

Per Dept  
 FN  
 4700  
 K460  
 V. 68  
 NO. 4  
 1997

## On the Bookout

Periodical  
 Room  
 Does Not  
 Circulate

• April 24-25  
 KPA Ad Seminar  
 Holiday Inn North  
 Lexington

• June 5-6  
 NNA/KPA PhotoShop Workshop  
 Holiday Inn North  
 Lexington

• June 26-27  
 KPA Summer Convention  
 Embassy Suites  
 Covington

F (UK) LEX 405  
 CENTRAL SERIALS RECORDS  
 MARGARET I KING LIBRARY  
 UNIVERSITY OF KY LIBRARIES  
 LEXINGTON KY 40506



April, 1997  
 Volume 68, Number 4

The Official Publication  
 of the Kentucky Press  
 Service

# THE KENTUCKY PRESS

## Papers hit hard by Flood of '97

Plane carrying KPA Board Member Teresa Revlett forced to make emergency landing

By LISA CARNAHAN  
 KPA News Bureau

When Teresa Revlett took off in a single-engine plane to get aerial shots of the flood devastation for her newspaper, she had no idea she would become part of the news.

Revlett, general manager of The McLean County News, arranged for the flight with an area farmer who wanted to take a look at the damage to his farm land. The farmer has been a pilot since 1983.

The paper's staff writer and photographer, Danny Martin, accompanied Revlett.

After about 30 minutes in the air, the pilot headed west toward the Runsey-Calhoun bridge. The plane's landing gear caught an unmarked fiber optic cable that was stretched across Green River, causing the cable to snap. The impact pulled the front and left side pieces of the landing gear from the plane.

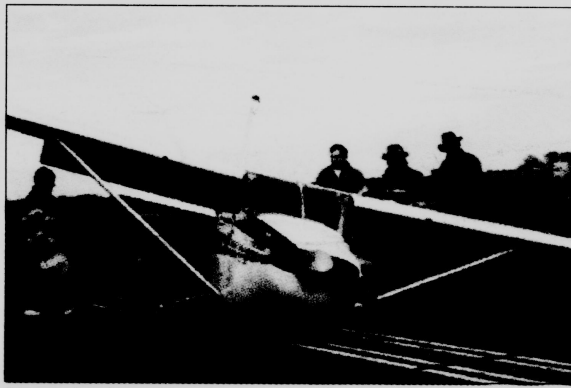
The plane's occupants watched in horror as the landing gear fell into the Green River.

After the wire pulled the plane back it took a nosedive and was headed directly for the river.

The pilot was able to pull the plane up before it would have crashed into the bridge.

After reviewing the possibilities (the pilot briefly thought of attempting a landing in backwater in a field in Beech Grove), an emergency landing at Owensboro Regional

See FLOOD, page 9



Above: A twin-engine plane carrying McLean County News General Manager Teresa Revlett and the paper's staff writer and photographer, Danny Martin, was forced to make an emergency landing after going up to view the flood damage. The plane's pilot, Danny Woosley, is pictured to the far right of the plane with members of emergency crews at Owensboro Regional Airport. Below: The blue awning on the front of the building which housed The Falmouth Outlook is about all that remained intact after the devastating flooding. The newspaper, which was located in downtown Falmouth, is being operated temporarily out of the publisher's basement.



## Association for student journalists approved

It's official. A gap in the education of Kentucky high school journalism students will be filled with the creation of an organization dedicated to preserving and enhancing scholastic journalism in the state.

A proposal to start the Kentucky High School Journalism Association (KHSJA) was unanimously approved by the Kentucky Press Association/Kentucky Press Service Board of Directors at its March 27 meeting.

The effort to begin a high  
 See STUDENT, page 16

### KHSJA Fundraising

Since early March, KPA and the School of Journalism Foundation of Kentucky Inc., have been seeking contributions from Kentucky newspapers, media foundations and KPA Associate Division members to help in establishing the Kentucky High School Journalism Association.

Various "giving" categories, based on the amount of the contribution, have been established. As of April 2, the following companies or individuals had made commitments to KHSJA:

FRIEND (UP to \$99) — Fulton Leader, Tompkinsville News

KHSJA ASSOCIATE MEMBER (\$100 to \$249) — Laurel News Leader, Murray Ledger & Times, Kentucky AP Editors Association, Guthrie/Mayes Public Relations, Alfaro Enterprises & Associates, Bath County News Outlook.

PATRON (\$250 to \$499) — Harrodsburg Herald, Gene Clabes, The Farmer's Tide, Winchester Sun, The State Journal, Max Heath, CSX Transportation, Kentucky New Era.

SPONSOR (\$500 to \$999) — American Electric Power, The Ashland Daily Independent, The Oldham Era, Landmark Community Newspapers, Inc.

FELLOW (\$1,000 to \$4,999) — Recorder Newspapers, Preston Osborne, Toyota Motor Manufacturing North America, Owensboro Messenger-Inquirer.

## INSIDE

Kentucky people, papers  
 in the news  
 pg. 2

Check out this year's  
 J-school graduates  
 pg. 5, 6, 7, 10

Briefs are no small thing  
 for your readers  
 pg. 11

New e-mail service may  
 violate copyright law  
 pg. 13

# Kentucky people, papers in the news

## Gallman named editorial page editor at Lexington

Vanessa Gallman, a reporter in Knight-Ridder's Washington Bureau who has also worked for The Washington Post and The Charlotte Observer, was named editorial page editor at the Lexington Herald-Leader.

Gallman, 43, is a North Carolina native who has held a series of editing, reporting and column-writing positions during more than 20 years in journalism. She is the first black person to head the Herald-Leader's editorial page.

In her three years in Knight-Ridder's Washington Bureau, Gallman covered welfare reform and national politics. Before that, she

worked as assistant city editor for government and political reporting at The Washington Post and metro editor at The Washington Times. She also worked as assistant city editor at the Tallahassee Democrat in Florida, and as a reporter at The Charlotte Observer in North Carolina.

## Albrecht takes top posts in Russell Springs

Jay Albrecht has been named editor and publisher of both The Russell Springs Times Journal and The Russell County News.

Albrecht replaces Dave Cazalet Jr., who was recently chosen as the Director of Continuing Education and Business Development at Somerset Community College. Albrecht, 25,

grew up in a newspaper family and has worked in the business since the age of 14 when he took a job in the mailroom of the Cookeville (Tenn.) Herald-Citizen. He worked at the Herald-Citizen during high school and college.

More recently, Albrecht worked as production manager at The Putnam Morning Light newspaper and as an advertising consultant at the newspaper in Louisburg, N.C.

## Lay promoted to GM at Harlan Daily Enterprise

Pat Lay has been promoted to general manager of the Harlan Daily Enterprise.

A 14-year veteran of the newspaper, Lay replaces publisher James Kerby who was promoted to the top post at the Richmond Register.

Lay was promoted from benefits manager to business manager in 1989 and five years later, the circulation manager duties were added to her responsibilities and her title changed to office manager. In her current position as general manager, Lay will oversee all operations within the Enterprise.

A native of Verda, Lay is a member of the Verda Elementary School Parent/Teacher Organization and the Harlan County Republicans. She is a graduate of Everts High School and attended Southeast Community College and Knoxville Business School.

## Hicks named retail ad manager at Paducah

Amy Hicks has joined the staff of the Paducah Sun as retail advertising manager.

