

# The Kentucky Press

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## Arkansan composes staff of KPA design sessions

Dennis Schick, executive director of the Arkansas Press Association, will lead KPA's 1991 Composition Seminar and Workshop, set for Oct. 3-4 in Lexington.



Presented by the KPA Advertising Steering Committee, the program is aimed at composition, production and advertising staffs at member papers. Sessions will take place at the Springs Inn, which has set aside a block of rooms at special discount for participants.

Schick, APA head since 1979, taught advertising and journalism for 15 years and has served as a consultant to retailers, newspapers, ad agencies and associations for more than 30 years. His specialties include layout and design, sales promotions and sales management.

He holds a bachelor's degree in English and journalism from Texas Christian University, master's in advertising and marketing from the University of Illinois and PhD in mass communication and marketing from Southern Illinois University. He taught at TCU, SIU, University of Texas and See *Design Seminar*, back page

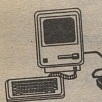
## Newspaper Week Oct. 6-12

Put on your thinking caps. It's time to show your community just how valuable your paper is by observing National Newspaper Week, Oct. 6-12.

This might be a good time to highlight the bicentennial of the Bill of Rights, focusing on the newspaper's role in protecting these freedoms.

Limited materials are expected to be available through KPA from Newspaper Association Managers, which sponsors the annual observance.

From linotype to computer, newspaper work has its own ills



## Repetitive motion injuries move from assembly line to newsroom

A legend in newspaper lore has the inventor of the linotype machine going insane. Presumably the complexity of the machine contributed to the mental condition — or vice versa.

Today, the hot lead-fed behemoth that revolutionized the industry can be seen polished in museums or rusting in landfills. The rare paper that still relies on the linotype for composition is itself a relic.

However, the present equipment that makes short and simple work of a once complicated and tedious process carries its own set of problems. (Some would count insanity among them.)

With the universal conversion to computers for writing, editing and

layout, newspaperpeople are beginning — literally — to feel the pinch of the new technology. Computer usage in virtually every industry, including newspapers, has spawned a new lexicon of health terms and conditions.

Those who work with computers — writers, editors, typesetters and layout personnel, in particular, — are increasingly susceptible to Cumulative Trauma Disorders (CTD), the umbrella term for a host of specific conditions attributed to repetitive motions.

CTD is no longer being written off as a whiner's malady: In 1989, CTD injuries represented more than half of all reported workplace injuries, according to the federal Occupational

Safety and Health Administration.

### CTD symptoms

You know some of the symptoms if you're one of the hundreds of Ken- See *CTD*, back page

### Inside



The Bard of Bath gets the royal treatment in *Editor & Publisher*, Page 3  
Naming Names, Page 4  
More convention and contest photos, throughout

OSHA: In 1989, CTD injuries represented more than half of all reported workplace injuries.

## Veep needed

By Celia McDonald  
KPA President

Letters of application are now being accepted for the office of vice president of the Kentucky Press Association for 1992.

Any member of KPA can suggest to the nominating committee a member who meets the by-laws criteria. Eligible members who would like to serve should make it known they wish to be considered.

KPA by-laws state: "The only persons eligible for election to the office of Vice President are those who are currently serving as elected directors; those persons who have been elected directors; those who have been elected to serve on the new board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."

Names of those persons meeting requirements to serve as vice president must be sent, along with a letter of interest or reasons for suggestion, to David T. Thompson, Kentucky Press Association, 332 Capitol Ave., Frankfort, KY 40601.

No one will be nominated without being interviewed and consenting to nomination.

All persons who meet the eligibility requirements will be interviewed by the nominating committee. The recommendation of the committee will be submitted to the KPA board of directors and then to the KPA membership at the business session on Saturday, Jan. 25, at the winter convention.

The person elected vice president is in line to succeed to the position of president-elect and then president, as by-laws require.



# How one paper got out the vote

Voter turnout was up by a percentage point last year in Sedgewick County, Kansas, while the rest of the state and the nation saw another downturn. And the Wichita Eagle takes a chunk of credit for its aggressive voter campaign during a gubernatorial race.

Glenn Guzzo, an executive with Knight-Ridder, of which the Eagle is a part, explains the paper's strategy in a recent edition of The Bulletin of American Society of Newspaper Editors. Guzzo says the paper's campaign "stressed issues-based coverage, promotion (mostly to encourage registration and voting) and research to determine whether any of this was making a difference."

First, says Guzzo, the Eagle identified the issues, "with the help of readers who knew what was important to them" and based on other journalists' knowledge of what the new governor would have to face. Editor Buzz Merritt then told the candidates that to get their names in the paper they had to stick to the issues.

Stories on each of 10 key issues

were labeled with a logo and graphic, "Your Vote Counts." The paper also ran a Sunday issues page for six weeks, with capsule summaries, importance of the issues and where each candidate stood. Research showed the page was the best read of all election content, and readers lauded it for its clarity.

... patience and, most of all, persistence, will help us contribute to a stronger democracy and a stronger foundation for press freedom.

In-depth stories, running 30-40 inches deep, were played on each of the key issues, with accompanying summary boxes. On the Sunday before the election, the paper put out a 24-page Voters Guide tab, which readers ranked tops in helpfulness. The tab contained information on the candidates, their stance on the issues, voting districts, how to use a voting booth,

and a chart showing the issues and how each candidate stood.

What the paper did that readers did not like, the research showed, was report on polls, editorial endorsements, and campaign broadcast ads.

Based on a reader survey, the themes of civic duty and a chance to have a say were stressed in stories, house ads, public service TV spots, and other promotions. Voter registration was emphasized with reminders of deadlines in a flyer, an "easy-reader tab," and broadcast spots cosponsored by a local television station and produced by Lexington-based Knight-Ridder Productions. The paper also ran stories on fights that American forefathers, blacks and women had to wage to gain the right to vote.

The three-week promotion, Guzzo says, generated 1,979 requests for registration materials, compared with 1,243 requests over the previous nine months. "The promotion might have generated more: The election commission's answering machine literally burned out from overuse," Guzzo writes.

At least three lessons arose from the Eagle's campaign, the company executive says:

1) "Clarity, clarity, clarity . . . Nothing mattered more in determining whether a person voted." Guzzo adds that repetition was equally important. "To educate, repeat the message. How many of us would dare, as the Eagle did, to run the same page-long feature six Sundays in a row!"

2) "Make it personal." When an issue touches readers' lives, they're more apt to vote, he says. "If we can answer the 'so what?' question in every story from the perspective of the voter rather than the candidate, we have a powerful way to combat the 'why bother?' attitude that is shrinking voter turnout."

3) "This is going to take time." Two decades of behavior on the part of the reader and the newspaper cannot be changed in a few months. "But based on six weeks in Wichita, there is reason to believe that patience and, most of all, persistence, will help us contribute to a stronger democracy and a stronger foundation for press freedom."

A newspaper in Kaingaroo, New Zealand, reportedly announces on its masthead: "Opinions expressed in this periodical are not necessarily condoned or even understood by the editorial staff."

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## ANPA chief protests Bell ruling

WASHINGTON—Congress should pass legislation to bar the regional Bell operating companies from entering electronic publishing until "effective competition exists for local telephone service," Cathleen Black, president of the American Newspaper Publishers Association, told a House Judiciary subcommittee recently.

The subcommittee, under Chairman Jack Brooks (D-TX), held oversight hearings on the 1982 antitrust consent decree that broke up AT&T and created the seven RBOCs. On July 25 US District Judge Harold Greene, who has administered the decree since its inception, reluctantly ruled that the seven companies could provide information services from which they had been barred by the decree.

Black said that Greene "felt compelled to lift the information services restriction even though he found that such an action was not in the public interest under the antitrust laws." The judge indicated that he had no choice, under directions from the federal appeals court, other than to reverse an earlier ruling he had made upholding the ban on entry.

Noting that the RBOCs have 100 percent of the phone business in their respective service areas, Black said "while the regional companies retain bottleneck control over local telephone transmission, they must be precluded from owning or controlling information that flows over those lines."

She emphasized that not only

newspapers but consumers and the public would be harmed by the "inevitable anticompetitive conduct of the regional companies" if Congress fails to act.

"Average citizens will be harmed in two ways," she said. "First, the regional companies' creation of local exchange information monopolies will deprive Americans of a diversity of information sources. Second, telephone consumers will have money taken out of their pockets to bankroll these information monopolies."

In fact, handing such power to the RBOCs would be similar to the railroad monopolies the government handed over to the "robber barons" in the last century, and would result in the same harm to consumers, she said.

"The modern-day telephone company 'robber barons' have the same incentives as their 19th century counterparts," she said, and "if Congress does not act decisively, the regional companies will drive everyone else's information content off their electronic 'railroads.'"

Black said newspapers and other information providers ask only that competition be fair.

"To be forced to rely on one's competitor for delivery of an electronic product is to suffer a serious, perhaps fatal disadvantage," she said. "It would be like always playing baseball in the other guy's field, or saying that Domino's Pizzas could only be delivered by Pizza Hut."

## The Kentucky Press

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By Tom Riordan  
(Editor and Publisher, July 27, 1991.  
Reprinted with permission)

Mention the name of Russ Metz to a weekly newspaper crowd in Kentucky and you would probably hear comments like these:

"That guy writes the darnedest columns."

"He's a natural with a Nikon."

"Ol' Russ sure loves to talk."

They would be accurate on all counts.

Last fall in one column, the 72-year-old Russ told a tale about Thomas A. Edison, but this country editor could have been writing about himself:

*Edison's wife: "You've been working so long without a rest. You must go on vacation."*

*Edison: "But where on earth would I go?"*

*Wife: "Just decide where you would rather be than anywhere else on earth."*

*The next morning he was back at work in his laboratory.*

"My favorite column is the one I just wrote, because that means I don't have to write another one for a few days."

The crusty newsman can be found seven days a week at his beloved 3,600-circulation paper in the northeastern Kentucky town of Owingsville.

"Sometimes on Sundays, it's only four hours," Metz confesses. "It's my work and my hobby. I used to squirrel hunt, but I lost my hunting buddy. I love this business. You have to if you're going to be successful in it."

Usually he will be bellied-up to the keyboard of his Apple Mac, stringing together words that can hardly wait to see print.

Or he is shooting a variety of photos with his trusty Nikon. Along the way, this bald, pipe-smoking dynamo could be gathering final ingredients for a report on climbing gasoline prices in Bath County or tracking down the missing minutes from a 4-H Club meeting.

When son Ken, now 32, graduated from Morehead State University with a journalism degree, Russ named him editor, but the Old Man kept right on reporting, taking pictures, pasting up pages, writing up a storm.

Russ loves to poke fun at himself in his column, which each week includes three or four seg-

ments of varying sizes and topics:

*While flipping through the newspaper the other day, my wife was attracted by a headline in the financial section. She read it with mounting perplexity, then turned to me and said, "What makes the stock market go up and down?"*

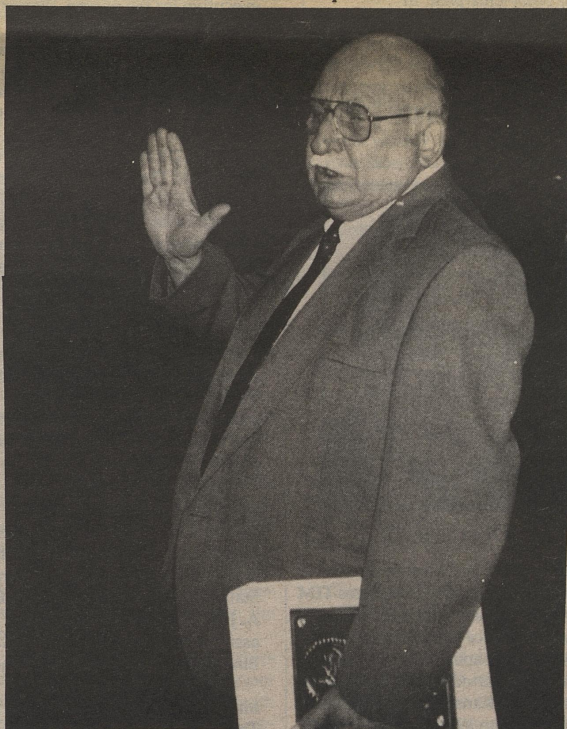
*"Oh, all kinds of things," I told her, hoping that the phone would ring or an earthquake would save me from trying to explain it to her. "Commodity fluctuations, inflationary pressure, international imbalance, political tensions, financial instability," I said in one breath.*

*She put down the paper and said, "Look, if you don't know, why don't you say so?"*

Many more folks than the News-Outlook readers of Bath County could be found chuckling over Metz's musings. They are subscribers of some 50 weeklies in Kentucky, Ohio, Illinois, Pennsylvania, Tennessee, Michigan and Missouri, and one daily in Mississippi, which carry his column.

Russ backed into this self-syndication over the years. It started when fellow editors at press meetings began asking if they could buy his column. Russ always agrees.

"I charge \$1 a week, same as I have for 25 years. I just mail them a copy of our paper."



"I love this business. You have to if you're going to be successful in it."

## Bath County's journalistic dean gets E&P coverage

'Crusty newsman . . . strings together words that can hardly wait to see print.'

Since Russ made himself "an overnight, instant editor" in 1950, he figures he has written about 2,300 columns. "I don't remember missing a week. It's like making love. You don't know how to quit.

"It takes about an hour to write a column — if I've got an idea. Sometimes it takes me a couple of days to get an idea.

"My favorite column is the one I just wrote, because that means I don't have to write another one for a few days."

During the 31 years of Metz ownership, the News-Outlook has raked in 413 awards in National Newspaper Association, Kentucky Press and Kentucky Weekly Press competitions.

"In everything," reports Russ, "all categories — editorials, front page, general excellence, ad ideas."

However, he neglects to mention that he is the only editor ever to win three straight NNA Better Newspaper Contest column-writing laurels.

"I was too busy getting an education to go to college."

Awards pale, Russ believes, when compared with efforts of an editor, in print and in person, to help build a better community.

For Metz that is like the bridge over the Licking River, which brought much-needed access between Bath and Fleming counties. And the Bath County Industrial Foundation's drive to attract industry. With Russ as president, the organization in five years landed four operations. Between them, they brought 450 new jobs to the area.

"An editor should be involved in community activities, yes, of course, but not politics or political endorsements. That's a damn ego trip. Besides, I wouldn't get 10 votes for dogcatcher. That's because we print all the court news."

When you ask Russ if he attended journalism school, he cracks, "I was too busy getting an education to go to college."

Does he miss those letterpress days? "I'd quit before I'd go back to that old blacksmith shop!" Russ observes with a growl.

Then he recounts his past.

At 14, he acquired his first camera, an Acro 35mm. That led to a darkroom under the basement stairs and a lifetime of fingers dipped into developer and acid fix.

While attending high school, Russ did a two-year stint as printer's devil at his hometown Tell City (Ind.) News.

In 1940, as World War II brewed, Russ enlisted in the Royal Canadian Air force. When the See Metz, page 15



## Naming names

West Virginian **LARRY MARTIN** has been named publisher of *The Paintsville Herald*. The former publisher of Coal Valley News in Madison, W.Va., replaces Anne Cheney who resigned. The Madison paper, under Martin's leadership, was named the state's best weekly last year by the West Virginia Press Association.

