

# Inside: KPA Better Newspaper Contest

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# THE KENTUCKY PRESS

Volume 57, Number 2

February, 1988

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## Newspapers 101



Courtesy of the Herald-Leader

A Fayette County student works on an assignment that involves a copy of the Lexington Herald-Leader. The Herald-Leader's Newspapers in education program places 37,000 newspapers in participating schools every month. National studies show that the use of newspapers in the classroom can increase reading skills by as much as four grade levels. The Herald-Leader recently received the 1987 Charles E. Scripps Literacy Award in their division. **For the story, see page 8.**

## SNPA study on literacy finds publishers worry about economic impact

While long-range consequences for newspaper circulation concern SNPA publishers, the primary concern they have about adult illiteracy is the economic impact it has on their communities.

Respondents to a recent Southern Newspaper Publishers Association survey about illiteracy also are concerned about the connection between crime and illiteracy, the impoverished life of the illiterate and the demoralizing effect illiteracy has on current and future generations.

Among the comments expressed by respondents:

- "Our primary concern is the difficulty in reaching the illiterate segment of society. How do we find out who they are?" (West Palm Beach, Fla.)
- "Its relationship with high unemployment, economic development, quality of the community in general and newspaper circulation." (Selma, Ala.)
- "Within a family, illiteracy tends to perpetuate itself. Associated social problems drain public funds and charitable contributions." (Nashville, Tenn.)

The survey—to which 125 member newspapers responded—was conducted by the SNPA Literacy Committee, chaired by Robert J. Hively, president of the Knoxville (Tenn.) News-Sentinel. The committee was appointed last fall by then-President Creed C. Black, then-publisher of the Lexington Herald-Leader.

During a recent meeting in Atlanta, members of the committee reviewed the preliminary results of the survey and discussed the role that SNPA should play in fighting the problem. After additional data is collected from members who have not yet responded, a final report will be issued.

The preliminary results show that more than half of the respondents have (or currently are planning) a literacy program. Thirty-five papers have programs; 29 are in the planning stage; and 59 do not have a program. Two did not respond.

Of the papers that do not have a formal literacy program, some cited their small staffs as the reason. And, a number of papers urged SNPA to develop a program that could be used by all members, but particularly by smaller papers.

Only five newspapers have a staff person whose primary responsibility is literacy; 71 have someone who includes literacy as part of his or her job.

Of those whose partial responsibility is literacy, 28 are employed in the editorial division; 22, newspaper in education; 18, marketing/promotional; seven, community affairs; six, educational services; three, administrative; two, circulation; one, public affairs; one, promotion/education; and one, not specified.

Editorially, 68 papers are covering literacy more frequently than they were a year ago; 52, about the same; and three, less frequently. Two gave no response.

Over the past year, 80 respondents used news and feature articles to examine the literacy problem only as a special focus. Twenty-nine papers wrote about the problem monthly and seven touched on the subject every week. Six newspapers did not touch on the subject at all. Three did not respond.

Please turn to page 7

## FOI:

### How to get advance meeting notices

By Kim Greene

What obligation does a newspaper have to fulfill before a public agency is required to give the newspaper notice of

special meetings of the public agency?

KRS 61.825 requires a public agency to give 24 hours prior notice of each special meeting called:

"To each local newspaper of general circulation, each news service and each local radio or television station which has on file with the public agency a written request to be notified of special meetings."

The statute contains an exception to the 24 hour notice rule where the meeting is called to deal with "an emergency involving injury or damage to personal property or

financial loss to a public agency or the likelihood of such injury or damage or financial loss, when the time requirements of such notice of special meeting would make such notice impractical and increase the likelihood of injury or damage or financial loss."

Although the statute does not specify how often a newspaper's request to a public agency for notification of special meetings should be renewed, we recommend that you renew your requests annually. That way there can be no question that you have an up-to-date request on file, in accordance with 61.825.

**INSIDE**

The inland Daily Press newspaper study deadline for participation is March 12. See page 8.