A native of Marshall County and a graduate of Murray State University, Hicks worked nearly five years for Landmark Community Newspapers in Elizabethtown. She also was sales manager for a group of five newspapers in Kingston, Tenn.

## Spencer joins marketing staff at Messenger-Inquirer

Barry Spencer has been named special publications account executive for the Owensboro Messenger-Inquirer.

Inquirer.

An Owensboro native, Spencer will be responsible for the sales and marketing of speciality publications. He previously worked as a sales consultant for Conner Ford Sales in Rockport, Ind.

## Miniard named Harlan's advertising manager

Wylene Miniard has been named retail advertising manager at the Harlan Daily Enterprise.

Miniard takes over the position from 15-year Enterprise veteran Bill Combs who left the newspaper to manage two local radio stations. Miniard has worked for the newspaper for 21 years in various positions including receptionist, classified ad sales and retail advertising. She has won several awards for her work in retail advertising.

A lifelong resident of Harlan County, she has been a member of the Harlan Lions Club for 10 years and was one of the first women to join in Kentucky.

## DeJarnatt promoted to KPI production chief

Amanda DeJarnatt has been promoted to production manager at Kentucky Publishing Inc. She will continue to work in her current position as graphics designer for KPI's seven publications that include The West Kentucky News, The Advance Yeoman, The Carlisle County News and The Livingston Ledger.

In addition to designing all ads, DeJarnatt will oversee production of all the publications. A resident of Cunningham, DeJarnatt joined KPI in February 1995.

## Widdrington joins staff at McLean County News

Sandra Stokes Widdrington is the new receptionist, bookkeeper and classified manager at the McLean County News.

Widdrington previously worked for the newspaper as a special assignment writer and photographer. She replaces Jeanette Sutherland who worked at the newspaper for 11 years.

See PEOPLE, page 11

**— The Kentucky Press —**

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

**Officers and Directors**  
Kentucky Press Association

**President**  
Gene Clabes, Recorder Newspapers

**President Elect**  
Guy Hatfield, Citizen Voice and Times

**Past President**  
John Del Santo, Ashland Daily Independent

**Vice President**  
Russ Powell, Ashland Daily Independent

**Treasurer**  
Marty Backus, Appalachian News Express

**District 1**  
William Mitchell, Fulton Leader

**District 2**  
Jed Dillingham, Dawson Springs Progress

**District 3**  
Teresa Revlett, McLean County News

**District 4**  
Charlie Portmann, Franklin Favorite

**District 5**  
David Greer, Elizabethtown News Enterprise

**District 6**  
Dave Eldridge, Henry County Local

**District 7**  
Kelley Warnick, Gallatin County News

**District 8-9**  
Ken Metz, Bath County News Outlook

**District 10-11**  
Marty Backus, Appalachian News Express

**District 12**  
Louise Hatmaker, Jackson Times/Beattyville Enterprise

**District 13**  
Glenn Gray, Manchester Enterprise

**District 14**  
Stuart Simpson, Pulaski Week

**District 15-A**  
Tom Caudill, Lexington Herald-Leader

**District 15-B**  
Tom Moore, Stanford Interior Journal

**State at Large**  
Mark Neikirk, Kentucky Post

**Ed Riney, Owensboro Messenger Inquirer**

**Chip Hutcheson, Princeton Times Leader**

**Sharon Tuminski, Winchester Sun**

**Associates Division**  
Barbara McDaniel, Toyota Motor Manufacturing

**Advertising Division**  
Teresa Revlett, McLean County News

**News Editorial Division**  
John Nelson, Pulaski Week

**Journalism Education**  
Dr. Ron Wolfe, Eastern Kentucky University

**General Counsels**  
Jon Fleischaker and Kim Greene, Wyatt, Tarrant and Combs

**Kentucky Press Association**  
Kentucky Press Service Staff  
David T. Thompson, Executive Director  
Bonnie Howard, Business Manager  
Gloria Davis, Advertising Director  
Lisa Carnahan, News Bureau Director  
Reba Lewis, Research/Marketing Coordinator  
Sue Cammack, Secretary  
Buffy Sams, Bookkeeping Assistant  
Roxan Venable, Advertising Sales Support  
Dahlia Haas, Advertising clerk  
Rachel McCarty, Clipping Director  
Linda Slemp, Clipping Assistant  
Carol Payton, Clipping Assistant  
Holly Stigers, Clipping Assistant  
Audra Douglas, Clipping Assistant

## Deaths

### Roger Lyons

Roger Wayne Lyons, 47, Bowling Green, died March 5 at the Bowling Green Medical Center.

Lyons, a native of Barren County, was a district manager for the Daily News' circulation department.

Survivors include his wife, Brenda Birdwell Lyons, Bowling Green; a daughter, Jennifer Lyons, and a son, Kevin Wayne Lyons, both of Bowling Green.

Funeral services were held at Hardy and Son Funeral Home, Bowling Green.

## Smart reporters develop their own writing 'alarms'

A friend was telling me he had read a column about how people rely on the word "like" as a universal part of speech: "It was, like, 4 o'clock, and I was, like, looking for my friends, but they were, like, gone to, like, LA or something, so I'm like, 'Are you serious?'"

Now whenever I say "like," an alarm goes off in my head. I stop and ponder: Am I using "like" correctly, or am I adding it the way an inarticulate teen would?

That reminded me of the alarm, the device most writers use to keep themselves from misusing or overusing words, phrases or punctuation.

For instance, I had an excellent high school English teacher who preached the evils of passive voice. When I use a passive construction, an alarm goes off. I look at the sentence, analyze it, dissect it, then almost always find a way to write in the active voice.

I also overuse the adverb "clearly." When I use it, the alarm goes off. (I allow myself one "clearly" per column. An "obviously" doesn't count.)

One writer used the word "rituals" in five of the 10 stories she sent me, and she wasn't even the religious writer. She didn't know she was overusing it until I showed her the proof.

"Rituals" had become for her a reflex, a catchall word. She still uses "rituals," but when she does, she stops and asks: "Is this really the best word for what I want to say?" Often it isn't.

Some writers are lucky. Jack tells me when he hears people talking about usage or punctuation rules, he'll involuntarily absorb what they say. For instance, he once overheard an editor tell a writer a punctuation rule requires a comma between two independent clauses: The water was cold, so no one wanted to swim.

He had never before heard that rule, but now he's a fanatic about it. Every time he writes a sentence with more than one clause, the alarm goes off: He stops and looks for independent clauses to place commas between.

Alarms come naturally to Jack. The rest of us have to create them so we don't keep falling into the same writing mistakes.

The best writers play tricks on themselves to keep their writing sharp.

One reporter told me he used to write long, complicated leads. He adopted this guideline: No lead should fill more than two lines of a computer screen.

It's just a guideline, you understand. But once he hits two lines, the alarm sounds. He stares at what he has written and asks himself: "Do I really want to write more? Are

### Coach's corner

By Jim Stasiowski



there ways to cut back, condense, save ideas for later?" If he decides to write a longer lead, that's OK. The alarm is a suggestion, not a command.

Another reporter told me an editor humiliated her, howling across the room that she had misspelled "hors d'oeuvres." A strong speller, she vowed not to let that happen again, so she went to work creating a mnemonic device to help with the spelling.

She stared at "hors d'oeuvres" a long time. Obviously "hors" is easy. But how about that second word?

She said the letters aloud. Yes, there it is: Starting with "D," every odd-numbered letter has a long-E sound: "DEE-o-EEE-u-VEE-r-EEE-s." Once she made the alarm into a game, she solved her problem. Now when she has trouble spelling a word, she has fun creating a formula to keep her from digging each time into the dictionary.