**GLEN PORTER**, former advertising director for a group of six weekly newspapers, is the new advertising director at *The Madisonville Messenger*.

*The Courier-Journal's* **PAT MCDONOUGH** is the winner of the 1991 Clarion Award for Photography: Series. Clarions are presented by Women in Communications.

*The Grayson County News-Gazette* in Leitchfield has added **FAYE PETTY** as a reporter. The University of Louisville alumnus replaces **DARRELL ISENBERG** who resigned in June.

**CAROL S. GRAHAM** is a new advertising sales representative at *The Citizen Voice & Times* in Irvine. The Indiana native was most recently a sales representative for Edward Blank Associates in Texas.

New to the advertising department at *The Journal Enterprise* in Providence is **SUSAN KAY HEAD**. The Madison Community College graduate replaces Jeanie Johnson who relocated to Tennessee.

Several staff changes have been announced by *The Kentucky New Era* in Hopkinsville. Former staff writer **DAVID JENNINGS** has been promoted to copy editor, replacing **CINDY WALTERS**, who has joined the staff of the Clarksville (Tenn.) Leaf Chronicle. A 1981 graduate of Murray State University, Jennings will continue to serve as entertainment editor. He has been with the paper for six years. Another six-year veteran, **JENNIFER BROWN**, has switched from lifestyles editor to staff writer. Brown's former post is being filled by former assistant lifestyles editor **CATHY CAVANAH**. Brown attended Austin Peay State University in Tennessee and the University of Kentucky. A former intern with the paper, Cavanah has been a full-time staff member since 1989. She was named Outstanding Senior in Journalism at Murray, her alma mater.

*Georgetown Graphic* general manager **JIM RECTOR** has resigned to take a job with the state's Human Rights Commission.

**MIKE ANDERS**, publisher of *The News-Enterprise* in Elizabethtown, will lead a discussion on "Cost cutting ideas" at the Workshop for Smaller Newspapers, Sept. 15-17 in Memphis, sponsored by Southern Newspaper Publishers Association.

**LESLIE ANN HITE** has joined the staff of *The Kentucky Standard* in Bardstown as a graphic designer for the commercial printing department. She earned a certificate in commercial art at Watterson College in Louisville.

Writers at four KPA newspapers were presented 1991 School Bell Awards by the Kentucky Education Association for their reporting and writing on educational topics. They are **JANETT BLYTHE** of *The Paducah Sun*, **DEBRA ANN VANCE** of *The Kentucky Post* in Covington, **EMILY MORSE** of *The Advocate-Messenger* in Danville and **RON DALEY** of *The Troublesome Creek Times* in Hindman. The awards were announced during KEA's summer leadership conference in Louisville.

*The Logan Leader* and *News-Democrat* Russellville have added two staff members. **KIM BORDERS**, a graduate of Austin Peay University in Tennessee, is a new account executive for the papers. Western Kentucky University graduate **TRACY DICE** is the new reporter/photographer. She formerly worked for WKU's *College Heights Herald* and the Lakewood (Colo.) Gazette.

**TODD BLEVINS** and **MELISSA HYDE** have recently joined the staff of *The Harlan Daily Enterprise*. An Eastern Kentucky University graduate, Blevins is a general assignment reporter. He has worked for the *Richmond Register* and *Berea Register*, *The Cat's Pause* and *Knoxville News-Sentinel*. Hyde, who attended Union College, is working in production, designing advertisements and assisting with page layout. At Union she was yearbook and newspaper editor and has worked for Corbin! This Week News-Journal.

The new staff photographer at *The News-Enterprise* is **TED L. JURNEY**. He holds a Bachelor of Fine Arts in photography from the University of New Mexico. Murray State University senior **JENNIFER A. JENKINS** served as general assignment reporter/intern at the Elizabethtown paper this summer.

**KATHY YOUNG** has been hired as a composition assistant at *The Springfield Sun*. She formerly worked for *The Lebanon Enterprise*.

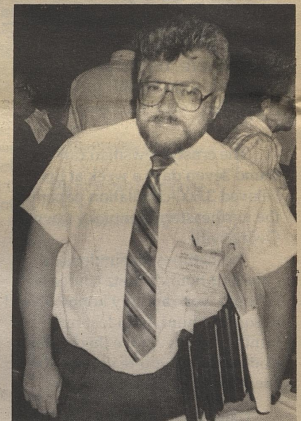
Managing editor **THOMAS BARR**, *The Pioneer News* in Shepherdsville, is the recipient of an

Outstanding Volunteer of the Year Award, given by the Bullitt County YMCA.

**DAVID HAWPE**, editor of *The Courier-Journal*, has been re-elected to a three-year term on the Accrediting Committee of the Accrediting Council on Education in Journalism and Mass Communications.

**SIONA CARPENTER**, a *Lexington Herald-Leader* staff member, was among 10 people who graduated in July from the Institute for Journalism Education's Editing Program for Minority Journalists at the University of Arizona.

A former University of Kentucky professor, **DR. DWIGHT L. TEETER**, was recently named dean of the College of Communications at the University of Tennessee at Knoxville. He was on the faculty of the University of Wisconsin-Milwaukee at the time of the appointment, had taught in Texas and Iowa and is past president of the Association for Education in Journalism and Mass Communication.



**JAMES MULCAHY**, then editor of *The Bourbon Times*, picked up a handful of awards during KPA's summer convention in June. He recently joined the staff of *The Ledger-Independent* in Maysville as sports editor.

### Classified

**VETERAN JOURNALIST** seeks relocation. Experienced as editor in news, sports, farm and feature. News and photo award winner. Enjoys desk work. Trained in layout with extensive experience. Active in civic area. Quality education. Continues education update. Active outdoorsman. Single. Resume furnished upon request. 919/291-3004.



**DAVE BERRY**



**JOHN HAGER**

**DAVE BERRY**, former consultant and editor in Texas, took over as editor of *The Messenger-Inquirer* in Owensboro in August. He replaces **TIM HARMON**, the former executive editor who is the new editor of *The Times* in Hammond, Ind. Berry served eight years as vice president/executive editor for the Dallas/Fort Worth Suburban Newspapers, a seven-member group. The Kansas State University alumnus also started a feature service for Texas papers, worked for papers in Oklahoma and Kansas and was a combat correspondent in the US Army during the Vietnam War. Publisher **JOHN HAGER**, who previously carried the dual title of editor/publisher, said the move marks the first time since 1909 that the editor's title has not been carried by one of his family members. It was purchased that year by Hager's grandfather.



## In Memoriam

### Ron Jerrell

Ron Jerrell, who spoke on news coverage of AIDS at KPA's winter convention, died Aug. 10 in Paducah of conditions related to AIDS. He was 26.

He reportedly had worked in advertising sales for papers in Western Kentucky and, most recently, served as executive director of Kentuckiana People With AIDS Coalition. He was also president of the National Association of People with AIDS.

### Joe M. Trimble

Co-owner and publisher of *The Tompkinsville News*, Joe M. Trimble, died Aug. 1 at Bowling Green Medical Center from cancer. He was 50.

With his wife, editor Blanche Bushong Trimble, he had owned the paper and a printing business, under the name Monroe County Press, since 1977.

He was former president of the Monroe County Chamber of Commerce and was a member of the Tompkinsville Airport board and Tompkinsville Industrial Foundation.

An Air Force veteran, he was a native of Lexington and a graduate of the University of Kentucky.

### Julian Wilson

Former Associated Press photographer Julian Wilson, 75, died of emphysema June 26, according to an obituary in *Editor & Publisher*.

He had worked for AP in Kentucky, St. Louis, Tokyo, Shanghai, Detroit, New York and Cleveland, and for the Lexington *Herald-Leader* and Louisville *Courier-Journal*, according to E&P.

## WKPA meet set

The fall meeting of the Western Kentucky Press Association is Sept. 19-20 at Owensboro's Executive Inn.

President Bobbie Foust, editor of the *Herald-Ledger* in Eddyville, announces a program to suit just about everyone, including a hospitality session at 5 p.m. on Thursday.

Friday's activities begin at 9:30 a.m. with a program on office communications, presented by Bob McGaughey, Murray State University journalism department head.

A political forum featuring Democratic and Republican candidates for state offices follows at 10:30.

At a noon luncheon, attorney Bill Hollander of Louisville's Wyatt, Tarrant and Combs will speak on revisions to the state's Open Meetings/Open Records laws.

The afternoon will include a workshop on layout and design, led by Dr. Ann Landini of Murray State.

The business meeting will follow. Executive Inn is holding a block of rooms until Sept. 4. For reservations, call 502/926-8000. Registration fee is \$20. Contact Foust at 502/388-2269.

## AP editors to meet

Football and horse races are on the agenda for the fall meeting of the Kentucky Associated Press Editors Association, Oct. 4-6 in Lexington at French Quarter Suites.

The business meeting is Friday afternoon, followed by a reception at 6. Saturday's "business" includes a trip to Keeneland Race Track, chili supper and the UK/Ole Miss game.

Contact Bureau Chief Ed Staats, 502/584-7718, or president Jim Paxton, editor, *The Paducah Sun*, 502/443-1771.

## Marcum's in the news -- again

For those who try to keep up with former renegade publisher Homer Marcum, there's news from the University of Tennessee.

Marcum, who saw the Martin County in Inez through seven unsuccessful libel suits in the 1980s, is one of the subjects of a news release from UT's School of Journalism.

The article, written by Rosita Gonzalez, spotlights four seasoned newspapermen who are now working on graduate degrees in journalism at the Knoxville campus.

Marcum is featured with Jim Thornton, former publisher of papers in Flomaton and Brewton, Ala.; Jerry Peterson, a former writer and editor of papers in several states; and Larry Smith, a publisher from LaFollette, Tenn. All are 40+.

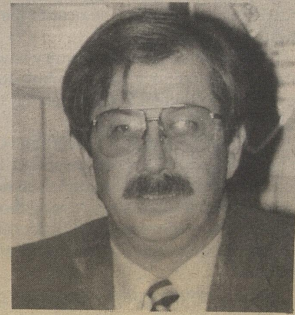
In a style known to his former KPA colleagues, Marcum is quoted as saying: "There were two typical days in publishing a newspaper. The days when you weren't facing a deadline square in the eye remind me of the days here at UT. And the other days where you faced a deadline; they were pure hell... for me."

Marcum said the classroom experience offers a "whole different perspective. To stand back and look at it."

Typically, Marcum's thesis chronicles his experience with libel law. Its title is "Winning My Way Broke: A weekly newspaper publisher's scrap with the local political machine." This summer, he taught a class in mass media writing.

According to writer Gonzalez, Marcum is a proponent of the graduate school. "I think it's to anybody's benefit in this business to go back to school, to get a different perspective on what you do. The industry changes overnight," Marcum said.

"You see trends at the university that you don't often see when you're bailing water from your own little boat," he added. "Here, you can see where the industry's headed."



## Paducah presses deeper into Arkansas

Paducah Newspapers Inc. has bought two daily newspapers and related weekly publications in Arkansas from Worrell Enterprises of Boca Raton, Fla.

The dailies are the *Courier Democrat* in Russellville, with a daily

circulation of 11,000 and Sunday circulation of 13,600, and the *Daily Citizen* in Searcy, 7,600 daily and 8,000 on Sunday.

Also included in the acquisition were the Dardanelle Post Dispatch, a weekly published in conjunction with the *Courier Democrat*, and the White County Merchant Shopper, a 27,000 circulation, free-distribution newspaper operated by the *Daily Citizen*.

Terms of the acquisition were not disclosed.

This is the third major transaction for the Paducah company since 1989. The *Daily Press* in Paragould, Ark., (6,000 circulation) was acquired in 1989, and Areawide Media, a group of four weekly newspapers in northern Arkansas and southern Missouri, was bought in 1990.

The family-owned business was founded in 1896.

Look at the top 50, the top 20, the top 10 managers, and look at who they are. The fact is -- and let's face it -- mediocre white men have been getting promoted for years. —ANPA chief Cathleen Black, quoted in E&P, Aug. 3, 1991

It is better to have a right destroyed than to abandon it because of fear. —Phillip Mann

## C-J examines changes five years after sale

The *Courier-Journal* published a provocative analysis of itself in its business section on July 14. Articles looked at the fortunes of components of the Bingham media group five years after its breakup. The piece on the newspaper detailed changes in the paper, including differing views on whether quality has suffered.

Business writer Joe Ward listed several items that he said might surprise readers:

—The paper runs more news — column inches and photographs — today than before the late Barry Bingham Sr. sold it to Gannett. A study by a Nevada graduate student showed a 29 percent growth in news space, with the news-advertising percentage going from 40-60 to 50-50. Anne Hansen, whose thesis is cited, found the paper contained "more, shorter stories, both staff written and from

wire services."

—It has experienced "no pull-back" in state circulation.

—Circulation rate increases were more frequent under the Bingham than under the Gannett Company, "by amounts that are about the same."

—The news staff is larger for the C-J, though smaller than for the combined papers before The Louisville Times closed in 1987.

—The five top news executives, publisher, and circulation and advertising managers have been with the paper for 20 years or more.

The article gives space to critics and defenders of the changes. Former state editor Jim Ausenbaugh, now with Western Kentucky University, reportedly accuses the paper of failing to make stories relevant to local readers.

Managing editor Irene Nolan is

quoted as responding, "A newspaper is a dynamic institution. It has to address the changing needs of a changing society."

Editor David Hawpe, while defending the paper, reportedly conceded that, with the demise of The Times, "something has been lost" and that the now defunct Sunday Magazine cannot be replaced.

The article further quotes the editor: "Hawpe said he believes The *Courier-Journal* has 'survived an enormous amount of change successfully' and combined strengths from the Bingham era with a new 'sensitivity to the readers' wants and needs.'"

On the financial side, the article states that last year's pre-tax profit was about double what it was the last year of Bingham ownership.



# Celebrating the First

Some suggestions from ASNE  
for commemorating  
the bicentennial  
of the Bill of Rights

In case no one's noticed, 1991 marks the bicentennial of the Bill of Rights, containing the prized First Amendment, so dear to the hearts of newspaperpeople.

Newspapers across the country have been noting the anniversary, which culminates Dec. 15, the date in 1791 when Virginia ratified the Bill of Rights.

The First Amendment Celebration Committee of the American Society of Newspaper Editors has come up with a packet of materials to help papers commemorate the occasion. Among those is a brochure listing ideas for newspapers and their different departments. Here's a recap and gentle reminder.

### What newspapers can do to celebrate the First Amendment

- Conduct local polls to measure community support for freedom of expression and other First Amendment rights.
- Publish a tabloid or special section commemorating Dec. 15 as the birthday of the Bill of Rights.

