbal communication between Alcock and the police department representative, noting such communication via telephone is common among media and public infor-

mation employees.

Harris' argument that the primary dispute in this case was whether the Division of Police had responded to Alcock's requests in a timely fashion was disputed by Bensenhaver.

"Instead, we believe the issues are broader in scope, touching upon the fundamental issue of the public's right of access and the agency's statutory duty to sustain its action, here, the partial denial of an open records request," Bensenhaver wrote. "Consistent with the longstanding position taken by this office that the requirements set forth at KRS 61.880(1) 'are not mere formalities, but are an essential part of the prompt and orderly processing of an open records request,'" we fine that the Division's responses were both procedurally and substantively deficient. Significantly, no legally recognized basis for partially denying Mr. Alcock's request has been asserted to date."

Bensenhaver also noted that twice in the past year, the AG has determined that an agency's "inability to produce records due to their nonexistence is tantamount to a denial, and that it is incumbent on the agency to so state in clear and direct terms... While it is obvious that an agency cannot furnish that which it does not have or which does not exist, a written response that does not clearly so state is deficient." She also wrote that the Open Records Act requires

all public agencies to "notify in writing" the requester, within the three-day period of its decision, without exception so the Division's informal practice of responding to media requests is improper.

The Division also failed to comply with the law in regard to Alcock's Aug. 27 request, according to Bensenhaver. She wrote that although the Division issued a "timely" response, the response was deficient because it failed to include a detailed statement of the place, time and earliest date on which the records would be available for inspection. Also, more importantly, when the records were released in part on Sept. 7, the Division failed to provide a written statement of the specific exemption authorizing the withholding of the remaining investigative records and an explanation of how the exemption applies to the records withheld.

Bensenhaver noted that when the AG's office reviewed the disputed records in order to respond to Alcock's appeal, an extensive investigative file was included that the Division never evoked an exemption to withhold.

"The Division of Police, having failed to advance any legally recognized basis for partially denying him the investigative file, must disclose the file to Mr. Alcock or assert one or more of the exceptions" in an appeal of the AG decision, wrote Bensenhaver.

Access

Continued from page 8

effect of gutting the Open Records Act and the legislature's intent to make government accessible to people, the KPA and various news organizations voiced their concerns to the Patton administration. On November 30, 2001 Denis Fleming announced that the Patton administration had decided that a security exemption was not necessary in Kentucky.

He agreed that approaches other states have taken are too broad and could allow too many records to be exempted from disclosure.

Fleming went on to say that the Patton administration also would not seek other amendments to the Open Records Act, specifically rejecting an amendment to the privacy exemption which would specify autopsy photographs. He said, "We stand by the existing exemptions."

Unfortunately, two Kentucky legislators think differently. Both Representative Brent Yonts and Senator Ray Jones, II, have introduced bills which would make "autopsy reports, photographs and associated records" unavailable to the public. This bill would be a dra-

matic change in the current state of the law. Representative Yonts is considering KPA's request that he drop the bill, BR 975. KPA also plans to urge Senator Jones (BR 425) to do the same.

Senator Dick Adams has pre-filed legislation, BR 1181, which would lengthen the period of time a public agency has to respond to an open records request. Right now, KRS 61.972(5) states that even if a public record is in active use, in storage or otherwise not available, the official custodian must notify the requester and designate a time for inspection of the records, which can't exceed three days from the request unless a detailed explanation is given for the cause of further delay. Senator Adams would change that to seven days.

BR 1235 relates to access to records in the court file. This bill, sponsored by Representative Jimmie Lee, is a resurrection of a bill that fizzled in a prior session. It creates the crime of video voyeurism. Section 3 of the bill says that the court on its own motion or on the motion of the Commonwealth's Attorney may order that photographs, film, videotapes or other images introduced into evidence in the case of someone charged with video voyeurism must be sealed. The bill goes on to require that those videotapes and

photographs would be destroyed at the conclusion of the case. Of course, the tradition of open court proceedings and records is entrenched in our society. It is always a concern, then, when someone seeks to shut off that access.