For her, the humiliation of an editor's howl was the incentive to create an alarm.

I'm not advocating editors use humiliation; in fact, the school of "Geez, just yesterday I shouted at him, so he won't make that mistake again" coaching is as effective as a sledgehammer in roach control.

An editor should find time off deadline to explain to writers their alarming tendencies.

But a writer shouldn't need much help from an editor. After all, you wouldn't want someone else setting your alarm clock, so why rely on an editor to discover writing problems?

Most writers, however, don't even read their stories in the newspaper, so they miss the chance to coach themselves. The only time they read a story is on the computer screen under the crunch of deadline, and that leaves little time for pondering, for searching out annoying trends or misused words, for questioning a reflex decision, such as using "rituals" yet again.

Every writer should create a list of personal writing problems. Keep it in a computer file, or just tape troublesome words and phrases to the monitor.

Ignore an alarm, and you're in, like, trouble.

Clearly.

**The Final Word:** We should

See ALARMS, page 12

## Classified ad holds lesson

My Uncle Bill once told me about the time he ran a classified ad to give away a litter of eight puppies. But they weren't really free. He advertised the price as "a nickel per puppy, cash and carry."

Of course, you know his target market. He wanted those little puppies to go to children. And he got a real kick out of watching each kid scramble out of the family car to see them. After making a choice, each child would cradle his or her new puppy in one arm and dig tiny fingers into a pocket to find the nickel that had been set aside for the special purchase.

It didn't take Uncle Bill long to place those puppies in good homes. And it's easy to see why. By pricing them at five cents apiece, he made his ad stand out from all the "free puppies" ads in the newspaper. Plus, his ad expressed a genuine understanding of human nature.

From an adult's point of view, the ad was different from all the others in the newspaper. As a result, these puppies were positioned as being special. And on a deeper level, it presented parents with an opportunity to teach their young child about money.

From a child's point of view, the price represented a chance to be in control, to buy something with his or her own money. But this wasn't a candy bar or a toy. This was a real live puppy, a dream come true.

Now, I'm certain that my uncle didn't conduct an exhaustive analysis before he placed his ad. He simply thought it was a fun idea. But his ad teaches three important lessons that can help us create better advertising.

First, an ad doesn't have to be big to break through the clutter. It

### Ad-libs®

Video your st

By John Foust  
Raleigh, N.C.



can even be a simple reader ad. So look for a different angle. Whatever your idea, make it special, something no one else is doing in their ads. You might even use a similar strategy of putting a small, attention-getting price on your advertiser's giveaways — instead of saying "free," like everyone else.

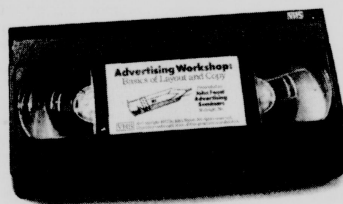
Second, look at the ad from the reader's point of view. Learn all you can about your advertiser's target audience. What are his or her motivations? How can your client's products and services improve their quality of life? It's a fact that knowledge is power. The more you know about your readers, the more powerful your advertising will become.

Third, advertising should be fun. The purpose of advertising is to sell, not to entertain. But why not try to make the buying process more enjoyable for our readers, our advertisers — and ourselves? That's what my Uncle Bill did. He accomplished his task of giving away that litter of puppies. And he made it fun. Why don't we do the same?

©Copyright 1991 by John Foust. All rights reserved.

John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast-to-coast. For information, call or write: John Foust, PO Box 10861, Raleigh, NC 27605, phone (919) 834-2056.

## Video workshop can help your staff create better ads



At last... a program that is tailor-made for newspapers! *Basics of Layout and Copy* is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start — working on layouts, getting ad ideas and writing more effective headlines.

Find out how to train your staff the quick and easy way. Write today for free brochure.

John Foust Advertising Seminars  
PO Box 10861, Raleigh, NC 27605, (919) 834-2056

©Copyright 1987 by John Foust. All rights reserved.

# Plan your presence on the Web for best results

By ORVILLE HERNDON

As the Internet craze sweeps the land, newspapers are attempting to become a part of the action. Preplanning will result in a better product once on the 'Net.

For more than a year The Murray State News, Murray State University's student newspaper, has placed its contents online. Reviewing the usage of The Murray State News' web site provides tips that can benefit commercial newspapers as they utilize this new technology.

Links to the resources mentioned in this article can be found at <http://members.aol.com/orville1/info.htm> or from Yahoo!

### Count the visitors

The easiest way to track visitors is to place a counter on the newspaper's home page. The counter allows the paper's staff and visitors to see the popularity of the web site. Most counters can begin at any number you wish; however, regular visitors will be able to see the truthfulness of the counter by watching how quickly the number grows.

Adding a counter to a home page

is not difficult or expensive. Free counters are available on the Internet. The counting service provides the code which is added to the home page to activate the counter.

### Study the visitors

Counting visitors to the paper's home page is only the beginning of the information that can be collected about a web site. The experience of The Murray State News' site showed that many users may not enter the web site through the home page.

Users may access items posted on the site without ever visiting the home page. In this case they are not counted. Counters also do not differentiate whether a visitor only views the home page or reads all the additional pages at the site. In the case of The News, the home page's counter recorded approximately 8,000 visitors for the year reviewed while tracking statistics indicate more than 100,000 files were accessed.

Tracking services monitor what is seen, when it is seen and who views the pages. The amount of detail available for study varies

"Mentioning the newspaper's web address in each print issue will attract current readers to the web site."



Orville Herndon  
Murray State University

based on the tracking service used and the amount of information that the visitor's computer and Internet service provider volunteers when a page is accessed.

Tracking capabilities vary. Some Internet service providers will collect and make this information available to the subscriber. Advanced page coding can also collect this information. Commercial services exist which will collect and process the data for a fee.

Tracking visitors allows the paper to see what is being accessed. This can provide valuable reader-ship information and can be useful when adding advertisements to the web site.

### Publicize the site online

Mentioning the newspaper's web

address in each print issue will attract current readers to the web site. In order to attract a larger group the site needs to be publicized on the World Wide Web. Directories and search engines can direct visitors to your web site. Many of these services list web sites free of charge. They make their money by selling advertising space on their service.

Subject directories such as Yahoo! group web sites by topic and subtopic. For example, weekly newspapers might be listed together. The weekly group would join other papers under a newspaper grouping. The newspaper group would join radio and TV listings under a common news or mass media grouping.

Search engines examine, on request, their collection of registered

See PLAN, page 15

## Good writers know the importance of prewriting stage

By JACK HART

What you do before you put your hands on the keyboard determines what you do when you put your hands on the keyboard.

That simple fact, so long ignored in most newsrooms, is finally getting notice at writing conferences and journalism schools. These days the emphasis is on the prewriting stages of the writing process. Hallelujah.

For decades, editors have been gathering over after-work libations and grousing about the copy they get from reporters. The inventory of complaints seldom changes — bad organizations, lack of focus, lack of revealing detail, loose ends, excessive length, irrelevant detail and, occasionally, problems with grammar or style.

The fascinating thing about that list is that only one problem—the grammar and style deficiencies—occurs when writers are actually writing. Everything else—from loose ends to bad organization—results from decisions made BEFORE writers begin punching keys and producing words on a screen.