- Have ombudsmen or reader advocates be especially alert to chances to point up free press issues.
- Have personnel speak to schools, civic clubs, corporate boards, community action groups, town meetings, etc., to promote freedoms of the First Amendment.
- Order bicentennial Resource Guides for reporters; for example, *The Bill of Rights Bicentennial: A Resource Guide*, prepared by American Library Association and American Bar Association, and *The Bill of Rights and Beyond*, prepared by the Commission on Bicentennial of the US Constitution.
- Get copies of the bimonthly newsletter *We The People*, published by the Commission on the Bicentennial, for articles and ideas.
- Send representatives to the Oct. 27-29 First Amendment Congress in Richmond, Va.
- Sponsor essay writing contests and photography contests.
- Plan a First Amendment Birthday Party, perhaps in conjunction with other local media.
- Publish public service announcements on the Bill of Rights; sources are available from ASNE.
- Acquire and sell copies of Robert J. Wagman's *The First Amendment Book from United Media*.
- Purchase quantities of ASNE's bumper stickers and buttons — *Celebrate the First: 200 Years of Free Speech* — for giveaways or sale.

### What editors can do

- ✓ Publish staff written news and feature stories marking historical events relating to the First Amendment.
- ✓ Assign one staff member to coordinate paper's Bicentennial projects.
- ✓ Include ASNE Bicentennial logo with every news, feature or opinion article that relates to freedom of expression. Camera ready copies of the logo are available.

✓ Alert wire editors to look for articles touching on First Amendment issues.

✓ Assign feature writers to write a series on modern day advocates of First Amendment rights.

✓ Point out violations of First Amendment rights in the local community.

✓ Take every opportunity to write editorials about freedom of expression.

✓ Remind clergy of their stake in the First Amendment.

✓ Solicit columns from local attorneys, judges, librarians, college faculty on the First Amendment.

✓ Invite readers to write letters to the editor on First Amendment concerns, recounting personal experiences.

✓ Publish famous quotations about freedom of the press and free speech. ASNE has compiled a booklet of quotations.

✓ Run First Amendment reader quizzes.

✓ Publish essays and photographs from newspaper-sponsored contests.

✓ Review books and other media projects on the First Amendment.

✓ Interview local artists, museum directors, filmmakers, musicians, theater directors about censorship problems.

Lots of resources are available from ASNE, Box 17004, Washington, DC 20041 (703/648-1144); American Library Association, 50 E. Huron St., Chicago, IL 60611 (312/280-4222); First Amendment Congress, Univ. of Colorado at Denver, Graduate School of Public Affairs, 1445 Market St., Suite 320, Denver, CO 80202 (303/820-5688); Commission on the Bicentennial, 808 17th St. NW, Washington, DC 20006 (202/USA-1787); American Forestry Association Roots of Liberty Project, 8555 Plummer Rd., Jacksonville, FL 32219 (800/677-0727).

## Books, films on the Bill of Rights are good local library gifts

One lasting and meaningful way to celebrate the 200th anniversary of the Bill of Rights is to make a gift of a book or film to your community or school library.

ANPA suggests several books for young readers, including:

◊ *The Great Constitution: A Book for Young Americans* by Henry Steele Commager (1961).

◊ *America's Great Document: The Constitution* by Donald F. Cooke (1973).

◊ *The Constitution of the United States: An Introduction* by Floyd G. Cullop (1984).

◊ *The First Amendment: Free Speech and a Free Press* by Thomas Eveslage (1985).

◊ *Your Rugged Constitution* by Bruce and Esther Findlay (1969).

◊ *The Great Little Madison* by Jean Fritz (1989).

◊ *The US Constitution for Everyone* by Mort Gerberg (1987).

◊ *A More Perfect Union: The Story of*

*Our Constitution* by Betsy and Giulio Maestro (1985)

◊ *The Constitution* by Richard B. Morris (1985)

◊ *The Story of the Constitution* by Marilyn Prolman (1969).

Also films and videos:

• *The American Constitution: A Blueprint for Freedom*, 20-minute videotapes for 11th and 12th graders.

• *Blessings of Liberty*, video by National Park Service.

• *The Constitution: That Delicate*

*Balance*, 13-part PBS series.

• *In Search of the Constitution*, 11-part PBS series with Bill Moyers.

• *A More Perfect Union: America Becomes a Nation*, 2-hour look at the Constitutional convention by Brigham Young University.

• *Mr. Madison's Constitution and the 21st Century*, educational films produced by League of Women Voters.

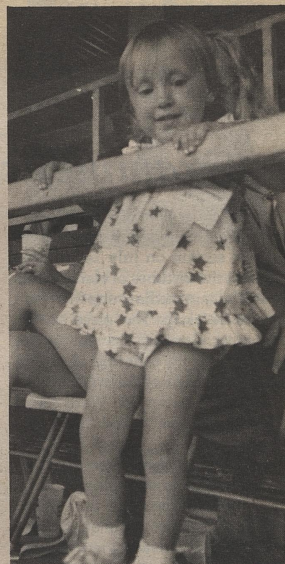
• *The Right to Know*, 17-minute program, narrated by Studs Terkel, produced by Michigan Media.

• *The Constitution: A History*, produced by Maryland Public Television.

• *The US Constitution*, six 30-minute programs hosted by Bill Moyers, produced by Agency for Instructional Technology.

• *We the People*, 4-part series, hosted by Peter Jennings, produced by American Bar Association.

Your local librarian should have information on ordering these resources.



Young Rachel Fullenlove enjoyed playing in the stands during the Reds game at KPA's summer convention. She is the daughter of Kit Millay, editor of *The Oldham Era*, LaGrange.



## NNA convention showcases BOR

The 200th anniversary of the Bill of Rights will be recognized in two presentations by speakers at the 106th conference of the National Newspaper Association, this month in Little Rock.

Caroline Kennedy and Ellen Alderman, co-authors of *In Our Defense: The Bill of Rights in Action*, will talk about their book which examines milestone cases in US legal history. The book looks at what they call "the most comprehensive protection of individual freedom ever written." Kennedy is the daughter of the late president.

Two-time Pulitzer Prize winner Anthony Lewis follows them with another presentation on the First Amendment. The latest book by the New York Times columnist is *Make No*

*Law: The Sullivan Case and the First Amendment*. "The First Amendment's guarantees of free speech and freedom of the press seem self-evident to us, but in fact we have the freedom we do only because of nearly two centuries of political and legal struggle," he writes.

The convention, also featuring a trade show and Desktop V Electronic Publishing Conference, is set for Sept. 25-28 at Arkansas' Excelsior Hotel and Statehouse Convention Center. For information, call NNA at 202/466-7200.

## 'Think literacy'

How does a newspaper get new readers? Support literacy efforts in your area.

A good time to show support of local literacy programs is Sept. 8, National Newspaper Literacy Day.

The Southern Newspaper Publishers Association Foundation is providing members a package of camera-ready ads, Bill of Rights poster and items suitable for use throughout the year. SNPA also has an outline for its "Think Literacy, Think Newspapers" workshop on how tutors can use a newspaper with adult students.

•SNPA has also announced Oct. 10 as deadline for its third annual Literacy Awards Program, covering Oct. 1, 1990, through Sept. 30, 1991.

Categories include News/Editorial, Community Service/Programming, Best New Idea, and General Excellence in three circulation ranges: under 35,000; 35,001-85,000; 85,000+. For information, call Mary Ann Gentile, literacy director, 404/256-0444.

## Lifestyles pages now in MO contest

Proud of your lifestyles pages? You might consider entering them in a new contest category in the JCPenney-Missouri Awards program.

The national awards program, housed at the University of Missouri, will offer for the first time a special Innovation Award for New Concepts for lifestyles sections. Also new this year is a special reporting award for multicultural journalism.

The annual competition includes the following categories.

•Reporting: single story, special sections, arts/entertainment, consumer, fashion, food, health.

•Editing: Feature/Lifestyle.

Cash prizes are given to winners in each category. Entries, at \$25 per, must have been published between Sept. 1, 1990, and Aug. 31, 1991. Deadline for entering is Oct. 31.

Two-tiered judging is done by UM professors and professionals.

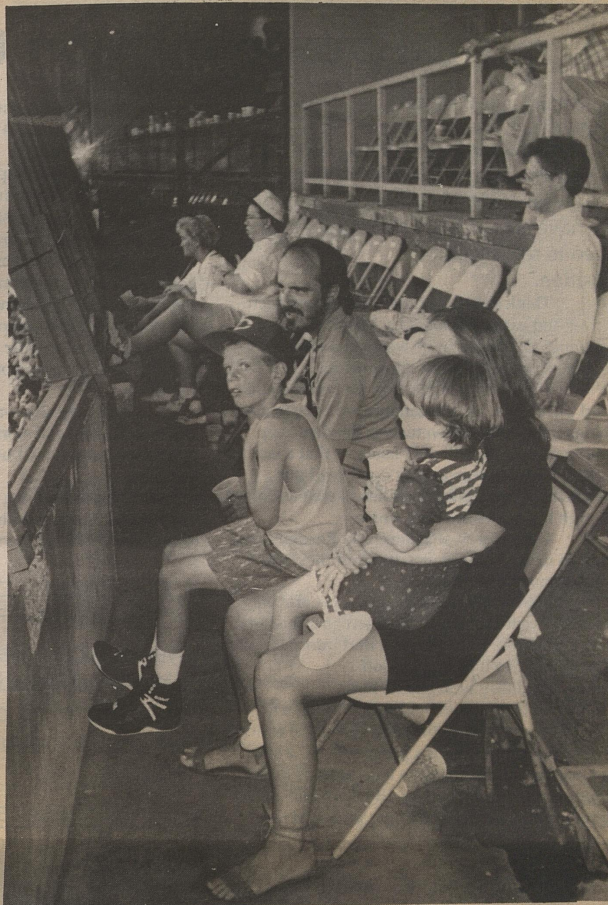
Contact JCPenney-Missouri Programs, UM Journalism School, Box 838, Columbia, MO 65205; telephone 314/882-7771; fax 314/882-9002.

## Welcome, Associates

KPA welcomes two new Associate members.

*The Russell Register* in Jamestown rolled off the press this summer and applied for Associate status. Wade Daffron, former editor of the *Times-Journal* in Russell Springs, is the new paper's editor. Eric West is advertising manager, and copy editor is Claradon Wilson. The address is Box 5, Jamestown 42629-0005; telephone 502/343-5550.

Blue Grass Airport became a KPA Associate in late July. Lisa Smith is executive assistant for public relations. The address, for your directory update, is 4000 Versailles Rd., Lexington 40510; telephone 606/254-9336.



Fans in the stands

William and Rita Mitchell and family, *The Fulton Leader*, were among KPA members taking in the Reds game at Riverfront Stadium during the summer convention. Behind them is Scott Varland of the Legislative Research Commission, who works with the Open Meetings/Open Records Task Force.

## Pick ups

"Prime Time," the Owensboro *Messenger-Inquirer's* weekly feature for older readers, was among "prime ideas" for reaching seniors that were spotlighted in the July/August edition of *The Bulletin*, published by the American Society of Newspaper Editors. Night editor Anne Wooten describes the section as "well received." The page includes a senior calendar, menus at local senior centers and wire stories of interest to the target audience. Once a month the paper devotes its Extra front to "Prime Time," with stories on such topics as choosing a nursing home, overmedication, social security and features on local senior citizens. The page, Wooten says, is printed in larger type.

*The Lexington Herald-Leader* raised the newsstand price of its

Sunday edition from \$1.25 to \$1.50 on Aug. 4, following the lead of *The Courier-Journal* in Louisville, which upped the cost of its Sunday paper earlier in the year.

Citing the "rising cost of production," *The Advocate-Messenger* in Danville raised the cost of home delivery on Aug. 1. City carrier delivery is now \$7.85 per month and rural motor route delivery is \$8.60 per month.

*The News-Enterprise* in Elizabethtown will be a Pacesetter Company in this year's Hardin County United Way Campaign.

*The Spencer Magnet* in Taylorsville was a major organizer of the local Victory Day Celebration in late spring.

One of the sponsors of a recent Up With People concert in

Campbellsville was *The Central Kentucky News-Journal*. The young performers used copies of the paper in a musical number, and two members of the group, one from Sweden and one from the Netherlands, both interested in journalism careers, toured the newspaper plant.

*The Manchester Enterprise* has closed the doors of its McKee paper, *The Jackson County Headline News*. The weekly began as a free paper in 1988, switching to paid subscriptions 18 months ago. "We looked at the community of Jackson County and decided that the area just couldn't support two newspapers," said publisher Glenn Gray, referring to former competitor *The Jackson County Sun*.

It's always easier to ride a horse in the direction it's going. —Will Rogers



## A radical proposal: cater to your readers

By Martin L. "Red" Gibson  
University of Texas at Austin

Lord knows the newspaper business is changing almost daily. But for some reason many of us stick with what we have been doing forever. Maybe we need to rethink our position.

Think about the times. We all use microwaves and eat at McDonald's. Why? We want convenience. Fine. Maybe we need to offer our readers some of the same convenience.

No, I'm not suggesting we become junk food purveyors. I just mean that we have to do things for reader's convenience. Readers keep telling us — if we will only listen — that a lack of time is the main reason they don't read our products. That goes for weeklies as well as dailies, though the dailies are hurt worse.

Our chief rival is the clock. Readers have only so many minutes in a day, and they don't give us much of a share.

Readers want their news now, and we have to give it to them or see them go elsewhere for information. If they cannot find information elsewhere, they'll just go. Period.

And they won't come back.

So let's look at our work. We have to devise ways to display information in the easiest-to-grasp form we can. If a photo will tell a story, we need to provide a photo and perhaps forget about using much of a story. If all we really need on a meeting is a list of actions, we ought to

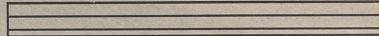
provide our readers a list. Sometimes a chart will do the job. Some jobs we can do best with statistics — a table, say.

Or maybe a simple graphic could take care of the topic and provide information in the fastest, easiest-to-understand method. Your task: use whatever you find helpful.

Readers want consistent formats and content. That is, they want the same kind of material to be in the same place every issue. If you put obits on page 2, keep them there. This idea of anchoring goes for Dear Abby as well as the county agent's column or anything else you run regularly.

You may also want to run columns of briefs to take care of stories that some will consider inconsequential but others will find of great interest.

I got to thinking about these things last month after visiting with the people at Landmark Community Newspapers. Max Heath talked



We err when we say we will decide what readers need in the way of stories and length and we'll sell it to them whether they want it or not.



about marketing the news side. The idea, hinted at above, is that we need to find out what our readers want — and give it to them.

Oh, we cannot offer a steady diet of sex and violence; we have to have some integrity, some standing as serious journals. But if readers want shorter stories — and they do — we have to give them shorter stories. If readers want fewer jumps — and they do — we have to give them fewer jumps.

We err when we dig in our heels and say we will jump every story because that makes a better looking page. We err when we say we will decide what readers need in the way of stories and length and we'll sell it to them whether they want it or not.

This attitude will leave us without readers — and thus without income and without newspapers.

You are free to try to educate readers to your views that every city council story deserves a column of type plus sidebars. But you're wrong. Sometimes a meeting isn't worth much of anything. You ought to have the courage, maybe it's just the intelligence, to hold a council meeting story to six inches if nothing worthwhile happens.

I don't mean to sound preachy and holier than thou. If I were an editor I would probably say that by George I paid a reporter to go to that meeting, and I intend to get an inch of type for every dollar's worth of time I financed.

But I would be doing a better job if I listened to my readers and gave them what they were willing to spend their money for.



