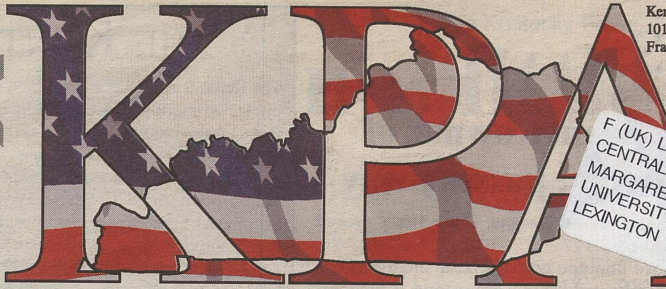


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People and Papers

Ky. native honored for First Amendment work

Henderson native Judith Calebs has been honored by the Scripps Howard First Amendment Center at the University of Kentucky for her efforts in promoting or defending the First Amendment and the freedom of the press.

Calebs, who serves as president and chief executive officer of the Scripps Howard Foundation, is the first person to be honored with this award.

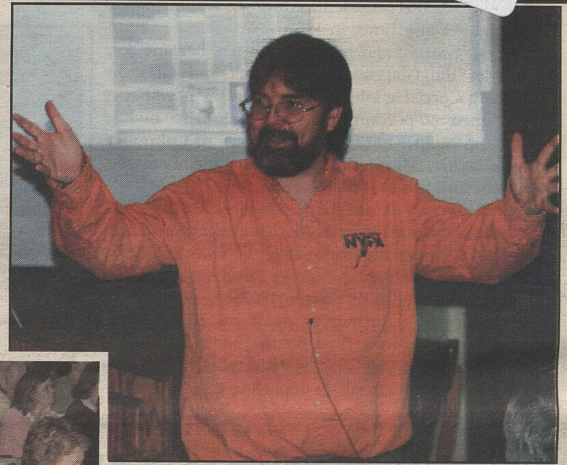
Calebs is a graduate of Henderson City High School and the University of Kentucky. She has also served as editor of the Evansville (Ind.) Sunday Courier & Press and The Kentucky Post.

CNHI acquires six daily papers

Community Newspaper Holdings Inc., a leading local news and information company, recently announced it has agreed to buy six daily newspapers from Ottaway Newspapers

See PEOPLE on Page 10

Time with InDesign



InDesign expert Kevin Slimp shows off a few tricks during a workshop held at the Frankfort Capital Plaza. Over 200 participants took part in the training which was designed for different levels of experience. The Kentucky Press Association was the sponsors for the event. For more information on Slimp, go to www.kevinslimp.com

PHOTOS BY JOHN WHITLOCK

Hall of Fame seeks nominations

Nominations for Kentucky Journalism Hall of Fame Due by Jan. 5

Nominations for the 2007 induction class for the Kentucky Journalism Hall of Fame are due by Jan. 5, 2007.

Nominations should be sent to the Hall of Fame Selection Committee, School of Journalism and Telecommunications, University of Kentucky, 107 Grehan Building, UK, Lexington, KY 40506-0042. Letters should be marked to the attention of Julie Berry.

A nomination form is available at www.uky.edu/CommInfoStudies/JAT/HallofFame/Forms/Nominee.pdf.

The accompanying nomination letter should outline, in detail, why a nominee should be inducted into the Kentucky Journalism Hall of Fame, located at UK.

Nominees must have made significant contributions to journalism, and be either Kentucky natives or have spent a significant portion of their careers in Kentucky.

They need not have an association with the University of Kentucky.

The selection committee will meet in late January to select inductees. Those chosen will be contacted shortly afterward.

The 2007 installation will be held in Lexington on April 10 in conjunction with the annual Joe Creason Lecture at UK.

The lecture honors the late Joe Creason, a long-time Courier-Journal reporter and columnist and UK journalism alumnus.

The 2007 Creason lecturer is photojournalist Molly Bingham.



MARY BINGHAM

PASSINGS

Carroll Knicely, former owner of Glasgow Daily Times, passes away

Carroll F. Knicely, a former owner of the Glasgow Daily Times passed away in central Kentucky, Nov. 2. He was 77.

Knicely rose from an apprentice linotype operator at a small Virginia newspaper to owner of a newspaper publishing group and a business career that included serving as secretary Kentucky's Commerce Cabinet.

Knicely became president, editor and publisher of the Glasgow Daily Times in 1957.

In 1963, Knicely and his wife, Evelyn, became sole owners of the Glasgow Daily Times and Glasgow Publishing Corp. He later sold stock in the newspaper but retained 86-percent ownership. He also owned interests in other Kentucky newspapers in Columbia, Campbellsboro, Middlesboro, Hopkinsville, Pineville, Scottsville and Shepherdsville.

Knicely served as president of the Kentucky Press Association and president of the Kentucky Journalism Foundation. Under his leadership, the Glasgow Daily Times was named by the Kentucky Press Association as the best newspaper in its class in 1967.

Knicely was a supporter of Western Kentucky University, where he served on the board of regents beginning in 1976. He was instrumental in the success of university's nationally known journalism department.



CARROLL KNICELY

Former Thousandsticks News publisher Paul Hensley passes away

Paul Hensley, 63, of Smilax died Oct. 9 at the Hazard ARH Medical Center after a long illness. Hensley was publisher of The Thousandsticks News until 1988. Hensley was born Jan. 22, 1943 at Sizerock.

Hensley attended school at Oneida Baptist Institute, Campbellsville College and Cumberland College. He taught school for seven years in the Leslie County School District.

His love for journalism and politics led him to become publisher of The Thousandsticks News for 28 years. He was also publisher of the Hazard Times in Hazard and the Clay County News in Manchester for several years retiring in the late 90's because of his failing health.