In order to deal with truly significant writing problems, we need to concentrate on the early stages of the story-building process. Here's an outline of what leading writing coaches suggest editors and writers ought to consider at each step along the way:

**Step 1 - Forming the idea and finding the story angle:** Irrelevant detail, excessive length and lack of focus all stem from poorly formed ideas. A writer who sets out to exhaust a topic, rather than to

explain something about the world, is in immediate trouble.

Bill Blundell, former writing coach at the Wall Street Journal, condemns any budget line that begins with the phrase "A look at..." Such ill-formed topics are bound to end up rambling through a wilderness of barely related facts.

The best writers often conduct preliminary research and then develop a simple theme statement that orients the rest of their reporting and writing. The theme statement for this column, for example, was: "Mastering prewriting produces stronger copy and happier, more productive writers."

**Step 2 - Reporting:** Far too many reporters rush out the door without planning their reporting, dooming themselves to delivering the story no more than a glancing blow.

Instead, reporters should sit down with editors to ask a few key questions. Who are the key players? What other sources of information may exist? What's the logical order of interviewing, reading and online searching?

At the very least, says Blundell, writers ought to have a list of sources divided into those who will receive attention "earlier" and "later" in the reporting.

**Step 3 - Organization:** The really critical prewriting stage unfolds when reporters sift through notes and mark them up with a coding scheme that may be as simple as underlining or as complicated as Roman numerals and color codes. The sad fact is that far too many reporters move straight

from reporting to keyboard and try to do what they were taught in journalism school — immediately write a lead from which all else will follow.

This is folly. It works only by accident or with short stories so formulaic that the reporter has long since memorized the form. It wastes time by encouraging false starts and repeated restructuring. It confuses readers by producing stories that dodge and weave in directions impossible to follow. And it causes mental agony for reporters trying to wrestle with a monster that constantly slithers out of reach.

Reporters trained in the writing process sort their notes, talk the story out with their editors and produce a jot outline—a few words or phrases ordered into a basic shape for the story that will follow.

**Step 4 - Drafting:** The experts agree that the final stage of the writing process should have two radically different faces. The first of those — drafting — is a loose process of discovery. At this stage, good writers are relaxed and fast. They don't stop to futz with phrasing or move paragraphs, and writer's block never brings them up short. They plunge ahead, guided by the rough direction set by their theme and jot outline.

**Step 5 - Polishing:** Because this final stage is the only part of the process that many editors see, it's where they focus all their efforts. Instead of collaborating with writers all through the process, they spend all their time rewriting copy that's already beyond anything but superfi-

cial repair.

Polishing is important, of course. Once you've finished their draft, writers should transform themselves into merciless editors, ruthlessly committed to making every phrase graceful, correct and absolutely accurate. Line editors and copy editors must approach their work with the same nit-picking exactitude. But the world's most skilled polishing won't make up for a bad idea that never went anywhere. It won't add information missing because of haphazard reporting. And it won't make up for a weak theme or sort out a chaotic jumble of information.

Most of all, it won't make up for the agony experienced by the reporter who struggled to write without prewriting or the frustration of the editor who then tried to get the toothpaste back into the tube. It certainly won't do much to make editing and writing creative, fulfilling and fun.

By now I've asked enough reporters and editors how they work to know that enjoyment of the craft comes from taking it one step at a time. That means plenty of attention to prewriting, which produces a far more relaxed and confident approach to the writing itself.

That, in turn, produces writers like the one I encountered on a recent newsroom visit.

"Writing is a drug," he said. "I love it."

(Reprinted from the Feb. 15 issue of *Editor & Publisher*. Hart is senior editor for writing and staff development at the *Oregonian*.)

# EKU Graduates

(The KPA News Bureau requested the list of spring/summer journalism and journalism-related graduates from the state's universities with degreed programs. The schools were asked to submit the students' names, school and home addresses, telephone numbers and area of emphasis. The following students will graduate in the spring from Eastern Kentucky University.)

## JOURNALISM

**Name:** Mary Ann Lawrence  
**Major:** Journalism  
**Emphasis:** Editorial  
**Home Address:** 104 Eastern Ave. Carlisle, KY 40311  
 (606) 289-5997  
**School:** 112 Hammons Dr. #4 Richmond, KY 40475  
**Home (606) 624-2525**  
**Work (606) 622-1572**

**Name:** Matt McCarty  
**Emphasis:** Editorial  
**Home Address:** 213 Keystone Dr. Apt. #4 Richmond, KY 20275  
 (606) 626-3131  
**Work:** The Clay City Times  
 P.O. Box 54, 209 Main St. Stanton, KY 40380  
 (606) 663-5540

**Name:** Don Perry  
**Emphasis:** Editorial  
**Home Address:** 1211 W. Main St. Apt. #4 Richmond, KY 20275  
 (606) 626-3071  
**Work:** The Richmond Register  
 380 Big Hill Ave. Richmond, KY 40475  
 (606) 623-1669

**Name:** Jennifer Marie Almjeld  
**Emphasis:** Editorial  
**Home Address:** 200 Melody Lane Berea, KY 40403  
 (606) 986-8288  
**Work:** Lexington Herald-Leader  
 100 Midland Ave. Lexington, KY 40508  
 (606) 231-3100

**Name:** Lanny Brannock  
**Emphasis:** Editorial  
**Home Address:** RR3 Box 128 402 Trigg St. Millersburg, KY 40348,  
 (606) 484-2320

**Name:** April Sundi Ann Thorpe  
**Emphasis:** Advertising  
**Home Address:** RR3 Box 1065 Brodhead, KY 40409  
 (606) 758-4501  
**School:** 315 Burnam Hall Richmond, KY 40475  
**Home (606) 622-2887**  
**Work (606) 622-1881**

**Name:** Chad Queen  
**Major:** Broadcasting  
**Emphasis:** Editorial  
**Home Address:** 4605 Old Heady Rd. Jeffersontown, KY 40299  
 (502) 267-0949  
**School:** 1209 Miller Dr. Apt. #3 Richmond, KY 40475  
**Home (606) 625-9041**  
**Work (606) 622-1882**

**Name:** Lisa G. Murphy  
**Major:** Public Relations  
**Emphasis:** Advertising Design  
**Home Address:** 151 S. Locust Hill Dr. Apt. 908 Lexington, KY 40517,  
 (606) 269-7110

## PUBLIC RELATIONS

**Name:** Nadine Allen  
**Home Address:** 4719 Van Hoose Rd. Louisville, KY 40216  
 (502) 448-0122

**Name:** Christy Boggs  
**Home Address:** 1509 7th St. Corbin, KY 40701  
 (606) 528-7442  
**School:** Box 130 Dupree Hall EKU Campus Richmond, KY 40475  
 (606) 622-3933

**Name:** Lisa Bridges  
**Home Address:** 3441 B Warwick Ct. Lexington, KY 40517  
 (606) 273-3986

**Beckie Brumfield**  
**Home Address:** 1304 Chinook Tr. #4 Frankfort, KY 40601  
 (502) 695-0399

**Name:** Daniel R. Childs  
**Home Address:** 4176 Forsythe Dr. Lexington, KY 40514  
 (606) 225-3874

**Name:** Julane Cravens  
**Home Address:** 733 Terry Dr. Winchester, KY 40391  
 (606) 744-4557

**Name:** Carla Daugherty  
**Home Address:** 1975 Meadowcreek Dr. Louisville, KY 40218  
 (502) 456-4679  
**School:** 111 Manna Dr. #1 Richmond, KY 40475  
 (606) 624-8176

**Name:** Martha Fegenbush  
**Home Address:** 625 McFarland Ln. Waddy, KY 40076  
 (502) 829-5187  
**School:** Box 432 Telford Hall EKU Campus Richmond, KY 40475  
 (606) 622-5569

# Newspapers' audiotext plan may be in need of revamping

By ANDREW SUTCLIFFE

In the United States and Canada, there has been only one significant revenue stream from audiotext: newspaper voice personals. With few exceptions, audiotext tied to other classifieds or to editorial content has been a failure.