The telephone solicitation bill is making a reappearance this session. This version (BR 214 sponsored by Representative Buddy Buckingham) places detailed and fairly onerous restrictions on telephone solicitations and the bill eliminates the previous exception for a person soliciting the sale of a newspaper subscription.

Representative Keith Hall has introduced BR 1142, which would redefine "eavesdropping" and would destroy the rule of one-party consent. Kentucky has long recognized that a party to a conversation legally can record that conversation without notifying the other party or parties. Reporters make frequent use of this procedure. BR 1142, however, requires the consent of all parties to the conversation.

The only time that one party consent would apply would be if the communication is being "overheard, recorded, amplified, or transmitted for law enforcement purposes."

The KPA is tracking these bills and will lobby against them. That

Got legal questions about a story or ad? Call the KPA Legal Hotline!

Hotline Attorneys

- Jon L. Fleischaker**
(502) 540-2319
- Kimberly K. Greene**
(502) 540-2350
- R. Kenyon Meyer**
(502) 540-2325
- Cheryl R. Winn**
(502) 540-2364
- Lora S. Morris**
(502) 540-2373

effort can only be effective if member newspapers participate. That can take many forms, from contacting the bill sponsor or your local representative to editorializing.

For more information about the bills and KPA's objections to them, contact KPA or your Hotline attorneys.

Story ideas are everywhere... if we'll just look

Coach's corner

By Jim Stasiowski



The Budweiser truck made me think.

No, it didn't make me think about drinking beer, although that sounds like a good idea.

Before dawn one morning, I was wandering the streets of a city in which I was coaching. A Budweiser truck rumbled up and double-parked alongside some restaurant entrances. As I watched, I wondered: What time did the driver get up? Does he think about how odd his job is, to drive around before dawn and deliver beer? Does he drink beer? Does he drink Bud?

I think I can find a story there. In my job, I get to let my imagination roam. Unfettered by a beat, not answerable to any editor except the little one inside my own mind, I can walk around a city, a neighborhood, a mall or a campus and say to myself: "I wonder why...? I wonder who...? I wonder what...?"

I once was on a college campus that had a massive clock on one of its buildings. The clock was stopped. I think I can find a story there.

Just about every city I visit has trees growing in the sidewalks. At their bases, such trees have metal grates that look identical, and all are from the Neenah Foundry in Neenah, Wis. I think I can find a

story there.

I love signs. In one city, I came across a small street between buildings. A green sign had an arrow pointing straight up that street, and below the arrow were the words, "Winters Street." Below that green sign, on the very same pole, was a red sign that said, "Do Not Enter."

I think I can find a story there. I do seminars for newcomers to newspapers. I tell them today's newspaper has too few ideas. I tell them that, to make themselves valuable, they should bubble over with story ideas.

I can hear the experienced reporters now: "Boo-hoo-hoo, every time I come up with a story idea, my editors shoot me down."

My response: Quit whining. You came up with one story idea about two months ago, and your editors had something else they wanted you to do that day, so you got in a snit and decided never to come up with an idea.

Excellent story ideas come, I have found, from simply walking around.

The Bud-truck driver, the malfunctioning clock, the Neenah tree grates and the silly signs are what I call walking-around stories. Walking around stories are right before our eyes, but we fail to see them because they have been there all along, so we assume someone already has brought up the ideas, and editors have shot them down.

Here are some walking-around stories I guarantee are in your community:

I recently read an excellent story about a mom and dad who were allowing their Down Syndrome child, in his 30s, to move into a group home. He always had lived at home, and mom and dad were suffering as they were saying goodbye.

I read another story about a man in his late 80s who still goes to work every day.

Every community has a jogger who never misses a day, no matter how hot, cold or rainy the day is. That's a story that could spring into something larger: Is such an obsession really safe and healthy, or on some days, should the jogger stay inside and avoid the extremes outdoors?

A reporter got wind of the fact that local restaurants, at the end of each day, donate their prepared but unused food to a food bank. That's happening in your town.

A prominent government official quit his or her job within the last two years. Track down him or her. Ask how he or she is doing, and what he or she thinks of what's going on in the government he or she left.