Retired publisher, columnist for Record-Herald dies

Eleanor Carlson Gorin Skaff, 91, of Greensburg, died Oct. 6, 2006, at University of Louisville Hospital in Louisville.

She was a retired publisher and columnist for the Record-Herald in Greensburg.

Her news articles, columns and accounts or travel kept readers informed and entertained for more than 50 years. Her "Random Shots" column dealt with local topics of interests to readers in the community and throughout the county.



ELEANOR SKAFF

See PASSINGS on Page 11

THE KENTUCKY PRESS

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District 13 - Tom Caudill - Lexington Herald-Leader

District 14 - Scott C. Schurz Jr, Advocate Messenger

State At-Large
Julie Satterly - Oldham Era
Dennis Hetzel - Kentucky Enquirer
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Staff members, officers and directors may be reached by e-mail using the individual's first initial, full last name@kypress.com.

It's a big show in a little town

Green Turtle Bay becomes a favorite for annual KPA retreat



Sara and Bill Minihan are among the featured performers in several productions featured at Grand Rivers' Badgett Playhouse. The Minihans had the idea of bringing a Branson-type show to the lakes area in Western Kentucky. And the Grand Rivers community had an interest in adding another tourist feature.

Grand Rivers could be just a blip on the radar, one of those places you have to be going to get to. Located off US 62, within eyesight of Kentucky Dam, Grand Rivers could be just another sleepy small town. After all, there's only about 400 people in town.

But ask anyone in that part of the state where to eat and chances are the response will be Patti's. Nothing more need be said. Patti's isn't the only thing around. Just ask KPA/KPS Board members.

It's become their favorite place to have a retreat. Five of the last six years, Green Turtle Bay has been the location of that two-day, very focused retreat. It's surrounded by Lake Barkley and Kentucky Lake, kinda off the beaten path and the setting you need to really keep from being distracted in Board discussions. Some who have served on the Board in past years have made Green Turtle Bay a family getaway spot. Need to know where the fish are biting? Just ask Chris Poore at the Kentucky Kernel who makes the pilgrimage at least once a year after having been there a couple of times for board retreats.

Now Grand Rivers has another attraction. You wouldn't think of Grand Rivers having a Branson, Mo. type show.

But it does.

And it's successful.

And good.

During this year's retreat, October 26-27 at Green Turtle Bay, Board member and Lake News publisher Loyd Ford arranged for a special showing of "Variety: Music, Memories and More."

Once the decision was made to return to Green Turtle Bay for this year's retreat, Loyd was relentless in promoting the show. At each Board meeting he offered comments about this being a Branson-type production, that is very good. I'm sure some took Loyd's enthusiasm as what a typical community newspa-

On Second Thought

By David T. Thompson
KPA Executive Director



per publisher should be doing -- promoting their community and the activities it offers.

The show is located in a new theatre in the heart of town, across from Patti's. It opened in December, 2005, and the show is getting rave reviews. As Board members sat listening to the music from the '50s through today, several commented they never expected to find such a quality show in Grand Rivers. That's not a slap at Grand Rivers by any means.

Bill and Sara Minihan were the force behind the show. They initially looked at Paducah but a preview video tells the story of some frustration.

At the time, Grand Rivers tourism supporters were looking for a permanent-type show for a proposed theatre. The tourism commission, the local chamber and the Minihans got together and from those discussions the show was born and the 285-seat theatre was built, later named Badgett Playhouse.

The show features the Minihans along with some Nashville talent and Nathan Herron who finished in the top 45 in last year's American Idol competition.

Grand Rivers was once a small river port between the Cumberland and Tennessee rivers. Now it's the only community that fronts both Kentucky Lake and Lake Barkley and is the north entrance to the 170,000-acre Land Between the Lakes.

Patti's helped put it on the map but how many communities have a Harley Davidson apparel shop?

And not many can offer a true Branson-type experience.

Bring home a stack of plaques in Jan.

This issue of the Kentucky Press features a story – yes, it's a long story – describing the many speakers and programs at the upcoming KPA convention next month in Louisville. Please check out the story starting on page six and make a note of the programs you and your staff are interested in attending. It's a tremendously varied program that – yes, it's a cliché – but it offers something for everyone in the newspaper business.

The KPA convention is Thursday and Friday, Jan. 25 and 26 at the Hyatt Regency, 320 W. Jefferson, Louisville. That's downtown.

And, of course, the annual KPA contest awards banquet – always a crowd pleaser, unless the stack of plaques you take home is a little smaller than hoped – will be held Friday evening.

Oh, by the way ...

By David Greer
KPA Member Services
Director



You can also find convention information on www.kypress.com. See you there.

Wrong direction

As the year ends, I can't help but feel sad and a little baffled by those major metro dailies around the country that have been trimming their editorial staffs.

From experience in the field, I know that the fastest way to increase a paper's profitability is to cut expenses and that makes newsrooms vulnerable. But con-

tent – editorial content and specifically local editorial content – is the very product that gives newspapers an advantage over local television news and the Internet.

That's because local TV stations and many web sites have not made a significant investment in the resources to generate much of their own local editorial content.

Instead, they often take it from newspapers and pass it off as being their own work and product.

We all know this. Too bad the public doesn't.

It makes no sense to me to downsize the very thing that gives you competitive advantage.

High-school journalism

Kentucky papers continue sponsoring schools in the Kentucky High School Journalism

Association.

In the past month, these papers have sponsored local high schools in KHSJA:

Ledger-Independent - 5 schools
Tompkinsville News - 1
Booneville Sentinel - 1
Flemingsburg Gazette - 1

Many, many thanks to these and other Kentucky papers listed in earlier issues of The Press for investing in the future of Kentucky journalism by sponsoring their local school(s).

It's not too late. If your paper would like to sponsor a local school, it's just \$50 per school and you don't even have to send us money. We can deduct the amount from your next KPS ad revenue check. That makes it about as painless as possible.