First Amendment freedom advertisements have been developed for newspapers. See page 8.



# Obituaries

## LOVETT

Laurine Wells Lovett, former society editor of the Murray Ledger & Times, died Jan. 30 at Hermitage Village Nursing Home in Owensboro. She was 88.

She was society editor of the Murray Ledger & Times when her husband, the late Joe T. Lovett, was editor and publisher.

She was a member of the first board of regents at Murray State University. Murray State's main auditorium, Lovett Auditorium, was named after her in the 1960s.

Her father, the late Rainey T. Wells, was the first president of Murray State.

Lovett had taught high

school in Murray and in Ashland.

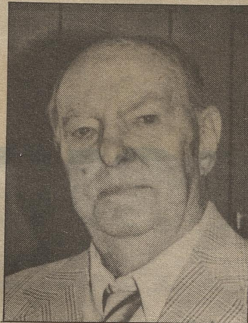
Survivors include two sons, Wells T. and John D. Lovett, both of Owensboro; and six grandchildren.

## TATMAN

James S. Tatman, the publisher of the Winchester Sun, died Feb. 17 at St. Joseph Hospital in Lexington after a long illness. He was 82.

He had been publisher and an owner of the Sun since 1936. During his tenure at the paper, the newspaper's staff tripled in size, and the publication became recognized as one of the state's outstanding small dailies.

Tatman, a Connersville, Ind.,



James Tatman

native, was a third-generation newspaperman.

He served on the staff of Time magazine and was affiliated with First National City Bank of New York when he was younger.

Tatman was a graduate of Choate School in Wallingford, Conn., and Northwestern and Yale universities.

A major in the Army during World War II, he screened military news for publication.

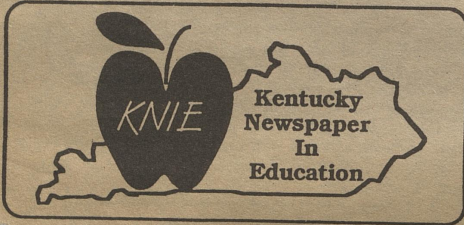
He had been a member of several organizations, including the Kentucky Historical Society, the Kentucky Civil War Round Table, the Filson Club, the Winchester Rotary Club

and the Iroquois Hunt Club.

He was a co-founder and former president of the Winchester Community Concert Association and a charter member of Winchester Lamp-lighters Club.

Surviving are a brother, George S. Tatman of Connersville; two sisters, Elizabeth Neal of Connersville and Jo Mason of Wilmette, Ill.; and a number of nieces and nephews and great-nieces and great-nephews.

Services were held at Edgington Funeral Home. The burial was Feb. 22 in Dale Cemetery in Connersville.



## March 1988

March is . . . Red Cross Awareness Month, National Nutrition Month and Youth Art Month.

Special Weeks: 7-11 Newspaper in Education Week; 6-12 Women's History Week; 13-19 Poison Prevention Week.

1 Peace Corps anniversary. Founded, 1961.

7 NIE Week begins.

2 Dr. Seuss's birthday, 1904. To celebrate, combine syllables from four words you find in the newspaper and name your own Seuss-like creature. What is its habitat? What are its characteristics? Draw it.

8 International Women's Day. Find a news story about a woman at work.

3 Make a newspaper bulletin board.

9 Make a collage of junk food.

4 Draw a political cartoon.

10 Telephone anniversary, 1876. What was Bell's first message? How would life be different if the phone hadn't been invented?

5

11 Johnny Appleseed Day. Find a newspaper recipe that uses apples.

6 Women's History Week begins. Find out about three women who were important in journalistic history.

12 Girl Scout birthday, 1912.

13

14 Commonwealth Day, Canada.

15 Beware the Ides of March. Is there anything in the newspaper today that political leaders should be cautious about?

16 Black Press Day. What was the country's first black newspaper and when was it founded?

17 St. Patrick's Day.

18 19

20 First day of spring.

21 22

23 24

25 Global Understanding Day. Find a newspaper article about another country or a problem that affects every country.

26

27 Palm Sunday.

28 Make a collage of healthy food.

29 30 31

# THE KENTUCKY PRESS

The Kentucky Press (ISSN-0023-0324) is published monthly and second class postage paid at Frankfort, Ky., 40601, and at additional mailing offices. Subscription price is \$4 per year. POSTMASTER: Send change of address to The Kentucky Press, c/o Lexington Herald-Leader, 100 Midland Avenue, Lexington, Ky., 40507.