One day this fall, I picked up my wife at the airport. As I went inside, I said to myself, "I'm going to get three good story ideas while I'm here."

First, I noticed that passersby stopped and stared at the soldiers, who were wearing camouflage fatigues and carrying assault rifles. I wondered how those soldiers handled being objects of curiosity, I wondered if people ever taunted

them or sweet-talked them.

Then, because people meeting passengers no longer may walk down the concourses to the gates, I came up with two more. Are the shops, bars and restaurants on the concourses suffering badly without the business of those of us waiting for passengers? And when is the airport going to install chairs for those waiting at the concourse entrances?

Challenge yourself. Wherever you go, think: "I'm going to find a story idea here."

Don't be afraid to fail. Failure isn't really failure unless you're afraid of it.

Besides, failure is the reason we have Budweiser trucks.

The Final Word: What's a "blizzard?"

If you answered, "A heavy snowstorm," you're a typical weather dunce.

At least a half-dozen times this winter, those of you who live in snowy climates will see or hear the word "blizzard" misused in a news story or weather report.

Yes, a "blizzard" is a snowstorm, but its most distinctive feature is not the volume of snow, but rather the accompanying wind. The Associated Press Stylebook says a "blizzard (is)" wind speeds of 35 mph or more and considerable falling and/or blowing snow with visibility near zero."

(Writing coach Jim Stasiowski welcomes your questions or comments. Write to him at 5812 Hebron Drive, Baltimore, Md. 21227, or call 410-247-2600.)

NFPW seeks media entries for annual competition

Each year The National Federation of Press Women sponsors an annual competition to recognize the work of media professionals. NFPW is a 60-plus year old organization committed to professional excellence.

The organization promotes the highest ethical standards in communications fields, equal opportunities in those fields, and supports the rights and responsibilities of the First Amendment.

The contest has numerous categories for media professionals ranging from those who work for small or large, daily or non-daily newspapers to those who work in radio, television, public relations and much more. For example, press people may place entries in the following categories: news reporting, editorials, features, columns, special series, page layout, special sections, advertising

See ENTRIES, page 12

Deaths

Continued from page 2

soon combined the two weeklies, forming the daily newspaper The News-Enterprise a couple of months later.


Goodman was the owner of

Travel Service Unlimited, a founding board member of the Elizabethtown Tourism and Convention Bureau and chairman of the Elizabethtown Educational Foundation. He was a graduate of the Kentucky Military Academy and was in the Army.

Survivors include his wife, Connie Goodman, and a daughter, Susan Goodman.

We know your paper reports the news, but has it made any of its own lately?

Want others to know about it quickly?



E-mail stories about your newspaper's employees, awards or community service to:

We want to know about it!

Lisa Carnahan at carnahan@kypress.com.

Deadline — 20th of each month

Recruitment

Continued from page 5

Now even the billboard companies have gotten into the act. And Monster has a blimp.

So what are the trends in employment and "employee sourcing," as the human resources professionals call it?

•Paper resumes are dying, along with mailed resumes. Companies are already learning to encourage, or even "force," e-mailed responses to their openings.

•As a result, more and more major employers will advertise online. Responses are quicker, costs are lower and identifying appropriate employees is easier.

•No longer will a major employer receive a stack of resumes - even in e-mail form - and sort them one by one. Even employers who hire just a few dozen employees each year will use some sort of "ATS," applicant tracking system, "sourcing" and/or "screening" system, or even "AI," artificial intelligence, to find the candidates that are the best fit.

•Employees will take competency tests online, or verify their credentials and certifications online, even before they have an opportunity to interview or otherwise make it through the first screening.

What impact will this have on us? How do newspapers have to respond?

If they are to retain recruitment advertising business - and as we all know, it's essential to the health of most daily newspapers - publishers will have to offer these tools, and make them available to the large middle tier of employers in their markets.

The hiring relationship, with the newspaper as "middleman," is changing as we watch - despite (or perhaps as a result of) the difficult economy. If newspapers ignore these changes, and don't act aggressively to provide the tools employers want, they will watch their employment advertising continue to dwindle - and it will never recover to the lofty levels of just one year ago.