Papers stolen after controversial article runs

University of Kentucky police are investigating the theft of at least 4,500 copies of the Nov. 13 Kentucky Kernel, which included a controversial article about the toxicology reports of UK students who died earlier this year, according to student publications adviser Chris Poore.

The edition included a front-page story reporting that two students and an alumna who died earlier this year in two separate incidents were legally drunk.

Megan Boehnke, who is the story's author and the Kernel's editor in chief, received over a dozen phone calls and e-mails from the family and friends of one of the students asking her to not run the article.

"It's really difficult to write about something like this when you know the families are hurting, but this is a serious issue we can't ignore," Boehnke said. "This is information that needs to be

out there and an issue that needs to be discussed."

The thefts from several campus newsstands were discovered a few hours after the papers were delivered.

Brad Leasor, whose company delivers the Kernel, found that papers were missing at about 9 a.m. when Jacob Knight, the Kernel's student advertising manager, called to tell him that the Grehan Journalism Building had not received any papers.

Leasor sent his assistant, Sean Cummins, to deliver more papers to the building. Cummins also checked newsstands in surrounding buildings, including McVey Hall, White Hall Classroom Building, Memorial Hall and the Business and Economics Building, and found that all were empty, Leasor said.

While delivering replacement papers to the Business and Economics Buildings, Cummins met a man who said he saw a

Newspaper says copies kept from Letcher voters

The editor of The Mountain Eagle in Letcher County says about 3,000 copies of the paper were bought or removed from racks Nov. 6 to keep voters from seeing articles about the judge-executive race.

Ben Gish, editor of The Mountain Eagle, said he believes the papers were taken to quash stories about radio and TV ads run by Democrat Jim Ward, who defeated incumbent Republican Judge-Executive Carroll Smith Nov. 7.

Gish said the stories concluded that some of Ward's ad allegations were false.

woman taking all of the papers from a newsstand in the building, Leasor said.

Though single issues of the Kernel are free, a statement at the bottom of each paper says additional copies are 25 cents. Because of that, the value of the stolen papers is over \$300, making their theft a felony, said Maj. Joe Monroe of UK police.

Boehnke discussed the article

with other editors at the paper and the Kernel's advisers before deciding to publish the article.

UK police are currently trying to get a description of the woman who was seen taking newspapers from the Business and Economics Building, Monroe said. If an arrest is made, then the person will most likely be charged with felony theft by unlawful taking.

911 recordings must be disclosed

Early one Sunday morning in August, a small commercial flight bound for Atlanta attempted to take off from the wrong runway at Lexington's Bluegrass Airport. Before it could lift off, the plane ran off the end of the runway, struck an embankment, became momentarily airborne, clipped a fence, crashed into some trees, and became engulfed in flames.

The airport is in a relatively busy area of Lexington, and dozens of people witnessed the crash and called 911 from their cell phones. The first responders on the scene were police, EMS, and firefighters. They were able to pull one survivor from the wreckage and rush him to a hospital.

The crash of Comair Flight 5191 became the subject of considerable national and international news coverage in the weeks that followed.

Amid the media frenzy, reporters from the Courier-Journal and WLKY-TV made Open Records Act requests to the Lexington-Fayette Urban County Government for the recordings of the many 911 telephone calls alerting the authorities to the crash.

The Lexington authorities denied the requests, claiming that the 911 tapes were exempt from disclosure under three separate Open Records Act exceptions, primarily the personal privacy exception.

The Lexington-Fayette Urban County Government routinely denies Open Records Act requests for 911 recordings, relying on a 2000 Court of Appeals decision. Both the Courier-Journal and WLKY appealed to the Attorney General, who is responsible for handling administrative appeals of Open Records Act disputes.

On Nov. 20, the Attorney General issued companion decisions, 06-ORD-230 (WLKY) and 06-ORD-231 (Courier-Journal).

The Attorney General rejected Lexington's policy of withholding 911 tapes in all instances and held that the 911 tapes must be disclosed under the Open Records Act. The Attorney General also held that the privacy exception would only permit the Lexington authorities to mask the portions of the tapes during which callers identified themselves or provided their cell phone numbers.

The Attorney General's decisions become final after 30 days unless they are appealed to the courts. The Lexington authorities have not yet decided whether to appeal. If the decisions become final or are upheld on appeal, they will carve out an important rule with regard to 911

From a legal standpoint

By Jeremy Rogers

KPA General Counsel
Dinsmore & Shohl



If you have any legal questions, call the KPA hotline attorneys:

Jon L. Fleischaker: 502-540-2319

R. Kenyon Meyer: 502-540-2325

Ashley C. Pack: 502-540-2385

Jeremy S. Rogers: 502-540-2384

♦♦♦♦

DINSMORE & SHOHL LLP

Switchboard: 502-540-2300

Facsimile: 502-585-2207

tapes.

There has been only one reported judicial decision on how the Open Records Act applies to 911 tapes. That case was *Bowling v. Brandenburg*, which was decided by the Court of Appeals in 2000. Some public agencies in Kentucky, including the Lexington-Fayette Urban County Government have interpreted that decision to create a blanket rule that all 911 recordings are immune from disclosure under the Open Records Act's personal privacy exception, which exempts "Public records containing information of a personal nature where the public disclosure thereof would constitute a clearly unwarranted invasion of personal privacy."

In the *Bowling* case, the Berea City Police Department received a 911 call seeking assistance from a caller who claimed that *Bowling* had threatened to kill his own wife, grandson and other family members.

A police officer was dispatched to the *Bowlings'* home, where both Mr. and Mrs. *Bowling* told the officer that there was not a problem, and so the police took no further action in response to the call.