Official Publication of Kentucky Press Association, Inc.



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*IT'S JUST  
AROUND  
THE CORNER*

*Kentucky Press  
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1988  
Better  
Newspaper  
Contest*



Contest Rules  
Categories

Deadline: March 15, 1988



## CLASSES

### Weekly Division - Published One Day Per Week

- Class 1: Weeklies with a certified circulation of 3000 or less
- Class 2: Weeklies with a certified circulation of 3001 to 4700
- Class 3: Weeklies with a certified circulation of 4701 or more

### Multi-Weekly Division

- Class 1: Weekly newspapers published 2 or 3 times per week regardless of a circulation amount

### Daily Division - Published Four Days Per Week or More

- Class 1: Dailies with a certified circulation of 10,000 or less
- Class 2: Dailies with a certified circulation of 10,001 to 25,000
- Class 3: Dailies with a certified circulation of 25,001 or more

## Contest Rules

1. All entries must be postmarked no later than March 15.
2. Contests are open only to paid-up members of the Kentucky Press Association. To be eligible, individuals must have been full- or part-time employees of the newspaper submitting the entry at the time the material was published.
3. A newspaper's entry **must be accompanied** by payment for all entries in the contest. Please compute carefully. There will be no refunds.
4. Contest publication period for entries in the spring contest includes issues between January 1, 1987 and December 31, 1987.
5. Separate sets of tearsheets or complete copies of issues must be furnished as indicated in each of the individual contest categories. Do not send clippings or scrapbooks. Machine copies of entries are not permitted without specific authorization in advance of the judging. Newspapers must anticipate the submission of entries by saving issues or tearsheets as prospective contest entries appear.
6. Be sure to fill out the entry form and return it with your entries and payment.
7. Type information for each entry on the appropriate enclosed label for each category and affix securely on the upper right-hand corner of the page above your entry. Make sure it does not cover some important area. On each identification tab, enter (a) Name of Newspaper, (b) Contest Category Number, (c) Division, (d) Class.
8. Package all entries into a single packet and mail before March 15, 1988 to:  

Contest Committee  
Kentucky Press Association  
332 Capitol Avenue  
Frankfort, KY 40601
9. A contest entry fee of \$10 is required of each newspaper for entering, regardless of group ownership. In order to be eligible, each newspaper must enter separately. A fee of \$4 is to be paid for each entry in each contest category. These fees go toward payment for plaques and judging expenses.

10. All entries, except winning entries, will be retained by the judges. Winning entries can be viewed at the summer convention when critiques of winning entries and presentation of awards will be made.

11. The judges will use the current KPA Yearbook and Directory to determine any points upon which information is desired.

12. Appropriate plaques and certificates will be awarded to winners in each contest category, plaques going to the first place winner and certificates to second, third and honorable mention. Honorable mention is not necessarily awarded in each category.

13. In the event only one entry is made in any contest category for a specific class, an honorable mention certificate only will be awarded in that category.

## Categories

### CATEGORY ONE: TYPOGRAPHY

Submit as your entry two issues, plus one issue published during the week of October 5. Entries will be judged on quality of type, neatness, layout and press work.

### CATEGORY TWO: COMMUNITY SERVICE

This category is defined as any effort of the newspaper to perform a community service. The project must have been developed, promoted and completed by a newspaper's own efforts. The entry will be judged on the service performed by the newspaper and the effectiveness of the project. The entry may be submitted with an introductory letter and can also include newspaper clippings, background letters and letters from officials in the community. No more than two entries per newspaper. (Example: One recent winning entry developed an employment seminar for its community. The entry included types of applications used by employers, ideas on preparing for job interviews, and a job seminar to get applicants ready for interviewing.)