What started in 1989 in the weekly alternative newspapers, today is found in virtually every newspaper in America. Of the nation's top 100 circulation newspapers, 96 offer their readers audiotext voice personals.

Yet we are now seeing the end to revenue growth in this product. For the first time, call volumes are declining. Why? What lessons can we learn? And how can we build this revenue stream for newspapers?

To understand the "why," you must first understand what has made voice personals so popular. The psychographic of typical voice personals users reveals a college-educated professional person, in his or her mid 30s to late 40s. These are busy people who do not have the social network nor the time to develop one in which to find that special person in their lives. These are single people with high expendable incomes--a greatly valued consumer group.

Voice personals offer speed, safety, and, for women, a sense of control. A female voice personals advertiser uses the service free or at virtually no cost. She writes an ad that describes who she is and the type of person she would like to meet. She does not reveal her telephone number or address. Men find value in spending a few dollars after reading the ads to hear the voice behind the ad and to leave that advertiser a voice mail message.

So why the decline? There are two key reasons. First, in 1995, the U.S. newspaper industry reeled from the record-breaking price increases in newsprint. They cut back, printed

fewer voice personals sections. Second, in 1995, we saw a tremendous surge of activity with the Internet and commercial online services. The most successful areas on America Online and the other online services are in chat and places where single people can form relationships.

As newspaper publishers, we are in the business of competing for people's time, of being their information refinery and community source. The advent of the Internet offers newspaper publishers a great opportunity.

The newspapers that have been the most successful with voice personals to date are those who do not view them as classified ads. Rather, they view themselves as providing a forum in the community where single people can use the newspaper to come together--and where the newspaper can leverage these readers with its advertisers.

The key to generating a great deal more revenue from voice personals lies in newspapers being able to offer single people a convenient, quality, and safe way to connect using different mediums and anchored by the newspaper.

The way to do that--the way to bring together Fred, the fellow who likes to sit in front of a television pushing the buttons on his remote control (in the U.S., Fred is called a "couch potato"), with Sally, a woman who prefers to use the newspaper and audiotext--is to integrate the technologies.

(Reprinted from the March issue of Ideas magazine. Sutcliffe is president and chief executive officer of Tele-Publishing Inc., Boston, Mass. Tele-Publishing provides voice personals for more than 650 publishers in Canada, the United Kingdom, and the United States. Sutcliffe may be reached by telephone, (617) 859-3215; by fax, (617) 536 7977; and by e-mail, asutcliffe@tpigroup.com.)

# Currow to head NAA marketing team

Jim Currow has been named senior vice president and chief marketing officer for the Newspaper Association of America.

Currow will join NAA on April 21. He comes to the association from his own newspaper management consulting firm, Currow and deMontmollin, Inc., which specializes in newspaper operational analysis and executive recruitment. Before starting the firm, Currow was president and CEO of the Milwaukee Journal Sentinel Newspapers.

He is no stranger to NAA, having served on NAA's Board of

Directors and Executive Committee as chair of the Marketing Committee until his resignation in 1995.

Prior to working at the Milwaukee Journal Sentinel, Currow was vice president of sales and marketing and vice president of advertising at the Miami Herald. He was also vice president of sales and marketing for Fort Wayne Newspapers.

Currow holds a bachelor's degree in management from Charleston Southern University and is a 1992 graduate from Harvard Business School Advanced Management Program.

See EKU, page 12

# WKU Grads

*(The KPA News Bureau requested the list of spring/summer journalism graduates from the state's universities with degreed programs. The schools were asked to submit the students' names, school and home addresses, telephone numbers and areas of emphasis. The following students will graduate in 1997 from Western Kentucky University.)*

**PRINT**

Risa Brim  
109 Robinson Ct.  
Elizabethtown, KY 42701  
502-769-1599

Rita Dunn  
118 Brookhollow Road  
Nashville, TN 37205  
615-352-0944

Stephen Lega  
2910 Butler County  
Louisville, KY 40218  
502-456-4277  
School Address  
236 Schneider Hall  
1509 Big Red Way  
Bowling Green, KY 42101  
502-745-2003

Christa Ritchie  
111 Spring Garden Drive  
Louisville, KY 42103  
502-495-0184  
School Address  
850 Wilkinson Trace Road  
Apt. 91  
Bowling Green, KY 42103  
502-782-9788

**ADVERTISING**

Erica Arvin  
3359 Howard Dickerson Rd  
Pembroke, KY 42266  
502-475-4217  
School Address  
501 Eric Ave. Apt. f41  
Bowling Green, KY 42101  
502-843-3838

Kaylyn Ashley  
1068B Scottsville Road  
Alvaton, KY 42122  
502-842-9417

Francis Corothers  
9011 Henry Clay Drive  
Louisville, KY 40242  
502-426-7973  
School Address  
850 Wilkinson Trace Rd.  
Apt. 19  
Bowling Green, KY 42103  
502-746-0698

Jeremy Clemons  
9010 Hi-View Land  
Louisville, KY 40272  
502-935-5156

Trevor Collins  
P.O. Box 413  
Frankfort, KY 40601  
502-223-3976  
School Address  
1288 Suncourt  
Apt. A  
Bowling Green, KY 42104

Kevin Conner  
118 Donmond Drive  
Hendersonville, TN 37075  
615-824-3239  
School Address  
2014 Pearce Ford Tower  
1766 Big Red Way  
Bowling Green, KY 42101  
502-782-8629

Scott Cottingham  
110 Shallowbrook Ct.  
Frankfort, KY 40601  
502-223-3454  
School Address  
1328 Adams Street  
Bowling Green, KY 42101

Lorrian Flanary  
123 Bay Drive  
P.O. Box 1291  
Hendersonville, TN 37075  
615-822-4267

Angela Howard  
5301 Red Leaf Road  
Louisville, KY 40218  
502-968-5536  
School Address  
1902 Pearce Ford Tower  
1766 Big Red Way  
Bowling Green, KY 42101

Shawn Justice  
307 Trappers Trail  
Glasgow, KY 42141  
502-678-5675

David L Lack  
146 Lodge Hall Road  
Bowling Green, KY 42101  
502-777-1771  
School Address  
109 Creekwood Avenue  
Apt. 404  
Bowling Green, KY 42101  
502-781-7195

Jason Loehr  
2288 Libbert Road  
Newburgh, IN 47630  
812-853-7965

Angela Maier  
210 Kirchoff Blvd.  
Evansville, IN 47712  
812-985-3784  
School Address  
305 New Hall (Sorority)  
1755 Normal Drive  
Bowling Green, KY 42101  
502-745-5769

Terri Mercer  
616 Yale Drive  
Elizabethtown, KY 42701  
502-737-5416  
School Address  
109 Creekwood Avenue  
Apt. 404  
Bowling Green, KY 42101  
502-781-7195

Jennifer Mills  
774 Hill Bridge Road  
Utica, KY 42376  
502-685-1184  
School Address  
1674 Normal Drive  
Bowling Green, KY 42101  
502-842-9573