When Mr. *Bowling* brought a lawsuit under the Open Records Act to discovery who had called 911, the Court of Appeals ruled that he was not entitled to do so. The court believed that the release of 911 tapes in a domestic violence case such as this could potentially identi-

fy the caller and subject him or her to retaliation, harassment, or public ridicule. Therefore, it would violate the caller's right of privacy.

According to the Attorney General, the reasoning from the *Bowling* case simply did not apply in the same way to the callers who reported the plane crash.

First, the Attorney General made clear that the personal privacy exception is not susceptible to the blanket of rule that would make all 911 recordings exempt from disclosure. Instead, the law is clear that the privacy exemption must be made on a case-by-case basis balancing the privacy interests against the public's right to know how its government agencies are operating. According to the Attorney General, both sides of that balance were very different in the Flight 5191 situation than in a domestic violence situation such as *Bowling*.

On one hand, the privacy interests are fewer and not as strong. For example, unlike domestic violence, it is difficult to imagine retaliation against someone for calling 911 to report a plane crash. It is also more difficult to imagine that a caller's identity could be ascertained in the same way as a domestic violence call.

The Attorney General ruled that callers' names and cell phone numbers could be masked on the Flight 5191 recordings.

While there might only be a handful of people who would be in a position to report a given instance of domestic violence, almost anyone could witness a plane crash.

On the other hand, the public's interest in 911 calls about the crash of Flight 5191 and the authorities' corresponding actions is of a clearly greater magnitude than the public's interest in a routine domestic violence call.

The Attorney General made a similar ruling in 2004 when the Lexington-Fayette Urban County Government denied an Open Records Act request for a 911 recording concerning a student with a medical problem on a school bus.

That ruling was appealed to the courts and is now awaiting a decision by the Court of Appeals. While the Attorney General's office continues to rule that public agencies cannot institute blanket policies against the disclosure of all 911 tapes, it appears that many public agencies, including the city of Lexington, will continue to do so until there is a definitive ruling from the appellate courts.

If you have questions about the Open Records Act, please feel free call you hotline attorneys.

Convention Connection

Annual Kentucky Press Association event scheduled for Jan. 25-26 in Louisville

BY DAVID GREER
KENTUCKY PRESS ASSOCIATION

Innovation. Customer service. Research. These and other important concepts in the future of newspapers will be an integral part of the 2007 KPA annual convention on Thursday and Friday, Jan. 25 and 26 at the Hyatt Regency in downtown Louisville.

Whether you want to brush up on award-winning page design techniques or learn how your paper can retain your best advertising account representatives or get tips on covering Kentucky's political landscape in 2007, the KPA convention will offer something for everyone. We'll even find a way to entice music lovers with some top-notch entertainers.

The convention kicks off on Thursday, Jan. 25 with two great speakers - Kevin Slimp and Alan Jacobson. Slimp, director of the Institute of Newspaper Technology, a training program for newspaper designers and publishers headquartered at the University of Tennessee, will present a three-hour morning program on "What's new in newspaper technology?" Slimp speaks to about 100 newspaper industry conferences and events annually.

Jacobson, head of Brass Tacks Design, will present a three-hour afternoon program on award-winning newspaper design. His consulting firm provides editorial, advertising, marketing, research and technical support for newspapers, magazines and web sites worldwide. The Society for News Design has given Jacobson special recognition for his work.

There will be a separate registration fee to attend the Slimp and Jacobson workshops.

Advertising topics take front and center stage on Friday morning as Kelly Wiggins, a 20-year newspaper veteran with experience as a sales manager, account executive, creative director and sales development and training manager, leads a two-hour breakout session on how to successfully sell against the Yellow Pages.

The Yellow Pages are a formidable competitor in every newspaper market, she said, and papers can learn how to direct a bigger share of ad revenue to their own bottom lines.

Speaking of increasing ad revenue, Marc Wilson, CEO/general manager and founding partner of Town News, will present a 60-minute morning program on innovative ways to increase your online revenue. Wilson's breakout session will be repeated in the afternoon. TownNews.com, a firm with deep roots in community journalism, now helps more than 1,300 papers - weekly and daily - publish interactive editions online. Among their clients are Lee, Landmark, Boone, Stephens Media, Schurz, Rust, Paxton and a host of other publishing firms.

On Friday afternoon, Gregg Gregory, a veteran human resources manager, will do a breakout session on how to retain your best advertising



KELLY WIGGINS



MARC WILSON



GREGG GREGORY



PETER YARROW

sales reps. "In this session, you can do immediately to increase your ad rejection regardless of your current turnover rates," Gregory said. "By the way, none of these strategies involve giving the employee an increase in salary."

On the editorial side, Friday morning will start with a gubernatorial candidate forum co-sponsored by KPA and the Associated Press and moderated by retired AP Louisville Bureau Chief Ed Staats.

Veteran Minnesota weekly newspaper editor Don Heinzman will present a 60-minute breakout on "Writing for the Reader."

"This is not a workshop on how to write stories," Heinzman said. "It's designed to help you write better stories by knowing your readers. You will learn about your readers and feature writing against the latest news writing standards. Emphasis will be on finding the good story,



ED STAATS



DON HEINZMAN

analyzing it and writing a good lead." At the end, Heinzman promises you will be able to think more like a reader and write stories aimed at getting 100 percent readership. Heinzman's session will repeat during the afternoon.

Also on Friday afternoon, Al Cross, the dean of Kentucky political writers as a former Courier-Journal reporter and columnist and now director of the Institute for Rural Journalism and Community Issues, headquartered at the University of Kentucky, will lead a breakout session on covering Kentucky's 2007 gubernatorial campaign.

This year's KPA convention features an excellent round of circulation-related breakout sessions. Friday morning begins with a session comparing the pros and cons of delivery methods, primarily mail vs. carrier. Greg Haynes is circulation sales manager for Jones Media in Greenville, Tenn. and has experience converting mail papers to carrier and carrier papers to mail. He's a 28-year newspaper veteran with experience in the newsroom as well as working as a supervisor and manager in the circulation departments of several Wisconsin papers, including the Milwaukee Journal-Sentinel.