### CATEGORY THREE: FREEDOM OF INFORMATION

Submit as your entry a tearsheet of a story, series of stories, or editorials indicative of efforts to carry forward the fight for the public's right to know. Entries should be based on local situations and may be accompanied by a brief report of some of the obstacles faced in getting the information.

### CATEGORY FOUR: FRONT PAGE

Submit as your entry full-page tearsheets of any two issues plus one from the week of October 5. Judging will be on the factors of appearance and content of the front page. Newsworthiness and good writing are of prime importance. Pictures will be judged on quality and newsworthiness, not on size alone. Factors to be considered include general appearance and reader appeal, including typography, pictures and other illustrations, headlines, use of white space, layout and proofreading. The pages will be judged as a whole, all factors will be considered.



**CATEGORY FIVE: EDITORIAL PAGE**

Submit as your entry full-page tearsheets from three separate issues. The editorial page will also be judged as a whole. Quality of writing and importance of subjects locally will count. Localized editorials are most desired. Local work, writing, columns, cartoons are more desired than syndicated materials or other outside material. Layout and style of page is also a factor. Advertising will not detract from the judging, providing it occupies more than one quarter of the page.

**CATEGORY SIX: NEWSPAPER PROMOTION**

Submit a maximum of six individual tearsheets that may include only one promotional series (such as First Amendment Contest, or National Newspaper Week), if desired, which most effectively and originally promoted your newspaper during the year. Tearsheets may consist of house ads, related news stories, editorials, photographs, graphics or feature stories. The award will be given to the newspaper which, during the past year, most effectively and originally promoted the newspaper industry, its aims and objectives.

**CATEGORY SEVEN: SPORTS PAGE**

Submit as your entry tearsheets of your page or pages from any three separate issues. Advertising is not a detriment to the judging of the contest, but such advertising should be not more than half the page and should be appropriate to the sports page. Sports pages will be judged on layout, writing style, pictures and other illustrations. A variety of coverage is encouraged.

**CATEGORY EIGHT: AGRICULTURE PAGE**

Submit as your entry tearsheets of your page or pages from any three separate issues. Advertising is not a detriment to the judging of the contest, but such advertising should be not more than half the page and should be appropriate to the agriculture page. Agriculture pages will be judged on layout, writing style, pictures and other illustrations. A variety of coverage is encouraged.

**CATEGORY NINE: BUSINESS PAGE/SECTION**

Submit as your entry tearsheets of your page or section from any three separate issues. Advertising is not a detriment to the judging of the contest, but such advertising should not be more than half the page or section and should be appropriate to the business page. Business pages will be judged on layout, writing style, pictures and other illustrations. A variety of coverage is encouraged.

**CATEGORY TEN: LIFESTYLE PAGE**

Submit as your entry full-page tearsheets of the Lifestyle or Family Section of three separate issues. This page is to be judged on its appeal to the family and its general appearance. While advertising is permitted, it should not be more than half of the page and it should be appropriate to the page. Points to be considered are use of photographs, news, features and brief personal items.

**CATEGORY ELEVEN: LOCAL NEWS PICTURES**

Submit as your entry only three separate and complete issues with especially newsworthy local pictures. This is to judge the use of news photos. All local news photos will be judged. Pictures will be judged on cropping, balance, newsworthiness and appeal. Emphasis will be placed on how the picture added to the effectiveness and balance.

**CATEGORY TWELVE: LOCAL FEATURE PICTURES**

Submit as your entry three separate and complete issues with especially interesting local feature pictures which have been plainly marked. This is to judge the use of feature pictures. The judging will be based on all feature pictures throughout the newspaper. Judging will be based on appeal, cropping and balance.