Michael Newkirk  
7012 Uranus Drive  
Louisville, KY 40258  
502-937-9320  
School Address  
1377 High Street  
Bowling Green, KY 42101  
502-746-9055

Andrew Prusz  
4088 Candlewood Place  
Newburgh, IN 47630  
812-858-5080  
School Address  
1535 Chestnut Street  
Bowling Green, KY 42101  
502-782-3659

Beth Staples  
203 Utley Drive  
Goodlettsville, TN 37027  
615-859-9792  
School Address  
117 Bates Runner Hall  
310 Virginia Garrett Ave.  
Bowling Green, KY 42101  
502-745-2122

William Watts  
5575 Louisville Road  
Frankfort, KY 40601  
502-223-3354  
School Address  
999 Bryant Way, Apt. B  
Bowling Green, KY 42014  
502-782-1932

Jason Wix  
32 Chitwood Drive  
LaFayette, TN 38083  
615-666-5190

**PHOTOJOURNALISM**

Thomas Gardner  
1130 Richmond Drive  
Nashville, TN 37216  
615-227-1412

Brendan Bush  
2808 Chapman Ct.  
Crofton, MD 21114  
410-721-0702  
School Address  
1306 Kentucky St. Apt. 1  
Bowling Green, KY 42101  
502-746-9272

William Chandler  
1405 McCall Drive  
Anniston, AL 36207  
School Address  
420 B East 13th Avenue  
Bowling Green, KY 42101  
502-796-1865

David Christensen  
740 Fred Webb Road  
Moultrie, GA 31768  
912-985-8922  
School Address  
438 Grinstead Way  
Bowling Green, KY 42101

502-746-9529  
Timothy Clark  
8700 Framewood Drive  
Newburgh, IN 47630  
812-853-0131  
School Address  
1331 Center Street, Apt. 2  
Bowling Green, KY 42101  
502-782-8648

Kelly Flora  
133 Jaclyn Ct.  
Bowling Green, KY 42104  
502-781-2477

Michel Fortier  
8123 Davison Road  
Davison, MI 48423  
810-653-0955  
School Address  
1149 Kentucky St. Apt. 4  
Bowling Green, KY 42101  
502-782-5192

Jon Grant  
2125 Old State Road  
Brandenburg, KY 40108  
502-422-3679  
School Address  
230 Schneider Hall  
1509 Big Red Way  
Bowling Green, KY 42101  
502-745-4619

Robbie Hammer  
2202 Monticello Avenue  
Springdale, AR 72762  
501-751-0388  
School Address  
One Big Red Way  
P.O. Box 8174  
Bowling Green, KY 42101

Jonathan Herrle  
W301 S2717 Snowdon Dr.  
Waukesha, WI 53188  
414-968-3776  
School Address  
1133 Chestnut Street Apt. 5  
Bowling Green, KY 42101  
502-783-4470

Christopher Stanford  
605 Fieldstone Road  
Warner Robins, GA 31093  
912-923-8691  
School Address  
1708 Normal Street  
Bowling Green, KY 42101

**PUBLIC RELATIONS**

Marta Birchell  
525 Limestone  
Monticello, KY 42633  
School Address  
936 Shive Lane, Lot 78  
Bowling Green, KY 42103  
502-781-6538

John Bradshaw  
871 Lee Carter Road  
Austin, KY 42123  
502-646-5148

Leigh Butterworth  
4209 Glynda Drive  
Nashville, TN 37216  
625-262-4454  
School Address  
323 New Hall (Sorority)  
1755 Normal Drive  
Bowling Green, KY 42101

502-745-6787  
Angela Clark  
1204 Woodbridge Trail  
Owensboro, KY 42303  
502-926-3848  
School Address  
723 Tara Ct.  
Bowling Green, KY 42101  
502-793-0482

Dennis Clifford  
Box 746  
Naples, NY 14512  
716-374-6114

Carol Colon  
301 Creason Ct., Apt. 103  
Louisville, KY 40223  
502-254-2952  
School Address  
203 New Hall (Sorority)  
1755 Normal Drive  
Bowling Green, KY 42101  
502-745-6637

Dave Haynes  
257 Hammett Hill Road  
Bowling Green, KY 42101  
502-781-3744

Amity Hook  
901 Cottonwood Drive  
Cloverport, KY 40111  
502-788-3360  
School Address  
1580 Normal Drive  
Bowling Green, KY 42101  
502-796-2635

Tina King  
7413 Kort Way  
Louisville, KY 40220  
502-499-5688  
School Address  
1433 Kentucky Street  
Bowling Green, KY 42101  
502-782-5572

Ernestine Kolb  
120 Woodhurst Lane  
Russellville, KY 42276  
502-726-2745

Pamela Leonard  
2441 Russell Road  
Utica, KY 42376  
502-275-4528  
School Address  
217 New Hall  
1755 Normal Drive  
Bowling Green, KY 42101  
502-745-6651

Gina Myers  
8805 Halford Way  
Louisville, KY 40299  
502-491-1596  
School Address  
1352 College Street  
Bowling Green, KY 42101  
502-783-8756

Nikole Payne  
412 Perry Hill Road  
Easley, SC 29640  
803-859-2900  
School Address  
202 Schneider Hall  
1509 Big Red Way  
Bowling Green, KY 42101

See WKU, page 15

# Murray Grads

*(The KPA News Bureau requested the list of spring/summer journalism graduates from the state's universities with degree programs. The schools were asked to submit the students' names, school and home addresses, telephone numbers and areas of emphasis. The following students will graduate in 1997 from Murray State University.)*

## PRINT

Martha Jane Drive  
P.O. Box 90  
Hazel, KY 42049  
901-498-8582  
School Address: Same

Sherri Slone Hutchison  
417 Paradise Street  
Greenville, KY 42345  
502-338-7782  
School Address  
Box 6325 Hester Hall  
Murray, KY 42071  
502-762-2577

Amy Lorton  
9021 Tom Counce Road  
South Fulton, TN 38257  
901-479-2306  
School Address: Same

Brian Scott Nanney  
231 Nance Circle  
Paris, TN 38242  
901-642-6134  
School Address: Same

Michael G. Ohstrom  
3824 Chatham Road  
Louisville, KY 40218  
502-459-2675  
School Address  
7346 Regents Hall  
Murray, KY 42071  
502-762-2109

## ADVERTISING

Andrea Lynne Bell  
606 GreenRidge Place  
Henderson, KY 42420  
502-826-3462  
School Address  
217 Megan Drive  
Murray, KY 42071  
502-759-9471

Michelle Bradley  
1433 Maurer Road  
Boonville, In 47601  
812-897-4419  
School Address  
RA White Hall  
Murray, KY 42071  
502-762-6238

Leslie Carper  
2073 Arant Road  
Benton, KY 42025  
502-527-7901  
School Address: Same

Molly E. Cochran  
237 Highland Club Estates  
Mayfield, KY 42066  
502-247-4476  
School Address  
301 N. 16th Street  
Murray, KY 42071  
502-753-3943

Jennifer Leigh DeMarsh  
7004 Dartmoor Drive  
Louisville, KY 40222  
502-426-2298  
School Address  
200A N 15th Street  
Murray, KY 42071  
502-753-6282

Jason H. Dick  
629 Riley Road  
Benton, KY 42025  
502-527-5224  
School Address  
1708 Apt. B Oakhill Drive  
Murray, KY 42071  
502-753-2087