Readers must have felt as if they were on the scene of this fire. The "hot" photo helped win a first place award for *The Cumberland County News* in the 1991 Better Newspaper Contest.



## Legalese

### Recent legal issues involving Kentucky newspapers:

•The Kentucky Court of Appeals said in July that the Kentucky State University Foundation is not a public agency and, therefore, it's records are not public. The decision, relating to a case against *The State Journal* in Frankfort, overturns last year's Franklin Circuit Court ruling that the foundation was public because its members were also members of the KSU board of regents when the newspaper was denied an Open Records request. The suit arose after an attorney general's opinion in 1989 said the foundation board was public. The latest interpretation was termed "overly-restrictive" by the paper, whose attorney Sam McNamara said, "If it's swallowed to stand, it will certainly limit the public's access to the records of many semi-public agencies."

A surprising aspect of the case, according to a *State Journal* article, is the appellate judges' reference to a little known provision that would, if enforced, require the foundation to file an annual report with the State Investment Commission, showing receipts, expenditures, depositories and investments. The paper's reporters, however, were unsuccessful in finding the commission, and an attorney general's office spokesman said it apparently exists in "statute, but does not seem to exist physically."

### And elsewhere . . .

•The US Department of Education has decided that crime records of students at colleges and universities should be public records. Education Secretary Lamar Alexander has even gone farther to propose changes to the Buckley Amendment that would mandate access to law enforcement records at public colleges and allow the option to private colleges, according to an article in the July 20 edition of *Editor and Publisher*.

•The Georgia State Supreme Court ruled in June that cellular communication records are public. The decision, upholding a lower court ruling, resulted from a case in which the city of Atlanta sued the Atlanta Journal-Constitution.

•A state Supreme Court jury in Niagara Falls, NY, has awarded \$8.5 million in actual damages and \$10 million punitive damages to a restaurant owner who claimed he was libeled by broadcasts on WKBW-TV and WKBW radio in 1982. Using what they said were FBI confirmations, the stations reported that the restaurateur had been kidnapped because he owed money to organized crime figures. Part of the plaintiff's case rested on the stations' retractions which restated the alleged FBI confirmation of the original report.

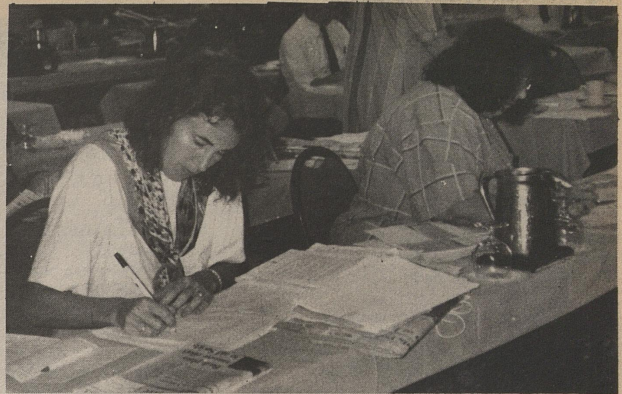
•The publisher of the West Virginia Daily News and the Greenbrier Valley Ranger has been charged with littering for distributing his free shopper to residences without owners' permission, according to an item in *presstime* magazine. If the county prosecutor pursues the case, Frank L. Spicer said he will ask for dismissal citing limitation of First Amendment rights.

•Another article in *presstime* notes that four more states have enacted recycled-newsprint laws. In Texas and Rhode Island, newspapers must collectively reach recycled newsprint usage goals of 30 and 40 percent, respectively, by 2000. Forty percent by 1998 is the goal in North Carolina, or papers will pay a penalty of \$15 for every ton short. Oregon law states papers must voluntarily increase their use of recycled newsprint to 25 percent by 1995 or face a required consumption goal of 7.5 percent.

•A Texas judge recently ordered the Fort Worth Star-Telegram not to publish the name of a woman who is suing the paper for invasion of privacy. A 1989 rape victim, the woman's suit says the paper, while not publishing her name then, did publish other details that identified her. Her motion was filed as "Jane Doe", but the indictment listed her real name.

•The West Virginia Supreme Court has upheld the right of the Calhoun Chronicle to reject a paid political ad. The weekly's publisher, Carl Morris, said he refused the ad because there would not have been enough time for the opposition to publish a rebuttal. A circuit judge had ordered the paper to run the ad.

I have observed over the years that individuals, if they are above average, usually have a tremendous amount of latent ability. If you know how to tap that ability, you can accomplish more and more. On the other hand, if you don't know how, the individual will never realize the potential he has. It's a little bit like a rubber band. If you don't keep stretching it, pretty soon when you do, it will break. Keep stretching the individual's brain; it's amazing how much elasticity it has. --M.J. Warnock



Looking for a winner

## Kentuckians take close look at Michigan counterparts

"One of the best groups" they've had as judges -- that's what Michigan Press Association representatives said about the Kentucky newspeople who judged their contest entries last month.

More than 25 reporters, photographers, editors and publishers from KPA papers gathered at Lexington's Harley Hotel on Aug. 1 to review hundreds of Michigan articles, photographs and special sections.

With papers stacked on tables and photo spreads covering the floor, the KPA judges spent the better part of the day deciding who will go home from the MPA convention with the awards.

Special thanks go to the following volunteer judges:

Dave Perry, Harry Merritt, Tom Caudill and Larry Fuselick, *Lexington Herald-Leader*; Jerlene Rose, *Clay City Times*; Ken Stone and Jon Paul McKinney, *Grant County News*; Cathie Shaffer and Jim Robinson, *Ashland Daily Independent*.

Lucianda Denson, *Berea Citizen*; Dorothy Abernathy and Kit Millay, *Oldham Era*; Teresa Liter, *Trimble Banner-Democrat*; Ron Bridgeman, *Jessamine Journal*; Lea M. Schultz, *Richmond Register*; Kevin Kerfoot and Kathy Jordan, *Georgetown News & Times*; Grace Schneider, *Courier-Journal*.

John Fisher, *Kentucky Post*; Stuart Simpson, *Pulaski Week*; Ninie Glasscock, *Springfield Sun*; Becky Barnes, *Cynthiana Democrat*; Janie Buntain, *Anderson News*; Carl West, *State Journal*; and Lalie Dick, formerly of *Bourbon Times*.

David T. Thompson, Sue Cammack and Pam Shingler of the KPA central office also assisted.



A newsmen's holiday

News is anything you find out today that you didn't know before.  
--Turner Catledge

### Use the Frankfort Connection

Now, your newsroom has a bureau in the state capital. Use it to:

- Cover hearings and news conferences that affect your area.
- Gather information to round out your locally based story.
- Cut through the bureaucracy that keeps you on hold or tied up in a maze of transfers.
- Shorten the time it takes to file open records requests.
- Other assignments you can dream up.

### KPA News Bureau

332 Capitol Ave.  
Frankfort, KY 40601  
1-800-866-1431



# How about a lesson in openness?

## The Kentucky Post

The bad news is that the legal counsel for the University of Kentucky is arguing on the side of those who favor restricting information and conducting the public's business behind closed doors.

The good news is that it should be easy for the university's lawyer to take some refresher courses in History, Political Science, Constitutional Law and Logic.

A legislative task force is considering revisions to strengthen the state law regarding public records and public meetings. The UK lawyer, in addressing the task force, said any revisions in the state's open records law might create more inconvenience for public institutions.

Surely that's not what he meant. Surely he is not trying to protect a public institution from being inconvenienced by the public.

But he augmented his argument: "Lots of nuts," he said, use the open records law to seek information from the school, and "these people can drive you absolutely crazy."

We could split hairs over the quantity that constitutes "lots." We could quibble with how a decision is made that some information seekers are "nuts" while others are not. Those weak points are so glaring, however, they can be dismissed as the result of speaking extemporaneously -- a lawyer's lips outrunning a legal mind.

The insidiously dangerous element in the lawyer's argument, however, is the position that it is burdensome that citizens, acting within their rights, are

seeking information from a tax-supported university. Why, the audacity of those citizens.

Extend this lawyer's line of thought and see where it takes you in dealing with these pesky seekers of information.

Some of those tax-paying citizens are likely to get so bold and demanding that we may have to put limits on inquiries to public libraries.

Before long, we'll have to set quotas on the number of calls allowed to public health agencies.

Maybe we should require typed requests, in triplicate, from any farmer who wants advice from an agricultural extension agent.

Our lawyer for UK, exhibiting a firm grasp of the obvious, contends that those people involved in gathering and disseminating news for the public hold that "open equals good."

So far, so good.

However, in his view, "that is not necessarily so." Again extending a line of thought, perhaps half open is better; sometimes, depending on what is involved; depending on who is involved. Will it come down to depending on which public official decides which information the public should have?

It was John Milton who said so eloquently, if sophomorically, "Let her (Truth) and Falsehood grapple; whoever knew Truth to be put to the worse in a fair and open encounter." Of

course, getting falsehood out into the open for a fair encounter is a battle all by itself. Any move to shut off the light of information gives falsehood a chance to flourish in darkness.

A university, it still seems to us, is a place where the lessons of candor and democracy should be taught by example as well as by lecture. It is not a lesson to be snuffed for convenience.

## Kentucky views

Editorials from across the commonwealth

### Heaven forbid they're inconvenienced

#### The State Journal

How terribly inconvenient.

A weekly newspaper publisher in Eastern Kentucky and a farmer in Western Kentucky want some information out of the University of Kentucky. As a tax-supported public institution, UK is required by law to provide that information. But, to get it, the publisher and the farmer must travel hundreds of miles to Lexington, fill out a specific form requesting the records they seek and, in all likelihood, make the trip again three days later to pick up the records.

That's because UK does not accept mailed requests for records under the state's Open Records Act. It's inconvenient as all get-out to the publisher, farmer and anyone else seeking information from UK public records; it's specifically designed, however, not to inconvenience the high personages at the University of Kentucky.

So said UK's general counsel, John Darsie, at a meeting last week of a special task force considering legislative changes in both the Open Meetings and Open Records Acts. It seems there are "lots of nuts" (Darsie's language) out there just waiting to inconvenience UK officialdom.

Yes, well, it may come as a distasteful realization to Darsie and others at UK, but their salaries are paid by the public -- nuts and all. And, we suspect that what some at UK would consider a nutty request for records might actually represent an effort to uncover facts UK would just as soon not have known.

Shocking? A couple of scandals involving the UK basketball program don't make it shocking at all.

Indeed, the attitude about the availability of public records expressed by UK's chief lawyer is the best reason we can imagine for requiring that public records and public meetings be as open and readily available to the public as possible. In fact, it is the arrogance of public employees like John Darsie that requires it.

### Thank you, KPA

August 8, 1991  
David Thompson  
Kentucky Press Association

Dear David:

I want to let you know how much we appreciate the great job your judging team did last Thursday. As I told you then I was surprised (and very pleased) that the project went so smoothly and quickly, considering the large number of entries. Also, I know you pitched in and did a good share of the judging yourself. Thanks for that, too. We have sent a thank you letter to each of the participants, a really outstanding group.

Another reason for writing is to tell you how impressed I was with the Kentucky highways and roadways, I don't recall seeing any cleaner or better cared for in my considerable travels. It was a pleasure to see such well-trimmed and trash-free areas. You folks should be proud of that.

I am sure Mike or whoever may be doing that sort of thing here in the future will want to keep Kentucky in the judging "rotation." As you are scheduling a few years ahead, you might want to keep in touch.

Sincerely,  
Forrest Inks  
Asst. Executive Director  
Michigan Press Association

### Recyclable facts

ΔNewspapers represent 75 percent of total US newsprint use.

ΔOther types of paper represent two-to-three times more solid waste than newspapers.

ΔManufacturers prefer loose newspapers for recycling.

ΔYour recycled newsprint costs will be less if manufacturers do not have to pay for separation from paper bags, twine, pizza boxes and self-sticking labels.

ΔRecyclable twine is available.

ΔNewspapers provide the second-highest level of tonnage of any recyclable material in the US, second only to corrugated paper.

ΔNewspapers comprise about 8 percent of landfill space while other paper products take up about 34 percent.

ΔNewspaper companies own several of the recycled newsprint mills and at one time, they have owned all the recycled newsprint mills in North America.

ΔNewspapers are the largest users of recycled newsprint, using over 1.8 million tons in 1989.

ΔNewspapers in the US buy about 57 percent of their newsprint from Canada.

### Let the sun shine

#### The Daily Independent, Ashland

The prospects for increasing the public reporting of campus crime grew measurably better recently.

The first positive development was the Senate's passage of the Wirth amendment to its omnibus crime bill.

Proposed by Sen. Tim Wirth, D-Colo., the amendment allows universities to comply without coming into conflict with the Buckley amendment, a federal law governing the confidentiality of student records.

"Universities should not be punished for complying with state law and trying to protect students," Sen. Wirth said in justifying his amendment.

The second development was the announcement that Education Secretary Lamar Alexander will seek to have the Buckley amendment changed to permit schools to open records of campus crime.

This is a significant departure from the position Mr. Alexander's administration took when he was president of the University of Tennessee last year. University administrators refused to release campus police records when three football players were accused of raping a college student. Despite changes in its policy on investigations, Tennessee continues to keep those records private.

We hope that Mr. Alexander's change of heart will improve the situation, but we still support the Wirth amendment and urge the House to pass it. The amendment is worthy of support for many reasons.

Of immediate importance is its effect on campus life. Students fully informed of crimes on their campus will be better able to protect themselves while going to school.

With free flow in information, students and their parents will be able to make intelligent, "free-market" choices among schools, factoring safety into their calculations -- as is only appropriate in an administration that advocates "free-market" choice for primary and secondary schoolgoers.

Likewise, the community, informed through its media, can be aware of any crime problems in its midst and take steps to combat them.

Whether students be the victims or the accused perpetrators of campus crime, they deserve equal treatment under the law. Open records will go far toward ensuring that.



## On tap . . .

- Sept. 11-13, Inland Press, Group Executives Conference.
- Sept. 12-14: Mid-America Newspaper Conference: Production, 515/967-4347.
- Sept. 13-14: Inland PA Family & Independent Ownership Conference.
- Sept. 15-17: SNPA Workshop for Smaller Newspapers, 404/256-0444.
- Sept. 15-21: API seminar for City & Metro Editors (under 75,000), 703/620-3611.
- Sept. 19-20: WKPA fall meeting, Owensboro Executive Inn.
- Sept. 19-21: Southern Circulation Managers Association Fall Convention.
- Sept. 22-28: API, Ad Execs (under 75,000)
- Sept. 24-27: National Conference of Editorial Writers Convention.
- Sept. 25-28: NNA convention, Little Rock, 202/466-7200.
- Sept. 29-Oct. 2: ANPA Foundation Newspaper In Education Circulation & Marketing Training Seminar, 703/648-1251.
- Sept. 29-Oct. 4: API Exec Development (over 75,000).
- Oct. 3-4: KPA Ad Composition Seminar & Workshop, Springs Inn, Lexington.
- Oct. 3: NAB Special Section & Fashion/Lifestyle Symposium, 212/704-4536.
- Oct. 6-11: API, Journalism Educators.
- Oct. 6-12: API, News Editors & Copy Desk Chiefs.
- Oct. 13-19: API, Classified Ad Managers.
- Oct. 20-23, International Newspaper Financial Execs convention.
- Oct. 27-30: API, New Product Development.