(Peter M. Zollman is founding principal of the AIM Group and Classified Intelligence, L.L.C., consulting groups that work with media companies to help develop profitable interactive media services. Their newest programs, "Web Revenue Infusions" and "Classified Revenue Upgrades," focus on increasing revenue by developing improved products, sales training, and print-and-Web strategic cooperation. Zollman can be reached at pzollman@aimgroup.com, (407) 788-2780.)

NNA gives updates on BNC, GAC and Ben Franklin postal award

The rules and categories for NNA's 2002 Better Newspaper Contest are featured in the January issue of Publishers' Auxiliary and are posted on NNA's web site (www.nna.org).

With 39 categories divided into over 125 circulation classifications, there are at least one or more categories for NNA member newspaper to enter.

NNA's Contests and Awards Committee made a few minor adjustments to circulation categories to reflect last year's trends in the number of entries

Last year 487 awards were presented to NNA member newspapers. As one of the judges said,

"The caliber of entries is so good in NNA's contest, that everyone could be a winner!"

One judge even kept all of the non-winning entries in a category last year as examples of good journalism to use as teaching tools for her staff.

Deadline date for postmarking of entries is March 31, 2002. If you have questions about the contest, contact NNA at (703) 907-7900 or info@nna.org.

Ben Franklin Award

NNA is still in discussions with the Postal Service regarding the launch of this year's Benjamin Franklin Community Newspaper & Postal Partnership Award,

which recognizes outstanding postal employees. The Postal Service has committed to sponsor the award again this year. However, due to its lack of cash, the Postal Service is not committing to sponsor the award in time for a March presentation.

The call for nominations will be delayed until 2002. We will keep you posted.

Government Affairs Conference

The NNA GAC Committee is putting finishing touches on its plans for a Security Summit to be held during NNA's 41st Government Affairs Conference.

The GAC will be held March 20-23, 2002 in Washington, DC. Chaired by publishers Cheryl Kaechele and Devon Sorlie, the committee recognizes that the impact of terrorism and its threats upon newspapers involves more than sending reporters into the caves of Afghanistan. Bringing the message home and knowing what to expect is critical.

The program will include senior Bush administration officials, and experts on critical areas for local communities:

- The Military-and the National Guard, Reserve and local security forces involved;
- The Economy-and how anthrax, smallpox and acts of ter-

rorism affect everyone;

•The FOI War-and how much information is critical, how much is too much; and

•The Civil Liberties questions-and whether a tradeoff for security is necessary.

Registration materials will be available on the NNA Web site this month at www.nna.org.

GAC attendees should plan to spend time with their members of Congress at lunch on March 21 and during that afternoon's "Day on the Hill."

For continuous updates on GAC, be sure to check the weekly Electronic Pub Aux.

In the meantime, mark your calendar and make your hotel and airline reservations. Call the Hyatt Regency Capitol Hill at (800) 233-1234 for reservations using Group Code NNEW. Our special GAC rate is \$183 per night (single/double), a savings of more than \$100 off the regular rate.

Southwest Airlines is offering a 10% discount on most of its fares for air travel to and from GAC. You or your travel agent may call Southwest Airlines Group and Meetings Reservations at (800) 433-5368 and reference Group Code R1396. Reservations must be made five or more days prior to travel to take advantage of this offer.

Scam

Continued from page 5

•A merchant regulated by the Public Service Commission. I just can't imagine Columbia Gas, Kentucky Utilities or other such companies making telemarketing calls. If they call me because there's a gas leak or electrical problem, then I want that phone call.

•A merchant soliciting the sale of food costing less than \$100. I think I had a call years ago from some guy who was in Georgetown to deliver a truckload of beef but the grocery or restaurant had closed, he said, and he had this truckload of food that he was trying to sell. Yeah, right!

But that's the only food-related call I remember in my 54 years. Can't call that a distraction.

•A business or corporation regulated by the Department of Financial Institutions. They're talking about banks and savings and loans associations, I think. If so, never had one. But they're get-

ting close to the real problem.

•A merchant subject to the control or licensure regulations of the Federal Communications Commission.