**CATEGORY THIRTEEN: LOCAL SPORTS PICTURES**

Submit as your entry full-page tearsheets of pictures of three different sports (both active and spectator sports, and arena and field sports are eligible). Submit no more than one tearsheet of pictures for each sport. This contest is designed to encourage the use of more diversified sports coverage. Pictures will be judged on appeal of the picture, balance and cropping.

**CATEGORY FOURTEEN: SPECIAL EDITION OR SECTION**

Submit as your entry a full copy of one special edition or section run by your newspaper. This entry must be an individual newspaper's own efforts--must have been locally produced--not a canned section such as a Christmas edition solely written by a news service, a highway safety section or a state parks edition. This special section of special edition will be judged as a whole. Emphasis will be placed on editorial content, makeup, photographic excellence. A reasonable blend of advertising will be accepted.

**CATEGORY FIFTEEN: ORIGINAL AD IDEA**

Submit as your entry full tearsheets showing a local ad or series of ads based on an original idea. (House ads are not eligible). Only ads that are locally generated and produced are eligible, although use of ad service artwork and illustrations is acceptable. Limit one entry per newspaper. Judging will be based on originality of thought, adaptability of the idea to the advertiser, makeup and appearance, and other typographical devices which, taken as a whole, give a total overall appearance and appeal to readers.

**CATEGORY SIXTEEN: DISPLAY ADVERTISING**

Submit as your entry any three separate issues. All local display ads will be considered in judging. National ads will not be considered and neither will use of color in judging this category. Ads will be rated on the basis of typography, graphics and illustrations, layout (including balance and use of white space), borders, and other typographical devices which, taken as a whole, give a total overall appearance and appeal to readers.

**GENERAL EXCELLENCE**

General excellence awards in each circulation class will be awarded on the basis of standings in contest categories. Each first place award will count (3) three points, each second place (2) two points, and each third place (1) one point in determining the winners of the general excellence awards. Honorable mention awards will be considered only if needed to break ties.



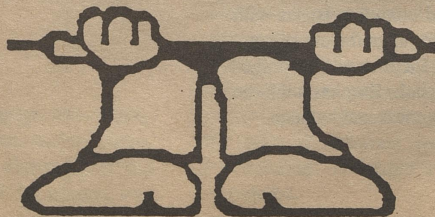


*Kentucky Press  
Association  
1988  
Better  
Newspaper  
Contest*



Deadline: March 15, 1988

Send entries to:  
Contest Committee  
Kentucky Press Association  
332 Capitol Avenue  
Frankfort, KY 40601





## Across Kentucky

**LILLIAN M. "SALLY" MYNES**, business manager of Landmark Community Newspapers of Maryland Inc. since March 1985, became business and personnel manager of the company effective as of Jan. 1. In her new position, Mynes will manage the company's business office, will supervise and review the performance of business office staff and will be responsible for administering all personnel programs.

Some changes have been taking place at the Journal-Enterprise this month. **CHARLIE HUST**, who has been filling in as the paper's managing editor, officially has the title now. **MARK HOLLOWAY** is the new editor, taking the position Hust's father, **EDD HUST**, has held since 1963. Edd Hust and his wife, **SUE HUST**, will still own the paper; he will remain publisher while his wife continues as head bookkeeper.

Sentinel-News publisher **JAMES EDELEN** has been active in Shelbyville's education scene lately. Edelen and several community business leaders urged the school board to set up a community advisory panel which will broaden community involvement in how schools are run. The school board agreed at its January meeting.

**JENNIFER A. REDMER**, 24, has

been promoted to production manager of The Kenton County Recorder. She is a 1985 graduate of Morehead State University and has worked at The Recorder since November.

Two staff members of The Lebanon Enterprise have new titles. **NINIE GLASSCOCK**, who has been at The Enterprise for eight years and has received eight first-place awards from KPA for her writing and pho-

tography, is now assistant editor. **KATHY YOUNG**, who has been at The Enterprise for more than five years, has been promoted to copy editor.

**DAWN STRATTON** joins The Anderson News to help with a first-ever mini-tab due out promoting the county in March. Stratton, 22, is a December graduate of UK and has a degree in marketing and advertising.