## ±Formula for profits±

A six-point formula for figuring out what ad rates it will take to make a profit is the brainchild of Jim Adkins, veteran Colorado publisher and ad salesman.

1. Add up all your estimated costs for a year, then add your salary and the profit you want to make. (He calls the general range of profit margins from 15 to 35 percent.)
2. Make a realistic estimate of ad sales — in terms of inches or units, whatever you use — for the next 12 months.
3. Estimate circulation revenue.
4. Estimate classified revenue.
5. Subtract the total of all estimated revenues from estimated total "costs" (See 1.).
6. Divide total ad inches or units for display ads into the balance of revenue needed. That will result in the rate you need to produce the bottom line you want.

(From Washington Newspaper Publishers Association, Between Issues)



### Stretching the limit

The Sentinel-News went the limit for this and other soccer photos to win a first place for sports shots in the 1991 KPA Better Newspaper Contest.

#### Experiment goes awry

## Paper's classifieds really work, just ask spa maker

by John Bramel

The Lebanon Enterprise

(Publishers' Auxiliary, July 8, 1991)

Dear Mr. Arnold Deluca,

Things remain wacky out here in the world of newspapering, and I thought I'd write and warn you.

Here at the Lebanon Enterprise, a 6,600-circulation weekly in Central Kentucky, we saw the article you wrote in the September 17 nationally distributed Publishers' Auxiliary about the bogus classified, or find the fake classified promotion idea.

"Good idea," we thought.

Build classified readership and have fun sticking a "fake" ad in the classified advertising section. Folks will have barrels of fun looking for it. Even more folks will have more barrels of fun as interest — and the classified section — grows.

Things went as smooth as a Schwarzkopf-designed military plan for a while.

Then...

We published a bogus classified that went something to the tune of: Old woman living in cramped, unusual conditions with far too many children needs help. Call 1-800-OLD BROWN SHOE.

That's not the telephone number we published, however. Believe me, I don't intend to make the same mistake twice.

Jane Doe, not her real name — called me two days after the bogus classified was published.

She informed me that the "800" number we had used in the fake classified connected, when dialed,

. . . the hearts of some Marion Countians are bigger than their brains. . .

with her spa manufacturing business in Texas.

The woman exhibited no humor when I jokingly asked, "Hey, is this bogus?"

She did tell me, however, that in one day alone 60 Enterprise readers had called the number, many wanting to donate items — blankets, pots, money — to this woman who obviously needed help. These calls cost the spa manufacturer money. And tied her salespeople up endlessly, Jane Doe said, as they dealt with people desperately wanting to help the woman described in the classified advertisement.

Jane Doe was not having barrels of fun.

She didn't buy into my suggestion that, "Hey, this proves advertising works." And couldn't she somehow turn this lemon into lemonade?

Well, the Enterprise didn't send dozens of potential customers to the maker of spa and gym equipment because the company deals only with large chains, such as hotel chains.

They couldn't get through to the spa manufacturer because the "800" line was tied up, she added.

And she told me she intends to figure out a way to bill me for Enterprise-inspired "800" calls, as well as for the time her employees spent dealing with the calls.

After investigating why calls were made, I discovered that the hearts of some Marion Countians are bigger than their brains — a situation that exists in many parts of our great nation. But in addition, many called after discovery of this interesting novelty was rumored.

"I called half-a-dozen times because I just couldn't believe the number really put me through to somebody in Texas," one kid told me.

. . . I first had to convince the attorney the situation I was in wasn't "bogus."

Our company attorney tells me we could spend a lot of money in court setting a precedent fighting this, since the attorney can't find any case even remotely similar to my situation.

Incidentally, I first had to convince the attorney the situation I was in wasn't "bogus".

"No, I'm not kidding." So, Mr. Deluca, I write you to say two things.

First, please advise your readers not to use "800" numbers in their bogus classified promotions. I'm truly sympathetic to the people we've caused a problem and am on a mission to avert other, similar problems.

Second, in this wacky, wonderful world of newspapering, isn't it true that fact is stranger — maybe even seemingly more bogus — than fiction?



Tips on writing well

# Secrets for 'Storytellers'

Bill Blundell, editor and sometimes writing coach for The Wall Street Journal, inspires reporters to become "storytellers of fact."

Following are some of Blundell's suggestions:

Story dimensions to think about:

◊Time — The use of historical material to introduce future material. Don't ask a man about global agriculture, but what happened to his ranch. This sticks readers in a time tunnel in your story, so they can see backward and forward.

◊Drama/Humor/Pathos/Conflict (above all) — If there is no tension, there is no story. You have a protagonist and an antagonist. Not always people, they can be inanimate. In a logging story, the forest becomes alive, almost a malevolent thing.

◊Variety of Source — The problem is we often go to a narrow band on the ladder of sourcing. At the top is the High-Level Source who sets policies but knows little of the street. At the bottom, the Low-Level Source who knows little of policy but all of what is going on. We seldom use them. Often our sources are Desk Men, those in the middle who observe but seldom are involved in the action. Why not go away from the latter sources and use the high- and low-level people?

◊Movement in a Story — We got some great quotes from an engaging source. Yet he turns into a plaster bust in print because we don't develop him doing some human little action. Use constant movement. A good story goes back and forth

from the general to the particular. "Move that lens."

◊Sense of Development Movement — The reader is conscious of rolling through the story. He may not know why, but he does know that he is. "We want developed ideas, not just concepts that fall apart at the first tap of the storysmith's hammer. Why dash out and develop your idea in the car on the way to a story? It is better if, before you get in the car, you know where you're going.

Blundell urges writers to think of the range of possibilities a story might yield before starting to write, and then "think beforehand what to leave out." When a reporter has decided what to write about, the next step is to select two or three of the following points as key elements while interviewing. (All six won't work.)

### A Reporting Guide

√History — This often offers tremendous ironies, with good leads and perspective. It helps the tone of the piece fit reality.

√Scope — Carve out a little piece of the overall story. Sometimes you have to let other things in, but 90 percent will be in the main area you select. Perspective is important on many stories, because it tells us what is affecting the topic.

√Reasons — These are not historical roots, but what is having a bearing on the topic today. Psychology often is the hardest and most difficult reason to dig out today. If the reasons people give you don't hold water, then try to develop the

psychology for it.

√Impacts — Emotional response is often missing in stories. Maybe those who treat interviews as conversations — and not as if they were firing bullets — have a better result.

√Countermeasures — The action of contrary forces in a story. What is being done as opposed to what is being said. How is it working out?

√Futures — Ask about tomorrow, about what might happen to the individual. Often this is a fine way to end a story, and it is credible to the reader.

Blundell offered words to live by: "If it's not readable, it's not a story." "Paint tiny little pictures to give the reader the smell of life."

How do you organize this to be successful?

~Read through your notes quickly for quick impressions and story conclusions. Don't be fussy in detail now.

~Refine theme statements.

~Break down interviews into the six areas of the Reporting Guide, and jot notes on six pieces of paper.

~Ask yourself: What is this?

~Determine story thread to follow. Pick one of three Narrative Lines, fictionwriting techniques, to write the facts with a sense of progression.

Block Progression — Many stories use this form for efficiency. Related material is grouped, most of the time, and gives importance and readability and a sense of motion. The story moves to the end — backward — and serves logic, which the reader wants and loves. The presentation gives power to the information. This is like going through a house and picking a room you want to see, then selecting the next room. You don't have to see all the rooms, only those you want. You are pulled to the next room by the power of grouped words and sentences, thus negating the need for transitional words. The reader senses movement but is not jerked around.

Chronology, or Time Line — "Used since Homer, it's a fine way to tell stories." You digress, but you never digress for long. The digression is a rowboat that floats momentarily on the placid surface of the reservoir. It interrupts story progression or action for a few moments, but the action continues, and sets up the next digression.

Thematic Treatment — Ignores time and develops main points of the story. Strength is to focus on the few points that are developed.

## Nobody wins in a firing

By Ben Blackstock  
Oklahoma Press Association

Firing an employee is a two-way failure; yours and the employee's.

Perhaps others too must share some blame for shortcomings that lead to the need to terminate. They include the victim's supervisors and co-workers. Sloppy hiring practices may be the root cause. There's enough blame to go around. It's usually not all the fault of the poor-performing employee.

It begins before hiring. It begins by getting an exact job description down in words as to what a person is to do. Form some realistic idea of the skills you're likely to get for what you are willing to pay. If it's fry-cook pay, go observe fry cooks, their mental equipment and attitudes.

But we get in a hurry. We won't take time to think through what need we are trying to solve. Sometimes personality is more important than skills. We ignore headaches which we know surely lie ahead by being too quick on the draw, especially not doing a thorough job checking out our most promising prospects for a job.

"The bastard wants me to fire him. I won't do it — yet. I've got too much invested in him. He's gotten rotten because of his attitude and part of it is my fault. I haven't spent enough time correcting his faults as they grew. So, I'm working on salvaging and rehabilitating him."

Good for you.

Isn't that the truth with most employees who go sour? Wanting to avoid a confrontation, we let little infractions, careless work and worsening attitude go unchecked. That wise young possum Pogo is remembered for "we has met the enemy and he is us."

So, before way before, you get that notice from the employment commission that a claim has been made, remember Admiral Perry's permissive order to Admiral Gridley: Fire only when you are ready.

When someone starts advertising,  
Someone starts buying;  
When someone starts buying,  
Someone starts selling;  
When someone starts selling,  
Someone starts making;  
When someone starts making,  
Someone starts working;  
When someone starts working,  
Someone starts earning;  
When someone starts earning,  
Someone starts buying.  
—National Editorial Association,  
written during the Great Depression

Newspapers tell beforehand what is going to happen — maybe.  
—Carl Sandburg

### Rules for improving newspapers

Dick Schneider, managing editor of the Commercial-News in Danville, Ill., offers nine rules for improving newspapers.

1. Know your community business (even if it's farming and you grew up in Big Smokesack, N.J.)

2. Know your town's lore.

3. Know more about your town's history than your readers, for history often shapes the course of current events.

4. Numbers are your friend. Use them frugally in stories, but arm editors and writers with numbers to identify trends. A newspaper that serves its community well is not just reactive.

5. Know your town's pulse better than the movers and shakers.

6. Know your town's stories and don't be afraid to tell them.

7. Readers are concerned with more than board meetings. Readers want a newspaper that touches their lives, not one whose only goal is to report.

8. Don't be timid in giving personality to the newspaper, in showcasing the best writers. A newspaper should be more than conservative pages of newsprint; it should be a neighbor.

9. (Probably the most important in Smalltown, America) Readers want a newspaper they can be proud of. They want their newspaper to be a fair, informative, entertaining friend that challenges them to think.



# Editors' gripe list has familiar ring to it

Proving perhaps that newspaper problems are about the same everywhere is the list of frustrations a group of Missouri editors came up with during a recent workshop. Sound familiar?

- The "I don't care, this is just a job" attitude of some employees.
- Spending 75 percent of my time typesetting instead of news gathering/writing.
- Working with "professionals," including those with college degrees who can't read, write or spell and don't care to.
- Lack of time to read through copy, much less proof it.
- Our avoidance of "issues," almost to the point of no real news.
- No funds to subscribe to professional journals or even one major newspaper.
- Publisher takes ad people to sales meetings several times a year but won't pay for his editor to attend workshops and seminars.
- Being asked by the publisher and layout persons why I want a verb in a headline or a misspelled word corrected.
- A public perception that places us in the same category as lawyers and politicians.
- Erosion of the ability to read by the American public.
- Age, interest differences in staff and readers.
- Editors and publishers who demean the profession.
- Nobody gets enough time off.
- We're everyone's PR agent. We spend time covering events that clubs, civic groups could bring in to us.

- Why worry about good news writing and reporting? Our readers don't care.
- Lack of time/money for training, continuing education.
- Long-term staff and the "that's not my job" syndrome.
- Outstanding ad sales net bonuses; outstanding editorials net ob-

scene phone calls.

- Requests to withhold traffic violations, other court proceedings by advertisers who threaten retaliation.
- Tendency of groups and individuals not to report events and then to criticize us for not covering news.
- Writing editorials that will displease advertisers.

• Employees not responsive to new ideas.

- Doing the stories that must be done leaves too little time for stories that should be done.
- Staff training based on the "swim or drown" method.
- *The feeling that most of the above is our own damn fault.*

The theory of a free press is that the truth will emerge from reporting and free discussion, not that it will be presented perfectly and instantly in any one account. —Walter Lippmann

## Why managers fail

Phil Hanna, vice president, New York Times Regional Newspaper Group, Atlanta

- The inability to get along — poor interpersonal skills.
- Failure to adapt — not flexible enough to adjust to changing selling and consumer environments.
- The "me only" syndrome — not a team player.
- Fear of action — refusal to make decisions.
- Unable to rebound — cannot admit error and correct it.



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South Central Bell business (Business Customer Assistance



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## Idea exchange

### Staff part of solution

Although saving money was a big plus, the Miami Herald's SAVE program did a lot more. Smart Answers from Valued Employees also fostered understanding among departments and total employee involvement in cost-cutting decisions. Employees came up with money saving ideas in group meetings, passed them to a division team and then the program steering committee for study and implementation. (SNPA)

### Understanding youth

The Sarasota (Fla.) Herald-Tribune recently had 10 high school and junior college students over for lunch to give their opinions of the paper and of what they like and dislike about newspapers in general. The luncheon was part of the paper's 20/40 program, designed to help executives understand the younger generation of readers. (SNPA)

### A moving idea

With 40 million people changing residences every year, some are bound to be moving into your town. Audrey McCollum's book, *The Trauma of Moving*, indicates a market exists for a service that makes transition easier, according to the Utah Press Association newsletter. The average newcomer takes six months to locate all goods and services he/she requires. Voila! Perhaps what's needed is a newcomer's guide published by your paper. Such a guide would certainly lend itself to a bunch of editorial copy on services and sights and a lot of advertising from hardware stores, service industries, furniture and department stores, utilities, tourist attractions, gift shops, etc. June, July and August, by the way, are peak moving months.