Steve Wagenlander, corporate director of circulation of the Evening Post Publishing Co. in Charleston, S.C. and a frequent newspaper industry speaker, also has day-to-day oversight of the circulation department at the Post & Courier in Charleston.

Wagenlander spent seven years at the Indianapolis Star and seven years at The Herald-Leader in Lexington. He has a degree from Berea College. He's also served as a faculty member for Inland Press Foundation's Circulation Academy.

Steve may well be the "Iron Man" of the KPA convention since he is presenting three one-hour breakout sessions - home delivery, single-copy sales and customer service.

The traditional kick-off of the board luncheon at noon Friday will feature KPA President Alice Rouse of the Murray Ledger & Times presenting the president's gavel to president-elect Kriss Johnson of the Herald-Leader. Special guest Peter Yarrow, a member of Peter, Paul and Mary, the legendary 1960s folk music group, will entertain luncheon goers with his music. A performer and activist, Yarrow uses music to convey a message of humanity and encouraging community and inspiring audiences to act on their convictions. Yarrow is a real fan of the newspaper industry's NIE program and has performed at several NIE functions across the country. His most ambitious under-



AL CROSS



STEVE WAGENLANDER

taking so far is a project called Operation Respect: Don't Laugh at Me. It's based on his belief that music, with the power to build community and serve as a catalyst for change, can be a powerful source of inspiration for children. His song, "Don't Laugh at Me," has become an anthem for the growing movement to build safer and more respectful school environments for children.

Mark Weiss, educational director of Operation Respect and a 20-year veteran New York City school principal, will present an afternoon breakout session on Operation Respect. The "Don't Laugh at Me Project" transforms schools into more compassionate, safe and respectful places for children by reducing ridicule and bullying.

But don't think this is all of the convention program. As the announcers on those late-night infomercials say, "Wait, there's more!"

Steve Buttry, director of tailored programs at the American Press Institute, will present a Friday morning session on Newspaper News: Blueprint for Transformation. N2, as it's called, is a very specific and results-oriented plan for newspapers to reduce their declining revenues and circulation and to find new and profitable business models. The goal of N2 is for newspapers to achieve long-term survival and growth through innovation, according to the project's web site.

Buttry is a 33-year newspaper veteran having been a reporter, editor and writing coach. Before joining API, he was the writing coach and national correspondent for the Omaha World-Herald.

Following Buttry, Mary Nesbitt, managing director of the Readership Institute at the Media Management Center of Northwestern University, will lead a breakout session on newspaper branding through specific editorial content enhancement.

On Friday afternoon, Russell Viers, an Adobe certified instructor in InDesign and PhotoShop, among others, presents a program on speeding production flow page. "InDesign is willing to do a lot of the work for us - we just have to know how to ask," Viers said. "In this session, you will see many of the automatic features in InDesign that will allow you to work smarter, not harder, to get your projects done faster."

Also on Friday, we'll hear from three Kentucky newspapers creating



STEVE BUTTRY



MARY NESBITT



RUSSELL VIERS

See CONVENTION on Page 9

Judging from results, newspaper ads work

Campaign promises have been made and now it's time for the votes to be counted, literally. Across the state, political candidates found that newspapers helped spread the message with their campaigns.

At KPS, we represented 13 political candidates for ad placement services. Of that number, nine were successful in their bid for office. That means that 69 percent of our advertisers were winners in the election.

In our non-scientific survey of newspapers across the state, over 400 candidates used newspapers in various races.

"In Clinton County, most every opposed candidate we had on the ballot, with the exception of a few of the constable candidates, used us as their primary form of advertising, along with the local radio station," said Al Gibson, publisher of the Clinton County News in Albany.

Judge executive candidates there averaged buying half page ads. The candidates added color to their ads for more visibility.

Advertising Plus

By Teresa Revlett
KPS Director of Sales



Both mayor candidates also used the newspaper for their advertising medium.

For the politicians who ran ads in newspapers, 47 percent ran ads that were quarter page or larger.

Other sizes included 3X8 (29 percent); 2X8 (12 percent) and full page (12 percent).

"We had several full pages and one double truck, for which we were appropriately grateful," said Blanche Trimble of the Tompkinsville News.

This year the Internet made a bigger splash with local newspapers. Of the newspapers answering the survey, 12 percent

had candidates that used their web sites to advertise.

"While the national trend seemed to be one of mud-slinging and nastiness, this particular election was absolutely the cleanest in those regards that I have worked since I began in 1978," said Gibson.

At the Leader News in Muhlenberg County, their election special section came out at the end of October instead of waiting until the week before the election.

"The election section at the end of October was met with good response from both the community and support from the candidates. It took some of the pressure off us because the deadline, of course, was early," said Jowanna Bandy, publisher.

It's never too early to start on the next campaign, folks. Use these facts and figures to talk to future candidates about how successful newspaper advertising can be for the campaign.

On the stand



NNA PHOTO BY CAROL PIERCE

Max Heath, Landmark Community Newspapers Inc. VP Circulation/Postal/Acquisitions, was one of three witnesses writing testimony on behalf of community newspapers arguing against the high in-county rate proposal, container charges, and the need for increased pass-through to mailers of work-sharing discounts. After answering 32 interrogatories questioning his testimony and answers, Heath appeared before the Postal Rate Commission November 6 to be cross-examined by postal lawyers seeking to discredit his testimony. Max testified that some pieces counted as in-county in postal cost tallies may indeed be out-of-county pieces, and should not figure in computations that led to higher costs. An NNA-hired economist was also cross-examined the same day. A decision is expected in early March.