Are we talking about viewer-ship and listenership surveys here? If so, yeah, I've gotten some. Maybe one a year in the last 10 years. So how many times have you had a telemarketing call from WXYZ-TV or FM/AM? Doubtfully many, if any.

There are a few more, but too convoluted to explain. Suffice it to say, my phone hasn't rung this year, or last year, or even the year before that from those companies that are exempted under ones I haven't listed.

The real problem telemarketers, the most annoying, are beyond the control of the Kentucky General Assembly, the American Association of Retired Persons, the Attorney General and anyone else who thinks a revised Kentucky law will make the difference. We're talking credit card companies, and retailers with their own credit cards (those major department stores).

We're talking companies that are beyond the borders of the Commonwealth, who make their calls within the limits of federal law. Well, sometimes. Some don't know my part of Kentucky is in the Eastern time zone and they've called close to 10 p.m., thinking it was only 9 p.m. in Georgetown.

One of the exemptions I did not list reads, "A telephone call made by a merchant or telemarketer located in Kentucky to a location outside the Commonwealth of Kentucky."

Now we're getting somewhere.

Make every state have that language, so that telemarketers in New Jersey telling me about this great new credit card that will consolidate all my wife's bills into one easy monthly, low interest rate payment, won't be able to interrupt my fork to plate to mouth routine.

But if the AARP, AG or any other person really thinks the legislature is going to cut telemarketing calls by decreasing the exemptions from 22 to five or six, give me their home telephone number. I have some ocean front property in Pike County I want to sell them.

Capitol

Continued from page 1

seeking the badge. If your paper is sending more than one reporter, it's not necessary to submit separate letters; just list the names and social security numbers on a single request.

Reporters will then be asked to show us a photo ID confirming their identification (a driver's license will do). At that point, the LRC photo ID will be issued, which will be good for access to the Capitol and Capitol Annex Buildings, including areas controlled by proximity readers (a proximity card is coded so that it can be detected by a proximity reader when the card is worn or carried by a person passing within approximately 18 inches of a reader) and the press areas of the House and Senate floors.

According to LRC, the process of getting a badge shouldn't take more than 15 or 20 minutes. But given how hectic it can be during sessions, they encourage reporters to allow plenty of time.

The LRC Public Information Office opens at 8 a.m. each week day and plans are to stay open at least one half hour after final adjournment for each day of the session. Scott Payton, LRC Public Information Officer, said officials hope to have the badge machine "up and running" a few days prior to the session convening. He advised if any reporters planned to be in

Frankfort prior to the start of the session, they should contact LRC to make arrangements to pick up a badge at that time (502) 564-8100.

Note: When you arrive at the Capitol annex to get your photo badge from LRC, you will have to have photo ID in order to enter the building.

Parking

LRC officials have notified KPA that parking procedures in the vicinity of the Capitol have also been changed. Parking around the Capitol is always at a premium during sessions, and will be even more so this year because of construction and renovation work on the Capitol campus.

LRC anticipates that the parking garage will be designated for legislator and staff use only, with designated surface areas reserved for visitors (including reporters). It's possible an overflow lot will be opened at nearby Juniper Hills Municipal Park, with shuttle service to the Capitol. Those plans are still being formulated. Payton suggested reporters should call ahead if they plan on covering the legislature to find out from LRC the latest parking and security measures.

and we can steer you in the right direction.

If you have questions regarding the new LRC guidelines, contact Payton at 502-564-8100, or e-mail: scott.payton@lrc.state.ky.us.

Avery, Vanderhoff to fill legislative assignments

Two December graduates of the University of Kentucky's journalism program will be taking on the duties of providing legislative coverage for KPA member newspapers.

Patrick Avery and Mark Vanderhoff have been hired as legislative reporters for the 2002 session of the Kentucky General Assembly. Both will fill requests from newspapers for stories and photos and contribute jointly to the weekly legislative roundup.

"They may be recent grads, but both these young men are already seasoned reporters," said KPA Member Services Director Lisa Carnahan. "Both have had multiple internships and worked extensively for UK's daily student newspaper, the Kentucky Kernel."