### Carding customers

Employees of The Public Opinion in Chambersburg, Pa., carry "service calling cards" to hand out to customers who stop them in grocery stores, churches, etc., with complaints or suggestions. Customers jot down their thoughts, give the card to the employee or mail it in; then publisher Nancy Monaghan personally investigates the problems and writes to the customer. (presstime)

### Classified

The Asbury Park (NJ) Press is promoting its classified ads with McDonald's french fries. In the Classifieds promotion, people who prepay for private party classified ads with Visa or MasterCard get a coupon for a large order of fries every day the ad runs. The coupons, redeemable at 29 area McDonald's, are mailed to the customer. (E&P)

### Asking readers

The Huntsville (Ala.) Times recently published a full page house ad, inviting readers "Tell Us What You Think." The gist of the copy was that editors are interested in readers. Readers were offered several means of response, including fax. (SNPA)

... the world's fanciest VDT system cannot save you if you have no writing ability. —Martin L. Gibson

### An owner's manual?

Three Minnesota newspapers put out an "owner's manual" to help readers use and understand their papers. The introduction to the reader's manual published by the Brainerd Dispatch states: "On the following pages, we'll tell you how the Dispatch is written and printed each day, who are the people behind the scenes, and how to get an item printed in the paper. There are phone numbers to call to place ads, start subscriptions or complain about missing papers." The Duluth News-Tribune and St. Cloud Times have similar publications. (MNA)

### Rewarding the faithful

Everybody scurries to get new subscribers, but few work as hard to keep the old ones. A meeting of circulation managers of the Minnesota Newspaper Association turned up these suggestions: •Have a party as a thank you for loyalty to those 10-year-plus subscribers. •Send a thank you letter to them at Thanksgiving time. •Start a frequent reader club booklet with money saving coupons. •Send a letter of thanks to them before the subscription billing is sent out. (MNA)

### Recapturing the seniors

A lot has been said about the aging of the population, and some papers are busy making sure their older readers stay tuned. The July/August edition of The Bulletin of American Society of Newspaper Editors features several papers (including the Messenger-Inquirer in Owensboro) that cater to the senior population. The Shelbyville (Ind.) News has a weekly page for 50+, blending local and wire features, calendars and a monthly column by the director of local senior services. The Montgomery (Ala.) Advertiser also has a weekly seniors page, as well as a quarterly section, called 50 Grand. A weekly 60-something column and a monthly Seniors Corner page are offered by the Quincy (Mass.) Patriot Ledger. The Tampa (Fla.) Tribune publishes two pages each Tuesday aimed at older readers and a monthly zoned section for seniors in coastal counties. It also carries a column by a reporter who covers the elderly as a news beat.

### Complete service center?

How's this for service, environmental responsibility and cost recoupment? The Beatrice (Neb.) Daily Sun sells printing plates for 25 cents for use as roofing and patching; sells pallets for \$2 each for parade float-building, hay stacking and basement storage; allows other businesses and citizens to use its fax machine for \$2 a page; sells prints of photos taken by staff members for \$5 for first print and \$1.50 per extra; lets community members check out its two automatic 35mm cameras to record their club events. In addition, the paper offers a program, called Especially Yours, aimed at family reunions, retirements and other special events, in which customers can bring in their photographs, select a layout and have the paper print a personal tabloid for them. Cost to the customer: \$300 for up to 500 copies of a four-page tab with color, and \$500 for an eight-pager. The services are promoted in house ads. (presstime)

### Ideas from Inland

The following ideas are reprinted from The Inlander, Newspaper of the Inland Press Association Inc., Aug. 5, 1991.

#### Discounting adds \$\$

By offering advertisers a 10 percent discount if reservations and copy were in a week before regular deadline, Minnesota Suburban Publications realized \$9,026 in new revenues and 108 percent of budget on a recent spring home section. Sales manager Greg Ptacin (612/896-4838) said the ploy got the easy-to-close customers taken care of, gave sales reps an extra week to work on the harder sells and helped close deals with some reluctant customers.

#### Site-seeing

The Rochester (Minn.) Post-Bulletin attracted ads from builders and developers, who are not frequent advertisers, with a promotion in its real estate section that focused on choice building sites in the area. The pages, which ran on two consecutive Fridays, had a map of all locations of the advertised building sites, followed by the ads. New revenues totaled \$5,200.

#### Not just hot air

The Frankfort (Ind.) Times experienced "ballooning" subscriptions in a recent readership drive. For a free paid trial offer, the paper tied a helium balloon to each sample. Silk-screened with "We've got news for you! The Frankfort Times," the balloon package, also containing a return card for 12 free issues, was delivered to non-subscribers. During the second week of the trial, crews knocked on every door where samples were left to reinforce the sales drive. Remaining issues for the month were offered at one-third the regular monthly rate.

## Databank

### Down and up

Advice from financial aces is available in the latest in the Business Focus Series from International Newspaper Financial Executives. *Guiding Your Newspaper Through an Economic Downturn* provides ideas from 12 newspapers with circulations ranging from 8,000 to 600,000. For INFE members, \$14.95; for non-members, \$39.95. To order, call 703/648-1160.

### Policy clout

That the US press is a major influencer of national policy and process is the theme of *The Media and Foreign Policy*, just out from St. Martin's Press, 175 Fifth Ave., New York 10010. The collection of essays weighs in at \$45.

### Where are the 'girls'?

Updated from a 1988 hardback edition, *A Place in the News: From the Women's Pages to the Front Pages* looks at the current role of women in newspapers. Author Kay Mills addresses the decline in female readership of papers and their absence on executive staffs. "Too many newspapers that could do a better job in covering the issues about which women would read are not doing it," Mills writes. "Too many of the key jobs on major newspapers still go almost automatically to men." \$16.50 from Colum-

## Papers late? Couldn't be helped

District managers have one of the more frustrating jobs in the newspaper business. Here's a list of excuses carriers have given when late or when calling in to say they can't do the route:

- Back of my car attacked by a man who likes to shake things.
- My cat was sleeping on top of me. I couldn't get up.
- Dog fell in pool. Had to dry him.
- Watching a movie on HBO.
- Headache.
- Truck was stolen.
- Arrested.
- Carrier handcuffed himself to post in the garage.
- Bundle drop site surrounded by police during a burglary.
- Nose was being cauterized.
- Forgot a Sunday paper was published.
- Couldn't find shoe.
- Was I supposed to work today?
- My cat's in heat. Can't let her out alone.
- I have to move to Pennsylvania this morning.
- Had to curl my hair first.
- Baking a birthday cake.
- Forgot the bundle was on the back door.
- Carrier skipped town with 15-year-old girlfriend.
- Had to find dog.
- Escaped convict in the area.
- Couldn't find rubber bands.
- Cramp in leg.
- Had to do laundry.

(From New England Newspaper Association)

bia University Press, 562 W. 113th St., New York 10025.

### Say cheese

In *Our Own Image, The Coming Revolution in Photography*, by Fred Ritchin, focuses on the future of computer photographic technology and the ethical questions surrounding the ability to alter photographs. \$15.95 from Aperture Foundation Inc., 20 E. 23rd St., New York 10010.

### Waste not, want not

*Guide for Waste Management* has been released by the American Newspaper Publishers Association to help managers with waste handling programs. The publication discusses environmental regulations, waste management programs, reporting procedures, training and other aspects. Its format is a three-ring binder to which you can add local regulations. For information, contact ANPA, Box 17407 Dulles Airport, Washington, DC 20041; telephone 703/648-1000.

Perhaps the best thing which can be said about newspapers in the United States is that they are in chronic disagreement with each other. That is what is meant by a free press.

—Jim Bishop



## Metz is E&P subject, from page 3



Alllll-right!

This football scene was among those that earned a first place award in sports photography for *The Anderson News* in the 1991 KPA Better Newspaper Contest.

United States became involved in '41, he transferred to the US Air Force, serving as a flight instructor until war's end in '45.

Then it was back to Indiana for four years at two weeklies, the Cannelton Telephone and Boonville Enquirer, while becoming a journeyman printer and Linotype operator. Along the way, Russ decided he

serious planning to purchase their own weekly. Gradually they squirreled away several thousand dollars.

In late summer 1960 they found the News-Outlook in Owingsville, Ky., circulation 1,800. It was and is the sole paper of 10,300-population Bath County. For the Metzses, it proved a perfect fit.

Since Russ made himself "an overnight, instant editor" in 1950, he figures he has written about 2,300 columns. "I don't remember missing a week. It's like making love. You don't know how to quit."

wanted to be a writer, too.

In 1950, Russ invested \$39 in a Smith-Corona portable and began to look around for a story possibility. A large sheep-raising operation gave him an idea. Russ called the editor of an Indiana farm magazine. He said he was raised on a farm, "but I neglected to mention that I'd never done any farm work."

With a large measure of brass, Russ added, "As a writer and photographer I'd be happy to produce a story and pictures for your magazine."

His idea got an OK. In the next issue the Metz article appeared, followed by a check. Russ was thrilled with the experience, "I told myself, 'This is better than working for a living.'"

"An editor should be involved in community activities, yes, of course, but not politics or political endorsements. That's a damn ego trip. Besides, I wouldn't get 10 votes for dogcatcher. That's because we print all the court news."

Russ heard that Howard Grossman, new owner of the Salem (Ind.) *Leader*, needed a managing editor, so he applied and got the job. "That's when I became an overnight, instant editor."

For 10 years, Russ honed his skills in Salem. By then he and his wife Margaret had begun some

"Actually," Russ notes with a grin, "it was the only one we could afford. The price was \$27,000, which was the same as its gross." (That figure now hits \$200,000.)

Margaret, who had worked for an attorney, took over the front office, advertising and books. Russ gathered news, wrote, took photos, and introduced Bath Countians to his wry brand of column humor.

He also found himself operating the Linotype, making up hot-metal pages and running the News-Outlook's four-page flatbed press. Luckily, Russ did not mind working 100-hour weeks.

Does he miss those letterpress days? "I'd quit before I'd go back to that old blacksmith shop!" Russ observes with a growl.

Son Ken's arrival aboard nine years ago has helped spread the work load. Like the Old Man, Ken never misses with his own personal column, but with a completely different flavor. Russ feels that "He's getting to be pretty good as a writer. Of course, Dad critiques him as needed."

The Metz trio is joined by two other employees assisting Margaret in the office and inputting stories and ad copy into another News-Outlook Apple Mac.

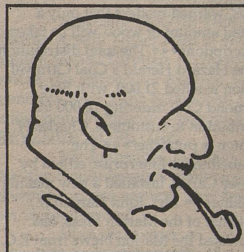
This smoothly functioning team produces issues of 18 to 20 sharply designed broadsheet pages. Stories and heads are well-written. Photography by Russ and Ken rivals the weekly field's best.

Editorials, spun by Russ, mainly discuss local issues, studiously pointing out possible long-term problems or benefits.

How do readers react to their hometown weekly?

Responds Fern Bailey, a 40-year resident of Owingsville who runs the Country Kettle Restaurant, "I read the News-Outlook every week, every word. It's a good little paper."

That's the sort of "vote" Russ Metz treasures.



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### NIE seminar set for Philly

"How to triple your NIE circulation in three years or less" is the promising title of a seminar on Newspaper in Education circulation and marketing training, planned for Sept. 29-Oct. 2 in Philadelphia. Sponsored by the American Newspaper Publishers Association Foundation, the program will focus on getting more teachers and students involved in NIE. Cost is \$350 per person. For information, contact ANPA Foundation, The Newspaper Center, Box 17407 Dulles Airport, Washington, DC 20041; telephone 703/648-1251; FAX 703/620-1265.

### Base salaries up

Top financial executives showed the greatest salary gain, with a 7.4 percent base pay increase and 4.9 percent total direct pay increase, in the American Newspaper Publishers Association's fourth annual Newspaper Industry Compensation Survey. Top circulation executives received the next highest base pay and total direct pay increases with 6.4 and 5.7 percent, respectively. They were followed by business managers who received average base pay and total direct pay increases of 5.6 percent, and top human resources executives, who showed a 5 percent increase in base pay, 2 percent increase in

## Items

total pay. Overall base pay for top management rose about 3.8 percent, while base pay for manager-level personnel increased about 3.9 percent. Base pay for non-managerial positions increased 3.2 percent for entry-level reporters, 2.8 percent for copy editors and 4 percent for advertising artists/copy writers. The study, done by Inland Press Association, covers 63 categories of jobs reported by 577 daily newspapers in the US and Canada.

### Financial officers to convene in DC

Announcing its last fall convention before switching to a June annual conference date is the International Newspaper Financial Executives, set to meet Oct. 20-23 in Washington, DC. For convention information, call 703/648-1160.

### Papers look at production

Osage Beach, Mo., is the site and production is the focus of the 31st annual Mid-America Newspaper Conference, Sept. 12-14. The theme, precisely, is "Bridging the Gap Between Economics and Production — Production's Role in Profit." For infor-

mation, call secretary/treasurer Bob Edgington at 515/967-4347.

### Donrey launches satellite

Donrey Media Group, of which *The Glasgow Daily Times* is a part, started up its new satellite network in the spring. Now top executives at the company's Dallas headquarters can communicate via satellite broadcast with publishers and general managers at Donrey papers across the country. During the initial two-way broadcast in April, President and CEO Fred W. Smith said: "If anyone had ever told me that someday my picture and voice would be sent 22,000 miles out into space and then 22,000 miles back down to scores of publishers, general managers and department heads all over the country, I would have questioned their sanity. But here I am and there you are, and I think this (technology) is simply remarkable."

### NAB symposium set for October

National Advertising Bureau will sponsor its sixth annual Special Section and Fashion/Lifestyle Symposium Oct. 3 in New York City with a focus on the most

successful weekly, monthly and seasonal sections in member papers. Ideas on home improvement, targeted demographic groups and "women's news" are to be presented. For details, call NAB vice president Pat Thavenot at 212/704-4536.

### Economy tops ABC agenda

The annual conference of Audit Bureau of Circulations will focus on "Competing Today for Tomorrow," Nov. 5-7 in Los Angeles. Top names from advertising and publishing are slated to speak. Registration is \$375. Call conference registrar Gail Sullivan, 708/605-0909.

### Ad theme is environment

Environmental issues will figure prominently in the 1991-92 Student Newspaper Advertising Competition, sponsored by International Newspaper Advertising and Marketing Executives Foundation/American Academy of Advertising. The best ads to come out of the competition will then be used by the Alliance for Environmental Education in its national educational advertising campaign.

### Don't write off the old-timers

A recent study confirms what many have suspected for some time: older workers are not harder to train than young ones, do not cost more, are not inflexible and do work just as efficiently (perhaps more so). A Florida foundation, Commonwealth Fund, hopes to lay to rest some of the myths employers have about senior workers. Findings from the study of employees 55 and older challenges conventional corporate policies which often force older workers into retirement.

### API has eye on new products

New product development in the newspaper industry will be the topic of an American Press Institute program, Oct. 27-30 in Reston, Va. The seminar will focus on non-traditional ways newspapers can develop new revenues and increase market shares through building relationships with present and potential readers and advertisers. Database marketing, niche publications, electronic services and alternate delivery systems will be examined. Fee is \$595. Contact API at 703/620-3611.

### Defense head to speak at SNPA

US Secretary of Defense Dick Cheney will be the keynote speaker at the Nov. 17-20 convention of Southern Newspaper Publishers Association. Participants in the Boca Raton, Fla., meeting will also hear from industry leaders, a public speaking coach and an estate tax planner. A report on news coverage of minorities in the South is also on the agenda. To register, call 404/256-0444.

**A newspaper is an advisor who does not require to be sought, but who comes of his own accord, and talks to you briefly every day of the common weal, without distracting you from your private affairs.**  
—Alexis De Tocqueville

# Voices from the past

### Clips from the October 1937 edition of The Kentucky Press

Urging KPA members to rethink their subscription rates, Editor Victor Portmann wrote: "Statistics have been quoted in the trade press that the average cost per annum of producing an eight-page community newspaper lies between \$7.50 and \$8.50. If a newspaper is charging less than 25 percent of the cost for each year's subscription, it is losing money and losing it fast." He then recommended that community newspapers should charge "not less than \$2" per year for a subscription.