Jamie Sizemore honored at WKU homecoming breakfast

Student Publications at Western Kentucky University honored some of its graduates during its 55th annual Homecoming Breakfast.

Jamie Sizemore, the circulation manager for The News-Enterprise in Elizabethtown, received the Herald Award for Outstanding Contributions to Journalism. She becomes the 48th former staff member of the College Heights Herald to be recognized since 1966.

Sizemore has spent her entire 20-year newspaper career with Landmark Community Newspapers, Inc. After graduating from WKU in 1985, she started in advertising sales with The Galax Gazette in Galax, Va. She was then promoted to general manager of The Community Times and Randallstown News, weekly newspapers located in suburban Baltimore. One year later, she moved to Kingston, Tenn., to head the advertising department of the Roane Newspapers group.

In 1992, she returned to her home state of Kentucky to accept the advertising manager's position at The News-Enterprise. In 1997, she was named new ventures manager at The News-Enterprise which consisted of expanding the newspaper's portfolio of products. Under her direction, new ventures consisted of online development, stand-alone publication development and local contracted cable advertising sales. In 2000, she assumed the role of circulation manager at The News-Enterprise.

She is the 2006 Newspaper Association of America Circulation Sales Executive of the Year for newspapers with 150,000 circulation and below.

In 1998, she was WKU's Advertising Practitioner of the Year and served on the WKU's advertising advisory board for many years. She is currently the circulation chair for the Kentucky Press Association.



JAMIE SIZEMORE

GUEST EDITORIAL

We all have a stake in getting the news out

BY AL CROSS

In Letcher County, the day before the general election for local offices, voters expect to get an up-to-date briefing from The Mountain Eagle, the weekly newspaper in Whitesburg, which comes out a day early every four years to serve the voters – and sell a few more candidate ads.

But this year many voters were NOT served, because there was a concerted effort to steal, confiscate or buy up the newsstand copies – most of the paper's circulation – and by the time many subscribers got their papers, they'd already voted.

The pre-election Eagle had a story refuting claims made by the Democratic opponent of the county judge-executive, a progressive Republican who and lost by 347 votes – less than 10 percent of the Eagle's normal single-copy circulation.

Eagle Publisher Tom Gish said in an editorial, "We think it will all trace back to a handful of very powerful interests who want to control every single thing in the county," the kind of people, Gish said, who had his newspaper firebombed 32 years ago. He said the thieves stole not only citizens' right to read and think for themselves, but the rights of advertisers to get their messages out.

That point spoke a larger truth – that we all have a stake in the existence of informative, courageous news media, especially at the local level, where intimidation can be easy and bravery often has a real cost. At a time when journalism is troubled by business pressures, we should remember there are still Americans who put their livelihoods – and sometimes their lives – on the line for the cause of informing the public and advancing democracy.

Al Cross is the director of the Institute for Rural Journalism and Community Issues at the University of Kentucky.

CONVENTION

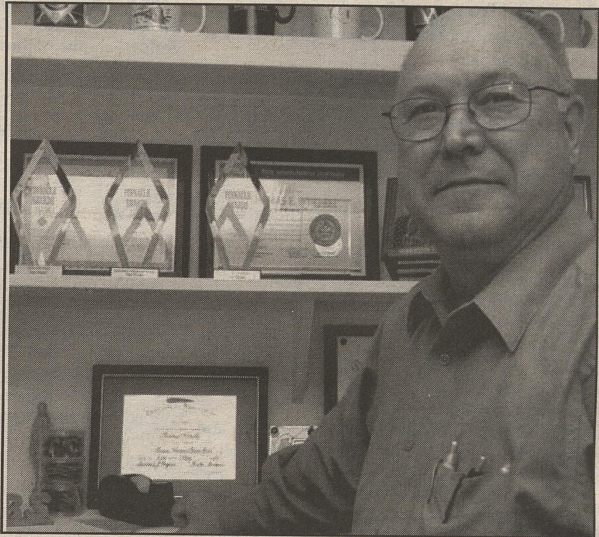
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innovative content – either on their web sites or in other media. The Herald-Leader site's features several blogs. Herald-Leader blogger and editorial page writer Larry Dale Keeling will talk about his paper's efforts. Kim Kolarik, the Courier-Journal's new media editor, will talk about his paper's addition of local news video to its web site. Meanwhile, in Bardstown, the Kentucky Standard helped found PLG-TV, a local cable TV station, several years ago. PLG-TV, using news content generated by its sister newspaper's newsroom, broadcasts a local TV newscast via the local cable TV system five nights a week. Publisher Ron Filkins will discuss the paper's venture into cable TV. There will be time for questions from the audience.

The KPA Associates will present an afternoon session by Marty Kish, vice president, communications and marketing, of the Kentucky Association of Manufacturers. He will speak about his organization's efforts to re-brand itself from the former Associated Industries of Kentucky.

And finally, country music fans can delight in equal time at the convention as Kyle Wyley, a rising country music star from Nashville, performs during the receptions before and after Friday night's KPA awards banquet. Wyley and his band are sponsored by Publishing Group of America/American Profile.

Winski wins medal of merit



TOM WINSKI

The Journalism Education Association honored Tom Winski of Lindsey Wilson College in Columbia with its Medal of Merit award during the organization's national convention. The award was presented at a luncheon at Gaylord Opryland in Nashville, Tenn., Nov. 11.

JEA's Medal of Merit recognizes educators and other JEA members who have made substantial contributions to JEA and to scholastic journalism. Winski, a Certified Journalism Educator, is one of five individuals around the country selected for this award in 2006.

"For 35 years, Tom Winski has been a teacher, adviser and mentor to hundreds of students who have been fortunate to study under his tutelage," wrote Melinda Foy, retired Illinois journalism teacher, in supporting Winski for the award. "Besides manning the front lines in the classroom and publications office, he has also been instrumental in helping to found an organization for advisers named IJEA which links the State of Illinois to its parent group, JEA."