# Illiteracy worries papers, study finds

Continued from page 1

When asked about the methods they used to cover literacy, 97 said they used news articles; 95, feature stories; 78, editorials; 69, wire service articles; 50, in-house ads; 29, announcements; five, special sections; and four, paid ads.

Ninety-six papers are "very" concerned about the effect of illiteracy on their community, 28 are "somewhat" concerned, and one gave no response.

Eighty-nine papers were concerned about the effect on circulation, 34 are somewhat concerned, and two did not respond.

The SNPA Literacy Committee also wants to explore the impact on a community of reading programs in prison. Respondents in 92 cities said their newspaper market area has either a county, state or federal prison. Thirty-three do not.

Sixty of the 125 papers have a bilingual community in their market area. Most of the programs in these communities consist of English as a Second Language classes.

Literacy councils, area churches and primary and secondary public school systems also offer programs for members of the bilingual community.

The public school systems also offer numerous programs to reduce or prevent dropouts. These efforts include:

- Tutoring for underprivileged students.
- Alternative schools for students with severe discipline problems.
- Training to help teachers and counselors identify and assist at-risk students.
- Efforts to encourage attendance and raise self-esteem among at-risk students.
- Work/study programs.
- Programs for pregnant teens and students with drug

and alcohol abuse problems.

- Computerized literacy programs to boost the reading abilities of potential dropouts.

- Attention from Child Study Teams of counselors and psychologists.

- Smaller classes for students having trouble in lower grades.

- Expanded summer school programs.

- In-school suspension vs. out-of-school.

- Retrieval programs to bring dropouts back to the system.

- Learning center activities to meet the individual needs of students.

- Magnet schools.

The rate by which high school students in the SNPA region are dropping out of schools varies widely. Some cities are graduating nearly all of their students. In other areas, the dropout rate is greater than 50 percent.

Forty-seven respondents said the dropout rate for local schools in their area was 10 percent or less; 16 papers, between 10 percent and 20 percent; 23, between 20 percent and 30 percent; and seven,

greater than 30 percent. Thirty-two papers either did not know or did not specify the percentage.

While the definitions varied slightly, most newspapers defined a *dropout* as any high school student who leaves school for any reason other than death and does not transfer to another high school.

The number of communities that have a citizens' committee working on dropout prevention is about evenly split. Fifty-seven have such groups; 68 do not.

Ninety-two papers said their communities have a citizens' committee that addresses illiteracy; 33 do not. And 85 have a citizens' committee on economic improvements; 40 do not.

The numbers also are about evenly split between those papers that have sent a staff member to a literacy workshop or conference in the past two years.

Fifty-eight papers have done so; 67 have not. Most of the conferences have been sponsored by local literacy councils or by state press associations. The role most members

want SNPA to take on illiteracy is an active one, and a number of papers—particularly small circulation members—asked that SNPA develop a model program and materials for their use.

Almost all of the respondents pledged to commit their resources to SNPA if a worthy project could be identified and structured to help the region.

The resources they offered included space in their news and advertising columns, personnel to work on the local level, money to be used in the development of SNPA's pro-

gram, and copies of any literacy materials they already have developed.

This spring, SNPA will issue a final report on the survey findings. In addition to statistical data, that report will focus on specific programs being used by SNPA members to fight illiteracy in their own communities.

After the data is thoroughly examined by sub-committees of the SNPA Literacy Committee, the full committee will again meet to formalize an agenda of action.