The editor also asked his colleagues to urge their "novice high school journalists" to attend the annual convention of the Kentucky High School Press Association, which he directed, at the University of Kentucky on Dec. 10-11.

•The Bourbon Courier at Millersburg resumed publication after a three-month suspension to install a new linecasting machine, press, jobbers and other machinery... The Walton Advertiser began its 23rd volume on Oct. 28... The Wickliffe Ballard Yeoman, published by E.W. Wear, started its 47th year in October... The Cave City Progress, published by Embry Newspapers, Carols B. Embry president, conducted a three-day cooking school... The Todd County Standard, published by R.D. Petrie, installed a new commercial job press... In a promotion at the Georgetown Times, Lila and F.M. Bell publishers, subscribers who find their names in the paper get a free movie theater ticket... A new system of city delivery, dividing the town into five

groups of carriers, enables the Mt. Sterling Advocate to be delivered by 8 p.m. ... Prestonsburg Independent publisher Norman Allen and John Allen have purchased the Prestonsburg Times from Mrs. C.B. Latta and have consolidated the papers as *The Times*... J. T. Howard, publisher of the Hickman Courier, was recently presented a 58-year-old copy of the Courier, bearing the date Jan. 19, 1879... A "Pay Your Subscription Week" has been scheduled by the Versailles Sun, published by Dan and A.A. Bowman, who believe that "everything and everybody should have a week"... The Guthrie Times, published by Claude Talley Graves, was recently destroyed by fire; damage estimated at \$2,000... The Morehead News has installed a new cylinder press, moved to new quarters, and gone from six to seven columns, according to publisher Jack Wilson... The Somerset Commonwealth, edited by George A. Joplin, began its 29th volume... Edward Hamlett, editor of Columbia News, warned readers that only a limited amount of wood will be taken on subscriptions... The total distribution of the Hazard Herald's Coal Carnival edition reached 21,000, with Blue Diamond Coal ordering 18,000 for distribution to customers. Charles N. Wooten is publisher... The Elizabethtown Enterprise, edited by Wesley Carter, installed a new mailing machine... Mrs. John Hargan Jr., publisher of the Marion Press, has purchased the Marion News from E.C. Calman... The Barbourville Advocate has a new typesetting machine... The Hindman Herald, published by Bailey

Wooten and edited by Dennis Sturgill, began its third volume Oct. 14... Donald E. Webb of Relief is publishing a new magazine, *The Mountain Sentinel*, containing poems, stories and historical sketches of the mountains... The Morehead Independent has begun a county canvas for new subscriptions... The equipment of the Independence Courier has been sold and publication will continue in A.E. Stephen's Burlington Recorder plant... John S. Neal and R.R. Meloan have purchased the interest of Joe T. Lovett in the Ledger & Times in Murray... Norman Klayer, formerly with the Millersburg Courier, has accepted a position with the Versailles (Ind.) Republican... Margaret Wood has resigned as society editor of the Campbellsville Star to attend college in Georgia. Elizabeth Miller is the new society editor... Ralph Spangler, former circulation manager at the Corbin Daily Tribune, has been named head of the Harlan Daily Enterprise... Miles Wright, former foreman of the Middlesboro Daily News, has been placed in charge of mechanical production at Harlan... Marvin Wachs, formerly of Covington, is the new editor and business manager at The Caldwell County Times, replacing A.W. Jones. A controlling interest in the paper has been purchased by Dr. U.R. Bell of Louisville... Frank Remington of the Kentuckian Citizen celebrated his 50th anniversary as a printer.

**The lure of the distant and the difficult is deceptive. The great opportunity is where you are.**  
—John Burroughs



**August MTAC meeting**

# Publishers: watch for carrier route changes

By Max Heath

Automation equipment installation in the coming months will spark the first of several rounds of changes in city carrier routes nationwide. Two hours of street time will be added to 160,000 routes over three years. Some will change more than once.

That was among the most significant of several items important to small newspapers at the Aug. 7-8 meeting of the Mailers' Technical Advisory Committee.

During the coming fiscal year, starting in October, 900,000 workhours (equivalent of 450 carriers) will be eliminated in the Chicago region due to deployment of barcode readers, an increased volume of pre-barcoded mail, and some decrease in mail volume.

Of 33,523 carrier routes in that region, 9,855 routes will change. That's 29.4 percent. Some 1,500 routes will be eliminated. The size of a city carrier route will grow from an average of 450 or so now to 700. Why? Because carriers will spend two hours in the office and six on the street instead of four and four.

The changes won't immediately affect rural routes, although separate union contracts will allow for growth without adding help. Even city carrier routes in small offices may not see much change in the first year, I'm advised. Work on city routes will start Sept. 9 in the Central Region and continue through May 31, except for the month of December.

Newspapers will want to work closely with local post offices to insure that planned changes are received as soon as possible. Mailing list route coding and walk-sequencing can then be updated to avoid delay in delivery and loss of discounts, such as the 125-piece walk-sequence discount. MTAC members are working on ways to improve the coordination process. **All publishers should check often with local offices on their timetables.**

It is of benefit to the Postal Service to have changes made timely, because sorting improperly routed mail is costly. Once changes are proposed, Union contracts allow 52 days before implementation. So USPS offices will know roughly two months in advance of projected changes. Local Address Information Service (AIS) offices are supposed to contact mailers and provide recoding information at no charge.

3C shopper mailers should remember that delivery statistics will change on many routes that are not addressed. Full-coverage numbers will change. While there is no rate eligibility for newspapers, it is said that mailers should use Zip+4 coding on their mailing list to get best accuracy.

**BARCODED SACK TAGS**

NNA encourages all newspapers to use pink barcoded sack labels to expedite service outside the state. Only about 3 percent of the mail bags in the system are barcoded, and new barcode readers are sitting idle in the bulk mail centers.

Some officials want to make their use mandatory. NNA opposes that move, but needs to help get a high level of voluntary compliance. Use of the barcoded sack labels could speed delivery, and avoid mis-sent bags.

William Dowling, assistant PMG for engineering, promised MTAC that USPS will not make barcoded sack tags mandatory "anytime in the near future." They do want to work with those generating their own tags to find low-cost ways to barcode. Error rate on barcoded sack tags drops from 1.5 percent to .1 percent. That's a reduction from 9-15 million misrouted sacks per year to a tiny portion of the 600 million routes yearly. Throughput is increased 25 percent with barcoding.

You can order from USPS center in Topeka, KS, on Form 1578-B. Give correct content identification codes (CI 100-199) from DMM 446.36. There is no cost to the mailer. Service could improve. Spread the word on this one, folks! 500 sack sorters will be deployed between now and 1993 and they are hungry! Feed them!

**2C MINIMUM SACKING REQUIREMENTS**

A 10-piece minimum requirement for second class automated mail in new DMM Section 5 threw a scare into some flat mailers who thought this might also apply to newspapers.

It appears for now that it is not being considered for flat mail. Certainly not, "unless service can be fixed", as one USPS official told us. On my motion, the 2C Subcommittee of MTAC by unanimous voice vote went on record opposing any change in the sacking piece minimums for second class flat mail. We'll keep you posted if anything ugly develops.

**SERVICE IMPROVEMENT**

Focus group reports from the five regions indicate service is either very good or very bad, depending on locale. Red Tag reports a nationwide drop in June after improvement in April-May. Harry Stanley in HQ says he is trying to get 2C mail back on the proper transportation in the surface preferential network. His top

boss, Allen Kane, mentioned later that whether to keep 2C in BMCs was being studied.

There are high hopes for the efforts of Regional 2C coordinators to improve things. Disappointing results from Publication Watch Form 3721 were also expressed, with possible changes in the works. Discussion on a measurement system from postal personnel didn't draw much enthusiasm this meeting or last. USPS wants more volunteers to serve on a study committee. Stanley said flatly, "You need a service measurement system."

**MAILING STATEMENT CONFIDENTIALITY**

Charles Hawley, FOIA postal lawyer, gave a lengthy, rambling explanation of the status quo which allows the subject of a mailing statement FOIA request to state objections, with appeals from the local level settled by Hawley, who weighs the answer on the merits of "competitive harm." He got a cool reception in the 2C subcommittee, except from Gene Del Polito, head of the Third Class Mail Association.

It appears that procedures are moving toward final rule adoption, something we've waited on for years. A joint industry/postal task force hasn't materialized for some internal reasons at USPS that aren't clear but can be guessed at. Teena Harris of NNA and Lisa Cody of ANPA spoke out aggressively on the issue. Harris pointed out that fraudulent mail claims were a concern and spoke on behalf of a working group of 2C and 3C mailers to help settle the conflict.

**DELIVERY STATS BY ACTIVE HOUSEHOLDS**

A target date of Sept. 1 was set for Address Information Service units to provide delivery statistics giving "active households." This will do three things to help mailers: (1) Help avoid mailings to unoccupied household units if mail is marked to be sent to active ones. (2) Help the qualification for 90 percent W/S discounts since the numbers will be based on active households. (3) Help mailers more accurately compute market penetration based on active households rather than total, which includes unoccupied dwellings and apartments. **Ask for active household figures after Sept. 1.**

**ADVERTISING MAIL VIDEO**

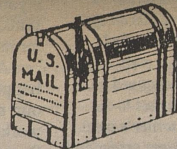
A short videotape extolling the virtues of 3C advertising mail was shown. Lyn Seidler of USPS HQ marketing said it was designed to be used in community outreach programs by each postmaster. It went to all First Class offices; NNA got copies of the video and a resource booklet.

The problems with the video, as in past ones, include these quotes: -3C advertising mail is "one of the least intrusive types of advertising you can find." -"TV, radio and newspaper advertising is priced too far out of reach of local merchants."

I predict protests from ANPA and NNA shortly. USPS deserves it. The 3C industry can promote such talk, but USPS should avoid comparing print media with direct mail. We are customers, too.

**BROWN SACKS IN EAST**

Brown sacks are now fully available in the Eastern Region after purchase of two million. All five regions are now fully equipped so that all second class mail should be moved in brown sacks.

**125-PIECE W/S IN 3C**

The governors of USPS voted Thursday afternoon after MTAC to request a special rate case for the 125-piece W/S in 3C. If opposition doesn't develop this can be expedited in 90 days or so. This is an even better solution than blending it with the flats automation rate case now filed, the previous best solution.

**LOWER 3C RATES WITH 30-CENT STAMP?**

Postal observers are pessimistic about the chances of USPS lowering 3C rates if, and when, they override the PRC for a 30-cent stamp. While such a decision will surely bring lawsuits, USPS needs the full \$850 million a penny would add to make up for the current shortfall from the recession and lower third class volume. Such a decision would be inconsistent with USPS arguments earlier. But who knows for sure?

**FINANCES NOT GOOD**

Associate PMG Ed Horgan painted a gloomy financial picture. In Postal Quarter 3, with higher rates in effect, USPS lost \$170 million versus a planned \$254 million profit. Through Accounting Period 11 (of 13) there is a \$269 million loss before the retroactive expense imposed by Congress for retiree pensions. That combines for a \$1.87 billion loss. Plan was for \$1.1 billion. Revenue is \$773 million under plan. Volume is .3 percent below plan YTD.

**REVENUE FORGONE**

Bill Johnstone, assistant PMG for government relations, said, "My bet is that the House-Senate Conference will lop off \$65-100 million of the \$649.5 million revenue forgone request. That's close to splitting the difference, not a bad way to bet in conference."

NNA continues to push for full funding. Congress returns Sept. 11. Johnstone seemed favorable toward the PRC recommendation of a separate non-profit subclass, ending revenue forgone battles. In response to my private question, Johnstone thinks in-county should and would get the same treatment as non-profits.



## Papers rank low in minority retention

WASHINGTON—Asian, black, Hispanic and Native American employees are more likely than white employees to leave their current newspaper jobs before completing a full year of employment, according to a survey by the Task Force on Minorities in the Newspaper Business.

The report also notes that the departure rates at newspapers with 100,000+ circulation are even higher for minority employees in proportion to their percentage of the work force.

The report, "Employee Departure Patterns in the Newspaper Industry," was commissioned by the Task Force after anecdotal information pointed to higher departure rates among minority newspaper employees compared to non-minorities.

Conducted by Belden Associates, a Dallas-based media research company, the survey measured employee departure rates by race, gender, length of employment, circulation size, geographic region and job classification.

The report is based on responses of 348 daily newspaper markets that reported departures during 1989. Be-

cause some markets include both morning and evening newspapers and joint operating arrangements, the survey included a total of 425 newspapers.

The survey did not identify whether employee departures were from the industry itself. The information provided to Belden researchers was limited to detailing only if employees left their current jobs in 1989, not if they moved to another newspaper or to a position outside the industry.

The survey found the departure rate for women is considerably greater than it is for men. According to a 1990 American Newspaper Publishers Association study, women comprise almost four out of 10 newspaper employees, but this survey found women account for about half of the departures.

Larger newspapers generally have a below average departure rate, but for minority employees at these newspapers, it is above average. Minorities make up 23 percent of the total employees at newspapers with 100,000+ circulation but constitute 32

percent of departures. Overall minority employment at newspapers is 18 percent with a 22 percent departure rate.

"Newspaper managers must realize how crucial the first year of employment is to keeping minorities and women — in fact all employees — in their work force," said Gerald Garcia, Task Force chair and publisher of the Knoxville (Tenn.) Journal.

"It is evident that retention must receive a higher priority — not just hiring. The focus must be broadened to long-term commitment. That investment leads to retention both at individual newspapers and for the industry," said Terry Sullivan, vice president for personnel at USA Today and the Task Force vice chair overseeing the study.

The Task Force is a coalition of 44 national and regional newspaper associations committed to increasing opportunities for minority employment, development and retention in newspapers. The Task Force, with a major contribution from The Knoxville (Tenn.) Journal, funded the study.



Clean up crew — Bob McDonald, KPA 'First Gentleman' and general manager, Harlan Daily Enterprise, files slides after contest show during summer convention.

*One of the joys of working on the editorial end of a newspaper is the opportunity to pen your opinions in a regular or occasional column. It permits a bit of the writer to show through and fills an ego need that can't be satisfied entirely in news or even features that are confined by the facts of the subject to the exclusion of the writer's view.*

*An avid column reader and one-time column writer, I admit I miss that. If you were looking for a reason for this piece being in The Press, that's why. Sporadically, or maybe regularly, I'll find a place for my own impressions of this business and of what I see as director of the KPA News Bureau. As with any column, you can take it or leave it.*

"He could be a star at the Herald-Leader or Courier-Journal or any big paper in the country, but he can't sell himself." That's roughly what I heard a young reporter from one of our medium-sized dailies say recently about one of his co-workers.

The statement generated some conversation around the table and caused me to think. I've met the writer in question. He's clean cut, intelligent, serious and talented. His failing,

## PostScript . . . Pam Shingler Editor, The Kentucky Press

if you will, is that he seems to think his work should speak for itself.

And why not? What has happened to our business and our culture that a person's work does not count for more than his ability to tell other people how good he is? It comes down to the modern duel between style and substance that we newspaperpeople are quick to revere. We condemn the heavy weight attached to style and the short shrift given to substance when we assess political figures, coaches and tennis shoes, but in the workplace we do what we say we disdain.