Until 2004, when he relocated to Kentucky, Winski was in Illinois as a high school journalism teacher and publications adviser continuously from 1971, except for 1995-97, when he worked in public relations. Winski's contributions range from teaching and advising publications at Monmouth and Morrison high schools, leading students to produce award-winning publications, to working with a group of advisers to pass a student freedom of expression bill.

"He was instrumental in helping to get the Illinois General Assembly to support legislation on students press rights," wrote Randy Swikle, JEA State Director for Illinois, in supporting Winski's nomination. Throughout his career, Winski has been a strong advocate of First Amendment rights for high school journalists.

"Tom was a fantastic mentor," wrote Matthew Johnson, former student, in support of Winski's nomination. "He always seemed to balance wisdom and grace with criticism and challenge. He was an avid defender of free speech, encouraged the pursuit of the controversial stories, and he made us feel like we really were part of something greater...even in the cornfields of DeKalb County."

PEOPLE

Continued from page 1

Inc., the community newspaper group of Dow Jones & Company.

The purchase will grow CNHI daily newspaper ownership from 88 to 94 across the country, with Internet Web operations linked to all sites. The company also owns 49 nondaily papers, numerous specialty publications, three television stations and a news service.

The six dailies to be acquired are the NewsTimes of Danbury, Conn.; the Daily Star of Oneonta, N.Y.; the Press-Republican of Plattsburgh, N.Y.; the Daily Item of Sunbury, Pa.; the Santa Cruz, Calif., Sentinel, and the Traverse City, Mich., Record-Eagle.

They have a combined daily circulation of 140,153 and a combined Sunday circulation of 141,053. The Oneonta Daily Star does not publish a Sunday edition.

"These papers fit the circulation, revenue and community content profile of the type of publications we have acquired in recent years," said Donna Barrett, CNHI's president and chief operating officer. "We are focused on newspapers that have a strong history of serving their communities with comprehensive local news and information and then building on that commitment."

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Brock named sales team manager in Paintsville

Rita Brock has been promoted to sales team manager at The Paintsville Herald. According to publisher Paula Halm, Brock's new duties will include overseeing the advertising team and assisting the publisher.

For the past two years Brock, a Prestonsburg native, has been a marketing executive for the Herald.

"Rita Brock's energy will enhance The Paintsville Herald's management team," said Halm. "Her experience and creativity is an asset to the paper and we will continue to publish the largest circulated paper in Johnson County."



RITA BROCK

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Crittenden Press welcomes new columnist

Pat Rigney will join the ranks of The Crittenden Press as a new religion columnist, sharing her views on faith, church and values.

Her column will be under the header of Shining Your Light. Rigney, 40, has deep passion to spread the message of hope and as the Bible

says, be a light to a dark world.

She is affiliated with Aglow International, a women's ministry group and currently serves as president of the Providence Neighborhood Aglow Light House, a non-denomination women's ministry affiliated with Aglow International.

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Former intern joins Casey County News staff

Brittany Johnson, who spent 10 weeks in 2005 as a summer intern for the Casey County News, has joined the paper as a staff writer.

"We're very pleased to welcome Brittany to our staff and believe she'll be a good fit in our operation," Casey County News Editor Donna Carman said. "We were impressed with her work last year as an intern and are looking forward to her contributions to our staff."

Johnson, 22, is a native of Russell Springs and graduated from Russell County High School. She earned a journalism degree from the University of Kentucky in 2005.

During her internship at the Casey County News last summer, Johnson collaborated with Carman on a five-part series regarding the Casey County Agriculture Development Council for which the two received a second-place award from the Kentucky Press Association in the best investigative story or series category.

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Vanessa Castle named marketing executive

Vanessa Castle has been named marketing executive at The Paintsville Herald.

Castle attended Madison Central High School and Eastern Kentucky University and has been an advertising consultant for Award Communications.

She lives at Nippa with her husband Tommy Castle and daughter Lacey, 16, and son Colt, 8.

"The service needs of our customers are growing, so we must grow with them," Paintsville Herald Publisher Paula Halm said. "Vanessa will be a great addition to our advertising team."



VANESSA CASTLE

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Charlie Portmann named Boss of the Year

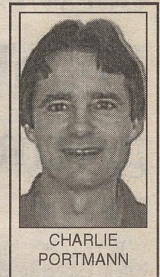
Charlie Portmann, editor of the Franklin

Favorite, was one of six community leaders honored by the Franklin Business and Professional Women's Club at the group's annual banquet.

Portmann received the Boss of the Year award from the organization.

Portmann became editor of the Franklin Favorite in 1985. He has served as a member of the Kentucky Press Association for 19 years and is the current past president.

Portmann is a graduate of Franklin-Simpson High School and Western Kentucky University.



CHARLIE PORTMANN

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Flemingsburg Gazette under new ownership

Guy and Jeanne Townsend have announced the sale of the Flemingsburg Gazette to Barker Publications, LLC, effective Oct 20.

Danetta Barker is the new editor of the Gazette, and Garry Barker is publisher.

"We are pleased to become involved with one of Fleming County's oldest businesses," Garry Barker said. "We appreciate the help Guy and Jeanne Townsend and the Gazette staff have given us with this week's paper. We look forward to working with the people of Fleming County, and we want to make the Gazette the best weekly newspaper in Kentucky."

Danetta Barker has most recently been news editor and a columnist for The Ledger-Independent, located in Maysville. During her time there she covered news in Fleming, Mason and Robertson counties.

Danetta Barker is from Pike County and the daughter of Jack and Jeanette Little. She attended Morehead State University and Eastern Kentucky University.

Garry Barker retired from Morehead State University in 2005 and writes the "Head of the Holler" column for a group of papers.

Danetta was news editor of the Gazette in 2000-2001.