Krysta Ernstberger  
1304 Justice Road  
Murray, KY 42071  
502-753-8459  
School Address: Same  
School Phone  
502-753-1158

Jason Gibson  
P.O. Box 114  
Wickliffe, KY 42087  
502-335-3616  
School Address  
2382 University Station  
Murray, KY 42071  
502-762-3838

Heather Hudson  
17 Meadowlink Drive  
Paducah, KY 42001  
502-554-0062  
School Address  
1619A Chris Drive  
Murray, KY 42071  
502-767-0628

DeAnna Lynne Key  
611 Broad Street  
Murray, KY 42071  
502-767-0752  
School Address: Same

Hyekyung Kim  
Dongjakgu  
DongjakDong  
102-85 Gungjeon Park  
VillaF03, Seoul,  
South Korea  
02-595-3393  
School Address  
2333 University Station  
Murray, KY 42071  
502-767-9083

Brent Luckett  
211 Daleview Circle  
Russellville, KY 42276  
502-726-7219  
School Address  
1608 College Farm Road  
Apt. 5-W  
Murray, KY 42071  
502-759-9018

Amanda L. Magruder  
8411 Cabin Hill Road  
Louisville, KY 40291  
502-239-6621  
School Address  
200 N. 15th Street, Apt. C  
Murray, KY 42071  
502-767-0787

Kimberly Kaye Nantz  
2862 KY 81N  
Calhoun, KY 42327  
502-273-3733  
School Address  
105 S. 12th Street  
Apt. B-5  
Murray, KY 42071  
502-753-1158

Angelle Marie Schroeder  
1748 Benton Birmingham  
Benton, KY 42025  
502-527-2303  
School Address  
1904B Sherry Lane  
Murray, KY 42071  
502-759-2344

Amanda E. Stone  
100-56 St. S.W.  
Grand Rapids, MI 49548  
616-531-4405  
School Address  
6277 Hester  
Murray, KY 42071  
502-762-2564

Stacy H. Strattan  
566 Emerson Road  
Sedalia, KY 42079  
502-382-2104  
School Address: Same

Kimberly Anne Sutton  
301 Jennifer Avenue  
Carmi, IL 62821  
618-384-2500  
School Address  
301 North 16th Street  
Murray, KY 42071  
502-753-3943

Marti Swartz  
4 North Drive  
Key Largo, FL 33037  
305-451-3178  
School Address  
1005 Olive Street  
Murray, KY 42071  
502-753-0494

Mary Elizabeth Thurman  
1203 Dogwood Drive  
Murray, KY 42071  
502-753-4856  
School Address: Same

Timothy W. Tooley  
104 Millbrooke Drive  
Hopkinsville, KY 42240  
502-886-7651  
School Address  
211 North 5th Street  
Murray, KY 42071  
502-762-0365

Benjamin J. "Ben" Wright  
161 Haynes Creek Drive  
Murray, KY 42071  
502-753-0156  
School Address: Same

Jason Wyre  
325 Bethesda Road  
Paris, TN 38242  
901-642-6316  
School Address  
1602 Bourland Avenue  
Apt. A  
Murray, KY 42071  
502-767-0658

## PUBLIC RELATIONS

Jennifer Gray Baumer  
805 N. 20th St.  
Murray, KY 42071  
502-753-2821  
School Address: Same

Kasey Leigh Beckham  
627 Adair Rd.  
Mayfield, KY 42066  
502-345-2625  
School Address: Same

Anna Elizabeth Brown  
666 Park Ave.  
Madisonville, KY 42431  
502-821-0861  
School Address  
1417 Hillwood Dr.  
Apt. 3  
Murray, KY 42071  
502-753-2145

Monica Beth Carmical  
8460 Houser Road  
Boaz, KY 42027  
School Address: Same

Tiffany Chantee Cherry  
Route 2, Box 132  
Hazel, KY 42049  
School Address  
901B Coldwater Road  
Murray, KY 42071  
502-759-5572

Stephanie Gail Tinsley-Ford  
2417 U.S. Hwy 68 West  
Benton, KY 42045  
502-527-3471  
School Address: Same

Lesly Fowler  
6200 Pfafflin Lake Blvd.  
Newburgh, IN 47630  
812-858-9963  
School Address  
606 Broad St.  
Murray, KY 42071  
502-767-9970

Kathryn Graham  
208 Hilldale Lane Apt. 806  
Hardin, KY 42048  
502-437-3022  
School Address: Same

Brad Hawthorne  
101 S. Williamsburg  
Bloomington, IN 61704  
309-662-5889  
School Address  
915 N. 16th St. #2  
Murray, KY 42071

Brendan K. Huff  
139 Bloomfield St.  
Pawtucket, RI 02861  
401-723-2208  
School Address  
1105 State Rte 121 N  
Murray, KY 42071  
502-767-0989

Michael Jackson  
909 E. Wood St.  
Paris, TN 38242  
901-644-1559  
School Address: Same

Gwen A. Jasper  
34 E. Burgundy Ct.  
Highlands Ranch, CO 80126  
303-683-1858  
School Address  
412 Lankford Rd  
#B-9, Paris, TN 38242  
901-642-4112

Stefanie Lynn Kelly  
878 Aster Rd.  
Lexington, KY 40504  
606-278-7581  
School Address  
6308 Hester Hall  
Murray, KY 42071  
502-762-2563

Shaun Kern  
164 Westside Dr.  
Mt. Sterling, KY 40353  
606-498-0936  
School Address: Same

Matthew Martin  
450 Buckner Ridge Lane  
Madisonville, KY 42431  
502-825-3242  
School Address  
308 Cambridge Dr.  
Murray, KY 42071  
502-753-0370

Stephaine Minor  
103 Tramway St.  
Earlington, KY 42410  
502-383-4814  
School Address  
1730 Campbell St. Apt. 10  
Murray, KY 42071

Dwayne Dion Moorman  
2028 Robin Rd  
Owensboro, KY 42301  
502-684-7148  
School Address  
1213 N. 16th St.  
Murray, KY 42071  
502-753-1090

Mary Kriston Nall  
1530 Beckett Dr.  
Murray, KY 42071  
502-753-9534  
School Address: Same

Lynn Renee Petty  
237 Canterbury Cove  
Paducah, KY 42001  
502-575-9718  
School Address  
273 Cambridge Dr.  
Murray, KY 42071  
502-753-9388

Robert C. Powless  
Box 577, Flora, IL 62839  
618-662-8638  
School Address  
2467 University Station  
Murray, KY 42071

Alicia C. Reid  
1511 Diuguid Rd. E-37  
Murray, KY 42071  
502-753-3976  
School Address: Same

See MURRAY, page 15



Above: A closeup shot of the publisher's office at The Falmouth Outlook shows the extent of the damage inside the building. Below: Two employees of the Falmouth paper, Betty Jo Angel (left) and Debbie Barnett, work inside the makeshift office which has been set up in Publisher Deborah Dennie's basement.



This aerial shot of Calhoun in McLean County shows the extent of the damage in that area. Early damage estimates topped \$6 million with a heavy toll on the county's agricultural base. (Photo by McLean County News photographer Danny Martin)



This cabin on Delta Road in Spencer County was swept off its foundation when the nearby Salt River left its banks. Spencer County was one of 63 counties in Kentucky that were declared disaster areas by federal officials due to flooding in early March. (Photo by Spencer Magnet General Manager Kim Rich.)