Some of us fit snugly in a world filled with self-promoting memos and flowery reference letters, with good-old-boyisms and perfect-toothed smiles. Too often, the ones who get the raises and promotions are those who have mastered the acrobatic art of patting themselves on the back heartily and frequently, who are dedicated recyclers of ideas and who never utter a disparaging word unless it's behind the

boss' back.

I know the reality, I just don't like it.

\*\*\*

The last page of a conference program I saw recently listed "Ladies Activities." Come on, guys. Granted newspapering is still very much a man's world (and if you don't believe that, you're on another planet), but women are represented enough in the business now not to have the assumption made that they attend conferences solely to be with their husbands. Many of us are professionals in this business, and darned good, at that. To have a separate program aimed specifically at the "ladies" is not the subtle sexism we've learned to live with; it's blatant. Why not "Spouses' Activities" if there is a need for such an addendum?

\*\*\*

That reminds me of a wire article a few months back in the C-J about a doctor at a California teaching hospital who resigned, she said, to make a statement about the "subtle sexism" she had expe-

rienced during her tenure there. I was tempted to write a letter to the editor to the effect that the hospital was not an isolated workplace and the doctor not a lone example. (She just had the courage, credibility and wherewithal to express her feelings publicly.) Though most men in our business are smart enough not to make outright sexist remarks these days and are careful to cover their tracks when it comes to pay and promotions, the subtleties of sexism surround us. Sure, some women have made it to apparently powerful and lucrative positions. But as often as not, the power is an illusion and the pay still not what it would be for a man. A woman who says she does not experience sexism on a regular basis either by word, deed or body language is deluding herself and trying perhaps too hard to be one of the boys.

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On a positive note, I want to introduce those of you who use the News Bureau service to the fairly new assistant, Faye Chapman. Formerly full

time with the clipping service here, she began to split her time between that service and the News Bureau in late spring. She's bright, energetic, friendly, hard working and a tremendous help. She's cheerfully taken on such daunting challenges as reading through hundreds of pages of campaign finance reports to find contributors from Weir, Caddo, Huddy and dozens of other hamlets. She's trekked to the courthouse to copy case files and has sorted through reams of parole board minutes to get you the information you need. So, if I'm not available when you have a request, please ask for her. Chances are, she can help.

\*\*\*

The News Bureau, by the way, has taken off beyond anyone's expectations — thanks to you reporters and editors who've taken advantage of the service. This first year has been a learning one. I've learned much about state government and the information it houses, and I've learned much about the newspapers that make Kentucky a great newspaper state. There is much more to learn. I look forward to the adventure.



## Magazine offers step-by-step approach to sales success

With revenues down at many papers, ideas for successful advertising sales are garnering more attention. Sales and Marketing Management magazine recently put forth 21 steps for making a profitable sales call.

### Before you get there:

1. Determine the prospect's needs. Never make a presentation that just talks about your capabilities or your product's benefits.

2. Do your homework. Never try to ad-lib.

3. Make an outline. Nothing is more impressive than a well-organized presentation.

4. Rehearse your presentation.  
5. Forecast vulnerabilities.

Determine how problems and rough spots will be handled before you get there.

6. Visualize success.

### Now, lay your groundwork:

7. Update changes in prospect's needs and goals. Before you begin your presentation, find out if there is any new information that might affect what you want to say.

8. Deal as quickly as possible with administrative and technical details.

9. Start with the most important issue (or problem) facing the client.

10. Share your strategy. Give key information and solutions up front.

### Once on your way:

11. Keep the ideas moving. Maintain a brisk pace.

12. Pitch only your part of a project. What is needed from your ideas and services the client can't generate internally.

13. Sell solutions. Clients care about solving their problems. Constantly focus your presentation on their specific needs.

14. Make it exciting.

15. Make it intelligent. Be confident, explicit and lively — but never patronizing.

16. Talk in specific terms.

Explain the products, strategies and techniques you'll be using to solve the prospect's problems.

17. Be responsive. Get your prospect's reactions as the presentation proceeds.

18. Encourage interaction between the prospect's staff and your employees.

### Finally, toward the close:

19. Ask your own questions.

Have at least three questions prepared in case the prospect doesn't have any specific comments.

20. Bring up the price. You should be ready and willing to discuss the bottom line in your presentation.

21. Close the sale. Ask for the order and deal with any objections on the spot. (From *Ohio Newspaper Association*)

Nothing is so effectual . . . as the liberty of the press. —David Hume

## Sittin' pretty for the sale

In advertising sales, it's better to be in the driver's seat than the hot seat. Consultants Judy Stein and Marya Holcome of Strategic Communications in Connecticut offer these tips for a more effective, seated sales presentation, in a recent edition of *Sales & Marketing Management*.

• **Work hard to appear energetic.** Sit on the front half of your seat, and sit up straight. Otherwise, you'll be tempted to collapse in the chair or lean over the table; both positions make you appear less confident and hinder voice projection.

• **Keep your voice strong.** Many use an "intimate" or "social" voice when seated, which lessens credibility.

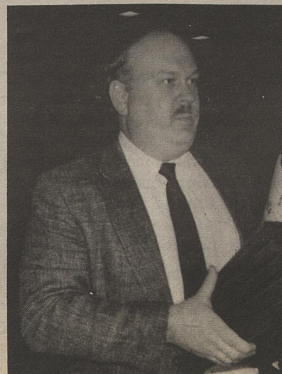
• **Don't move around in your seat.** Nervous tapping of your foot or wiggling of your knees tends to make your upper body move as well.

• **Keep your hands on or above the table.** Use natural gestures to make the presentation more energetic and expressive; however, don't fidget or cover your mouth.

• **Maintain eye contact.** Since only the upper half of your body is visible when you're seated, a wandering gaze is even more noticeable.

• **Don't allow a "we/they" seating arrangement.** Try to intersperse key people around a table or desk. Put a briefcase on a chair you don't want occupied.

• **Don't get stuck in a low, soft seat.** It's impossible to look professional when lost in a sea of cushions. If offered a couch seat or soft chair, decline in favor of a straight chair, even if you have to claim back problems.



David Greer has his hands full — of awards, that is. The editor of *The News-Enterprise* in Elizabethtown was among those editors and publishers who picked up their stacks of contest awards during the summer convention in Ft. Mitchell.

## Economic viability vs. integrity

By Jack Authelet  
*New England Press Association*

We view our newspapers as many things: conscience of the community, the first rough draft of history, a beacon to fight off the darkness of ignorance or prejudice, a user's manual for life in the community.

We are probably all of these things, and more. But if we are not also economically viable, we are nothing. The voice would be silenced, the light extinguished. We must make money, or we don't exist.

Consequently, publishers have become quite innovative and imaginative as the economy continues to be tight. Some of the ideas . . . prove just how determined a lot we are when survival is the issue.

But there is always a danger of going too far.

Recent accounts from around the country reveal new ways to turn a buck, but somehow the sense of the news and

our journalistic integrity got lost somewhere along the path to the bank.

Some publishers are charging for obituaries. Others for weddings and engagements.

Not only are they pleased with dollars rolling in, but they also take great delight — and relief — in absolving themselves of any responsibility for the copy as long as the customer is paying for the space.

Let's get this right. A publisher, long since grown weary arguing with readers about the length of their wedding stories, or listening to complaints about his or her editing of the same, has put all these cares behind him or her, because the readers now pay for the space . . . and can include all the information they want. In fact, the more information the better, because it all adds up at the cash register. Photos, as you might expect, are extra.

Other publishers are paying bills with obituary charges. The more survivors, the greater the haul. And don't forget to include all the clubs and affiliations you can think of, because the paper doesn't care any more. Just add up — and pay up — before it runs.

When did the wedding of some local kids stop being news?

How long has it been since the death of a resident wasn't worthy of a story by the local newspaper?

The issue here isn't just the money. Anyone who has been in the business longer than the latest recession can remember when no amount of money on earth was sufficient to gain access to the newspaper for anything other than an ad.

No money could buy a story in, and no money could buy a story out.

The obituaries and social news such as weddings and engagements were always a section in which newspapers took great pride.

Those sections were always the great equalizers. The fancy church wedding, with six bridesmaids and a horse and

buggy, was right there beside the two kids who got married by the justice of the peace and served homemade sandwiches at the reception in the VFW Hall.

And the obituaries? The final account of a life which was part of the community, where the families of truck drivers and investment brokers both had an opportunity to let the community know of their loss, and to commit to the public record a life which was dear to them.

Yes, we have to be economically viable, or we are nothing.

But we also have to retain our editorial integrity, our relevance in the lives of our readers, our tradition of separation between advertising and editorial and, above all, the equal access that rich or poor have always had to our pages.

If engagements, weddings and funerals are no longer news, the downturn in the economy has been more costly than we imagined.

Recessions come and recessions go, and while our bank balances may rise and fall, our integrity must be a constant.

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## CTD injuries find home in news shop, from page 1



tucky journalists who spend a good bit of their working hours in front of a computer terminal.

After focusing on the standard 7-1/2 by 5-1/2 monitor screen for half an hour, you look away and your vision blurs and perhaps tears well up in your eyes.

Though it's not news to most typists, Karen Cookendorfer, a typesetter at *The Falmouth Outlook*, says "things start running together" after a day of watching the computer terminal. Her eyes, she said, get "a tired feeling, like you need to lie down and shut them."

Seated in front of the computer for a prolonged period, you slump forward into the machine, your shoulders hunched, your knees jutting from the seat, your feet wrapped around the chair legs. When you stand, your back painfully unfolds, your neck is stiff, your knees pop.

When you're using the keyboard, chances are your arms are akimbo, your hands strain from elevated wrists, and if you let them rest it's on a hard surface just at the base of the palm. When you stop typing, your wrists feel stiff and inflexible.

Paul Hayes, editor of the *Columbia News* and *Adair Progress*, knows the feeling. A couple of months ago, he says he went through a period when "I could turn my wrist and a pain would shoot up to my elbow." Only after a couple of weeks of vacation, away from the keyboard, did the condition disappear. He thinks the root of the pain was related to hours of typing and editing.

If you use a "mouse" to edit copy, change typefaces, place stories in format or any number of other layout procedures, one of your wrists does excess labor, generally in a strained position with uncomfortable rests. With the standard "mouse," the fingers on your preferred hand — the index and middle fingers for most of us — get a strenuous workout. While working they may ache and stiffen. Later, off the job, you notice more stiffening and sometimes numbness.

Take a look at your "mouse" fingers. If you've been using the nifty instrument for a few years, the knuckles are probably noticeably larger than those on the other hand and the joints readily snap.

These CTD symptoms relate to our musculoskeletal system and reflect damage to tendons, tendon sheaths, internal lubrication and to bones, muscles and nerves in the hands, wrists, elbows, shoulders and back,

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according to a recent Workplace Update from the American Newspaper Publishers Association.

Some of these CTD symptoms also affect personnel who do inserting and loading of papers for delivery.

### Addressing the problem

ANPA considers the issue of CTD serious enough to fund a research project at the University of Iowa College of Medicine. Medical researchers will track a number of newspaper workers over a year to determine their susceptibility to CTD. The results may allow for programs of early detection, treatment and avoidance, particularly of the wrist-related "carpal tunnel

syndrome," which has already led to surgery and even disability claims for some industry workers.

(Interestingly, editor Hayes of Columbia, reports that the Oshkosh Co., which operates a local sewing factory, plans to move its research wing to the area. The repetitive motions made by factory workers will apparently be part of the company's health research program.)

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Importantly, it can also lead to greater governmental regulation of the industry. The case in point is the City of San Francisco's passage last winter of a law regulating video terminal display use.

Employers of more than 15 people were given two years by the city council to meet requirements of the controversial law which requires regular breaks for workers, adjustable

workstations and training on the safe use of VDTs. The law also recommends that pregnant women who use VDTs be given other work if they request it, a recommendation that addresses an unproven claim that links VDT use to miscarriages.

The people-intensive nature of the newspaper business and the accelerating reliance on personal electronic equipment mean that repetitive motion injuries will likely increase in our shops. ANPA recommends that every publisher, no matter the staff size, address the issue.

### Reduction, prevention

A program to reduce and prevent CTD injuries, according to ANPA, should include:

- Designation of a staff member to receive employee complaints about CTD-related discomfort and injuries.
- Review and analysis of worksites and job tasks that might lead to repetitive motion injuries.
- Maintenance of a policy of prevention and control.
- Training and education of employees. (A separate box on this page gives some preventive exercises.)
- Ensuring early evaluation, diagnosis and treatment of employees with CTD symptoms.

Immediate relief can come to computer users with the purchase of wrist rests, small mats that support the wrists at the keyboard, and adjustable copy holders that help typesetters avoid uncomfortable neck and back positions. Screens that tone down glare from the monitor can ease eye strain. In replacing old typing chairs, consider designs that provide support, promote good posture and are comfortable, with foot rests.

The relatively recent dependence on computers means that no one really knows what kind of effect their long-time usage will have on workers. We do, however, know that their use entails risk to employee health.

We may have reached the time when an "Apple" a day does not keep the doctor away. Just the opposite.

### Design seminar, from page 1

The author of a college textbook on copy and layout, he represented the US last spring at a weeklong conference in Nambia on promoting a pluralistic and independent African press.

His biography also states: "Showing how his creative mind works, he collects owls, reproductions of Rodin's statue, 'The Thinker,' and those little balls in roll-on deodorant sticks."

Registration for both days is \$50 per person or \$35 for one day. If you haven't received registration mailings from KPA, call 1-800-866-1431.

## Simple exercises to reduce risk of repetitive strain injuries

### Eyes

- Look up from the computer screen several times an hour and focus on something at least 18 feet away. Keeping eyes focused on something too close for too long can cause blurred vision.
- Blink your eyes frequently to keep them moist and avoid discomfort.

### Back, Neck

- With arms bent at shoulder height, push elbows back, and hold five seconds. Repeat five to 10 times. This prevents tension in the upper back that can cause muscles to contract permanently and put pressure where you don't want pressure, causing painful inflammation.
- While sitting, slowly bend your upper body between your knees. Hold for a few seconds, then sit up and relax.
- Turn head slowly from one side to the other, holding each turn for the count of three. Repeat five to 10 times.
- Roll shoulders forward five times, using a wide circular motion. Then roll shoulders backward five times. Repeat cycle five to 10 times. Keeping your shoulders relaxed is very important.

### Arms, Hands

- Hold your hands in front of you. Raise and lower your hands several times to stretch the muscles in the forearms.
- Make a tight fist and hold for a second. Then spread your fingers as far apart as you can for five seconds.
- With the fist down, press against the knuckles of the closed hand. Hold for five seconds in each position. Repeat series five times.
- Rest your forearm on the edge of a table. Grasp the fingers of one hand with the other hand and gently bend back the wrist, stretching the hands and wrist. Hold for five seconds.
- Gently press the hand against a firm, flat surface, stretching the fingers and the wrist. Hold for five seconds.

### Legs

- Grasp the shin of one leg and pull slowly toward your chest. Hold for five seconds. Repeat several times.

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