## Instant Info

### PETROLEUM

Chevron U.S.A., Inc.  
1527 Starks Building  
Louisville, Ky. 40202

### AGRICULTURE

Kentucky Farm Bureau  
120 South Hubbard Lane  
Louisville, Ky. 40207  
Gary Huddleston  
(502) 897-9481

### Information on Pharmacy and Health Care

Kentucky Pharmacists Assn.  
1228 U.S. 127 South  
Box 715  
Frankfort, Ky. 40602  
(502) 227-2303  
Paul F. Davis, Executive Director

### Ashland Oil, Inc.

PO. Box 391  
Ashland, KY 41114

### Contact:

Dan Lacy  
Director, Public Relations  
(606) 329-3148



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Box 572, 514 Capitol Ave.  
Frankfort, Ky. 40601  
(502) 875-3516



Central Kentucky Blood Center  
330 Waller Avenue  
Lexington, Ky. 40504  
(606) 255-8787  
Suzanne Wilson, Public  
Relations Coordinator



## First Amendment promoted in 14 ads sent to newspapers

For more than 40 years, public opinion polls have shown that many Americans do not support First Amendment freedoms when the freedoms are used to promote controversial issues. Two First Amendment organizations are trying to change that public attitude.

Fourteen reproducible newspaper ads featuring dramatic pictures and headlines are being sent to most of the newspapers in the nation to help increase public acceptance of freedom of the press and freedom of speech, assembly, petition and religion.

One 15- by 10-inch advertisement, for example, shows a robed Ku Klux Klansman in front of a burning cross. The headline warns: "Freedom of Assembly is not an Unmixed Blessing."

The text of the ad notes that, in a recent poll, 71 percent of the people said they think freedom of expression shouldn't always apply to groups such as the Ku Klux Klan. The ad comments: "Trou-

ble is, if the rights of unpopular groups are ignored today, the rights of a group you belong to may be ignored tomorrow."

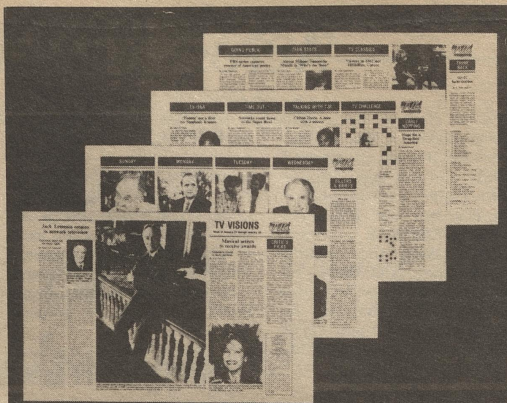
The ads conclude with the statement: "One of the best ways to protect your freedom of expression is to use it—by speaking up for the First Amendment."

The ads are a project of the Free Speech Committee of the Minnesota Newspaper Foundation.

The ads have been printed in a 16-page, tabloid-size publication on special paper so they can be reproduced by other major newspapers.

The first batch was distributed by the National Newspaper Association to the 8,000 subscribers to its magazine, Publishers' Auxiliary, and copies will be sent for reproduction to other major newspapers.

For additional information about the advertising campaign, contact the First Amendment Congress, which arranged for the printing and distribution. The telephone number is 303-492-6480.



The TV Listing Group has introduced TV VISIONS, a weekly camera-ready package of television editorial material designed to accompany newspaper TV listings. Produced in nine pica column width, the package features entertaining articles, TV puzzles, games, daily photographs, celebrity interviews, Q & A, critic's picks, trivia fillers and a cover story with a photograph. Contact Dana Wilson, director of marketing, at 817-847-0980.

## SND design book available

*Eighth Edition: The best of Newspaper Design 1986-87* is available now from the Society of Newspaper Design.

The 256-page, full-color book contains more than 500 graphics and design examples, drawn from the winners of the Society's annual Best of Newspaper Design Competition.

In that competition, 89

newspapers from 10 countries were chosen from the 7,034 entries to receive more than 500 awards, including 11 Gold Awards.

The book is available in hard-cover only. The cost for SND members is \$39.95; non-members, \$49.95. Add \$3.50 shipping per book.

Checks must be made payable to PBC International Inc. Order from the Society of Newspaper Design, The Newspaper Center, Box 17290, Dulles International Airport, Washington, DC, 20041, or call 703-620-1083.

## March 12 deadline: Inland's study of daily, non-daily paper's costs

Final deadline for participation in the Inland Daily Press Association industry-wide study of daily newspaper costs and revenues is March 12.