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Weldon, Mann win Inland Press awards

Tim Weldon, a former reporter for The Winchester Sun, and photographer James Mann have won a third-place award for a series published this summer about prescription drug overdose deaths, called Clark County's Secret Scourge.

The three-part series looked at the lives of

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PASSINGS

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For many decades, her "Taste of Everything" column, which included personal comments and recipes, was one of the most popular features in the paper. Hundreds of local and out of state residents sent her recipes for publication. She served as news editor from 1948 to 1963 when her late husband, J.D. "Bab" Gorin, was publisher.

She received a master's degree in public service from Western Kentucky University.

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Former Hickman County Gazette office manager passes away

Grace Jeane Buckley Cromika, 77, of Clinton, passed away Nov. 3 at Western Baptist Hospital. Cromika retired from the Hickman County Gazette newspaper as office manager and was a member of St. Jude Catholic Church.

Survivors include her husband, John Cromika Sr.

In 1979, Gazette Publisher Judy Magee offered her a position as office manager at the newspaper.

Her daughter Jennifer was also a long-time employee of the Gazette and the mother and daughter team worked together for several years before they both left their positions in 1999.

Community college honors Sun for supporting education

The Winchester Sun has been honored by The Bluegrass Community and Technical College its support of the college and efforts to raise money to build a local campus.

The Clark County Community Foundation and The Winchester Sun were named Benefactors of the Year by BCTC, two of 34 honorees from around Kentucky recognized at the Kentucky Community and Technical College System President's Gala and Benefactors Award Dinner, a black tie event at the Marriott Downtown in Louisville.

The Sun was honored for its ongoing coverage and editorial support for the establishment of the Clark County campus of BCTC.

"The newspaper has continuously promoted the need for higher education in Winchester-Clark County," the program

noted. "Through its extended coverage of the (building fund) campaign's activity, it has encouraged the community to give generously to build a permanent campus in Winchester."

Dr. Jim Kerley, BCTC president, said the newspaper's support for the college has not flagged even though ownership of the paper changed hands.

Schurz Communications Inc., purchased the paper in August and support for the college and its building fund campaign has remained strong under the new ownership.

The current and former owners of The Winchester Sun joined to make a \$50,000 contribution to the BCTC building fund campaign.

The Clark County Community Foundation gave the school a grant which was used to create a scholarship program.

PEOPLE

Continued from page 11

some local residents who had died in the previous 18 months and at efforts to battle addiction.

The investigative stories were illustrated by Mann and were accompanied by an editorial.

The two staff members won the award in the Investigative Reporting category of Inland's 2006 Local News Writing Competition, sponsored by the University of Kentucky, for the Sun's circulation class.

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Motherhood forces editor to seek change

Union County Advocate Editor Leigh Ann Tipton has resigned her post and accepted a position with the Owensboro Messenger-Inquirer.

Earlier this year, Tipton gave birth to her daughter, Candence Faye Tipton, and decided to look for a job closer to her Davies County home.

Tipton said the decision was a "no-brainer" given the stress and responsibilities associated with being an editor.

Although she had been away from the editor's desk for several months due to complications during her pregnancy, Tipton submitted a final column for publication before she said her good-byes.

Tipton had been editor of the Union County Advocate since June, 2005.

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Hornback named editor and general manager

Stephanie Hornback has returned to Kentucky to serve as general manager and editor of the Leitchfield Record.

Following stints at a daily paper in Maryland and as editor for the National Institutes of Health, Hornback agreed to take the position with Landmark Community Newspapers Inc.

Hornback earned a degree from Western Kentucky University and also worked part-time for Landmark while in college.

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Mitchell steps down after 29 years at Leader

William Mitchell, production manager and former publisher and part owner of the Fulton Leader, has left his position and accepted a job at The Shelbyville Gazette in Shelbyville, Tenn. as general manager.

Although the change has been bittersweet for Mitchell, he said the opportunity was too good to pass up.

Mitchell began working at the Leader in 1977, shortly after his father, Vyron, passed away. His father had served as publisher and owner.

In 1986, he became publisher following the

retirement of his mother, Eunice Clark, from the family-owned newspaper.

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Glisson takes new role with Kentucky Publishing

Monica Magee Glisson, editor of the Advance Yeoman, has been promoted to executive editor for Kentucky Publishing Inc. and Indiana Newspaper Group, which includes 12 newspapers and four special publications.

A life-long resident of Ballard County, Glisson began her career with the company as a reporter in April 2001. She soon was promoted to editor of The Yeoman Advance.

In 2005, Glisson was selected to lead KPI's special publications, which then included Tourism, Paducah Business Journal and Farmer's Quarterly. This year, the company added Healthcare Quarterly to its roster.

"Monica will be taking a lot of the burden of the day-to-day operational editorial duties from the administrative standpoint from Teresa (LeNeave) and I," Greg LeNeave, co-owner of KPI/ING, said. "She is doing a wonderful job at an early part of her career and she is a rising star in the journalism field."

Glisson's new role puts her in charge of the editorial staff and content for all the company's products. She will handle story assignments and training for the editorial staff. She will be traveling to all local offices working first hand with editors and reporters.



MANUFACTURING GIVES KENTUCKY A SENSE OF PRIDE. AND THEN, OF COURSE, THERE'S THAT \$29 BILLION.



Manufacturing is the lifeline of our state. It contributes over \$29 billion to our economy every year. It's the force behind Kentucky's economy that makes things happen here, providing good jobs, more home ownership and paying for medical insurance. Yet Kentucky manufacturers are challenged as never before. They are on the front lines of the most intense economic battle in history, competing against low-wage countries like China, India and Mexico. Which is why we're here. We fight for Kentucky manufacturers with one goal in mind: raising the standard of living for all Kentuckians. Visit us at KAManufacturers.com for more information.

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