Vanderhoff, a native of Louisville with a double major in journalism and natural resources and conservation management, was editor-in-chief at the Kernel in 2000. He's had reporting internships at The Kentucky Post, The Courier-Journal and Lexington Herald-Leader. During his last semester at UK, he worked on a contract basis for the Herald-Leader as the paper's night cops reporter.

Avery's a journalism graduate

whose studies at UK also had a concentration in American culture. He's had reporting internships at the Lexington Herald-Leader and The Messenger-Inquirer. He served as features editor for the Kentucky Kernel for four semesters.

Inquiries will be sent (by fax and e-mail) to KPA member papers, asking them to notify us if they are interested in receiving the legislative reports from KPA and they method they wish to receive them. Avery and Vanderhoff will also take assignments for papers on a first-come, first-serve basis. Those requests can be made by calling 800-264-5721.

"The legislative coverage we've provided for the past several years has really grown and means a great deal to many of our papers," said Carnahan. "For non-AP newspapers, it can be the only source of news out of the state capital that many of the papers' readers get."

"It can also be a variety of things, depending on what the paper needs — from only running the weekly legislative roundup to using it for specialized stories ranging from a full story of a committee meeting, to grabbing a quote from the local legislator for a story the paper is working on."

Simplicity

Continued from page 4

lined and screened rules tend to draw too much attention to themselves.

•Use color carefully. Avoid the temptation to "colorize" elements on the page. Color is a powerful element and it can take control of a page unless you control the color. Stay away from strange colors like bright oranges or magentas or aquas. Unless they're on the page for a sound reason, odd colors can cheapen your look.

•Remember the value of negative space. It can bring a serenity and a clarity to your page that no other element can contribute. Often on features pages, the more negative space the greater the impact of

the design. Dominant elements tend to be stronger and colors tend to be brighter.

•Remember relationships of elements. Don't let key pieces battle with each other — separate them with text or negative space. The more isolated these elements, the more strength they have.

•Take away. Always be conscious of the temptation to add that "one more little thing" to the page. It's often that one additional element that's not needed.

And it's that one more unnecessary element that can break your page.

(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, or e-mail: go2omnia@aol.com)

Entries

Continued from page 10

promotions, newspapers on-line and photography.

The contest period is for work done during the 2001 calendar year.

NFPW publishes the contest rules on its Web site: www.nfpw.org. The NFPW contest is a good way to recognize commu-

nicators' work around the U.S. through state and national awards. Each NFPW affiliate has a state competition with the first place winners going on to national competition.

NFPW's competition includes an at-large contest for entrants in states where there is no current active affiliate. Please look on the NFPW web site for contact information for the at-large contest director who can give further details.

Media

Continued from page 9

help them understand their market, the more valuable you become to them and the more they'll listen to your insights and advice.

Make sure your sales reps have the necessary marketing tools, training, skills and knowledge to properly advise clients. Can they articulate the benefits of using your advertising products and services versus your competitors? Cultivate their knowledge of your products, services and customers on a regular basis.

Keep them abreast of product changes and improvements. Ask all employees to be your ears in the community, they may uncover and identify hidden product or service opportunities in your market.

Make sure your sales reps are aware of and understand local economic trends and growth patterns. For instance, is there a growth trend in your market in a particular business category (i.e. home-based businesses, service-oriented businesses, women-owned businesses)?

Is there a population growth pattern in specific geographic locations in your market that will attract and foster the growth of

supporting businesses and services?

Identifying emerging opportunities is vital to your current growth and future success. It's also vital in helping local businesses position their products/services for future growth.

In a soft economy, small local businesses need your assistance and expertise more than ever before. Help them navigate these soft economic times.

Remember, their success is your success! Your ability, or inability, to help them sustain and grow will have a direct impact on your bottom line, the success of your newspaper, and the health of your community.

(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas, TX. She conducts seminars nationally on behalf of newspapers for their small business advertisers and has spoken nationally and internationally at press association conferences, API and NNA. Newspapers nationwide customize and use her Basic Business Builders small business advertiser newsletters. Call today for your free newsletter copy, for information on her small business advertiser seminars, or if you're looking for a speaker at your next convention! She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com)