It is Inland's 68th annual confidential cost and revenue study, the industry standard for evaluating operating statements from newspaper operations.

The 1988 report will include 1987 financial results from participating newspapers throughout the United States. It is used to analyze budgets and operating results, calling attention to expense problems and underdeveloped revenues.

The study is used for financial modeling in connection with decisions on frequency, equipment and product changes. The study provides specific information on a paper-by-paper basis, organized by circulation group and revenue categories for appropriate comparisons.

Improvements in the current reporting form ease comple-

tion of the form and aid applicability of the information. A chart of accounts is provided to interpret varied accounting systems. The current study is co-sponsored by the International Newspaper Financial Executives.

INFE members who wish to participate will be charged \$130; \$175 if non-members.

Further information on the study is available from Inland at 312-696-1140 or at 777 Busse Highway, Park Ridge, Ill.

### Non-Dailies

The National Newspaper Association, Suburban Newspapers of America and Canadian Community Newspapers Association have agreed to join a number of state and provincial newspaper associations in co-sponsoring the Inland Daily Press Association non-daily cost and revenue study.

Members of each of the sponsors will be obliged for the Inland member rate of \$60 to participate in the study, which

provides a specific and reliable confidential comparison of operating costs and revenues. Non-members will pay \$85 per participant.

Studies are used for uncovering out-of-line expenses and underdeveloped revenues. The study provides comparisons by both circulation and revenue categories. A suburban market breakout will be available and state or provincial non-daily comparisons will be provided when 15 or more non-dailies in a co-sponsoring state or province participate in the study.

Estimating equations indicating general standards of financial performance will be provided to participants with the circulation and revenue book comparisons.

Forms for participation in the study of 1987 results were distributed with the Feb. 22 issue of Publisher's Auxiliary or they may be obtained from Inland, SNA, CCNA and participating state and provincial newspaper associations.

## Herald-Leader receives 1987 nationwide Scripps award for literacy

The Lexington Herald-Leader has been named newspaper division winner of the 1987 Charles E. Scripps Literacy Award.

In addition to a \$2,500 cash prize, the newspaper will receive a \$5,000 donation to a Kentucky area literacy project of its choice and a bronze plaque.

In winning the nationwide competition, the Herald-Leader's year-long campaign against illiteracy was applauded for its scope, accomplishment, commitment and the personal involvement of its staff. The judges commended the many divisions responsible for the campaign, saying it not only educates the public, but generated effective action by state government and private agencies.

Submitted for judging were Education Writer Mary Ann Roser's series on illiteracy in Kentucky, a reprinted tabloid section of the series, an instructional booklet prepared with KET and a number of advertisements appearing in prominent positions throughout the newspaper.

The honor will be formally announced April 5 at an awards banquet at Cincinnati's Westin Hotel.

## Blue Monday 2 journalists injured, hospitalized Feb. 8

Feb. 8 was not a good day for two Kentucky newspaper writers. Both Larry Stone, editor of the Times-Argus, and Betty Lee Mastin, of the Lexington Herald-Leader, were injured on that Monday and spent time in a hospital as a result.

Stone, who has been with the Times-Argus since 1946, broke his hip in a fall that evening and underwent an operation to place a pin in his hip.

He is currently in good condition and is able to walk with a walker, said his wife Judy Magee Stone. He should be able to walk without aid in about two months, she said.

Mastin, a longtime member of the Herald-Leader's Lifestyle

staff, was injured in a two-car collision late that afternoon.

Although she was in the intensive-care unit of a Lexington hospital for some time, Mastin is currently at home in good condition.

Stone's column Mulebergers appears weekly in the Times-Argus, The Advance Yeoman, The Livingston Ledger and The Hickman County Gazette.

Mastin, the author of several books, writes articles for the Herald-Leader's Kentucky Homes section as well as articles on historical events and places. She has been honored for her work in historic preservation and often speaks to civic groups on the subject.