Residents of New Haven in Nelson County had to use a canoe to maneuver through the streets after the Rolling Fork River came out of its banks March 2. The staff of The Kentucky Standard covered the flood for several days when it hit parts of the county. Fortunately Bardstown, where The Standard's office is located, sits on a hill and was spared from the floodwaters. (Photo by Kentucky Standard reporter Amy Taylor)



A truck was used to pull this mobile home from floodwaters in Boston, one of the hardest hit areas in the Flood of '97. The Kentucky Standard staff of Bardstown covered the flood in Boston, New Haven and other parts of Nelson County. (Photo by Kentucky Standard Publisher Steve Lowery.)



# Flood

Continued from page 1

Airport was attempted, successfully.

Revlett, who is five months pregnant, apparently handled the harrowing experience pretty calmly.

"I remember watching him (the pilot) as he talked on the radio and his hands weren't even shaking. He was so calm. That reassured me and I knew we were going to be OK," said Revlett.

The pilot told Revlett and Martin he was going to attempt to land the plane and if he didn't feel comfortable with what he saw, he'd pull back up. He told them to buckle their seat belts as tight as they could because the plane would probably spin around upon impact with the runway.

With what expert witnesses called sheer skill, the pilot landed the plane — without any spinning.

"I've had commercial flights that have had worse landings than this one," Revlett said after the emergency landing.

All three occupants walked away from the plane. Martin was treated for shock and internal bruises from the seat belt. It was the young reporter's first flight. (He said in a column which appeared in the McLean County News that it may have been his last.)

## The Falmouth Outlook

The national news media has made the town of Falmouth well known throughout the U.S. because of the devastation caused by the Flood of '97. The town's own media didn't escape that devastation.

Over five feet of water rose in the building which houses The Falmouth Outlook. Once inside, the water was not calm. Churning waters caused additional damage to equipment and supplies which had been stacked on top of furnishings in a salvage attempt. Everything inside the building was destroyed.

The newspaper has been operating out of publisher Deborah Dennie's basement, a situation that will probably continue for at least several weeks.

"It's going to take some time. We're in the process of refurbishing the building now ... but it will probably take at least five or six weeks," said Dennie. "You have no idea the things you take for granted — like scissors, tape, writing pads ... the smallest of things — until they're gone."

The newspaper's bound volumes were also destroyed. One saving grace: the former owner of the newspaper saved one copy per week until he sold the paper in 1986.

Even in the midst of the tragedy, Dennie and her staff didn't miss a publication week. The Cynthiana Democrat opened its doors to the Falmouth crew and Dennie and two other women put out a six-page edition.

"It was in the back of my mind the whole time there's no sense feeling sorry for yourself. You've got to get the newspaper out ... at least in some form, even if it's just six pages," she said. "We've never missed a week and

we've been through two floods and a tornado that damaged the newspaper."

In addition to the staff at the Cynthiana newspaper, Dennie credits her colleagues at the Grant County News for also lending a helping hand. She also points out this was an example of the benefits of corporate ownership.

"There are a lot of businesses in Falmouth that were wiped out that won't be back," she said. "I know that if I, for example, had owned the paper ... it would just have been too much. We had no flood insurance because like 90 percent of the businesses here, we couldn't afford it. Flood insurance is outrageous ... of course, it's outrageous without it, too."

Dennie said the newspaper's owners, Delphos Herald, Inc (out of Ohio) rushed through an equipment request list she had already been working on prior to the flood. While the staff waited on the new computers to arrive, the publisher of a sister newspaper in Tennessee brought up some older Macs. He also took care of wiring Dennie's basement, now the makeshift newspaper office.

The Dennie family has adjusted fairly well to the addition, with the more than 15 years in the community newspaper business helping in the transition.

"My family's always had to deal with a lot of visitors and phone calls, as you do in any small community. They'd grown accustomed to the Sunday night phone calls at home or somebody dropping off stuff for me to take to the paper," said Dennie. "But it has been different with people coming and going day and night."

"One of my advertisers kidded me constantly about when was I going to have an open house for my new home ... I moved in right before Thanksgiving. When he called last week I told him I had been having one for about four weeks."

Dennie's spunk in handling the devastation to her place of employment and her hometown (she was born and raised in Falmouth) is admirable. She also knows the loss to the business community translates into lost revenue for her newspaper.

"IGA, which is not coming back, was a weekly insert," said Dennie. "I'm just going to have to go out and beat the bushes out of town and find a replacement."

"People here are tough, though," she said. "This was not a community with a lot of money and big salaries. There's a lot of low income and retired folks and a lot of middle class. We've had to fight for everything we've ever had. Most of the people here now were born here, that's why they're not real favorable to the idea of leaving. Here's where their roots are."

The Falmouth Outlook staff is now preparing for a special section on the Flood of '97.

"I'm not exactly sure how we'll do it," Dennie said with a laugh. "But ... just like everything else, we'll get it done somehow."

Her motivation, and the theme behind the special section, is telling the "stories behind the story" — pri-



Above: Falmouth Outlook publisher/editor Deborah Dennie and bookkeeper Sheila Gosney review newsstand sales figures in the paper's makeshift office in Dennie's basement. Below: Inside the paper's downtown Falmouth office, floodwaters rose five feet and destroyed everything.



marily of the numerous floodwater rescues.

"Somebody has to tell their story. There were people hanging on to rooftops with claw hammers, calling out throughout the night for someone to find them," said Dennie. "These rescue workers worked for two and three days without sleep, the majority knowing that while they were saving and helping others, they were losing everything they had at the same time. They didn't abandon their efforts to try and salvage their own possessions."

Dennie says her already close-knit staff of seven (which includes one woman who lost her home in the flood) is even closer now.

"They've worked a lot of overtime ... digging in the mud to get out things like percentage wheels and rulers," she said. "We are all closer and through all this tragedy, there's been some heartwarming stories, too. Like the little town of 500 people in Pennsylvania. Those people raised \$1,500 in cash and brought in a tractor and trailer loaded with supplies with a banner on the side that read 'Poke, Penn., loves Falmouth, Ky.' In the midst of the disaster, things like that make you look up and be thankful there's so many good people in the world."

## The Kentucky Enquirer

The staff of The Kentucky Enquirer will undoubtedly look back on their coverage of the Flood of '97 with pride and exhaustion.

Editor Andrew Oppman said his newspaper used the resources of its Kentucky and Cincinnati newsrooms to "chronicle this tragedy in our coverage states of Kentucky, Ohio and Indiana."

Oppman provided this look at his staff's coverage:

- Enquirer staffers worked 1,200 hours beyond their normal shifts.
- Photographers shot more than 16,200 images.
- Reporters and photographers traveled more than 15,000 miles by car and spent 15 hours in the air. (A helicopter was rented to get an aerial perspective of the damage.)
- Reporters also covered the flood by canoe, kayak, humvee, hovercraft, fire truck, police cruiser, and, of course, on foot.
- Through March 7, The Enquirer devoted 81 pages in the newspaper to cover the flood.
- Two-thirds of The Enquirer's staff (Kentucky and Cincinnati) were involved in flood coverage. This amounts to 146 reporters, photographers, editors, photo editors, copy editors, online editors and news aides.
- The Enquirer was the only daily newspaper distributed in Falmouth after the flood, sending special shipments of the paper to Pendleton County shelters each day for free distribution.
- Falmouth residents got the first glimpse of their flooded town from our page one aerial photo on March 3. That shot was also featured on NBC's Today Show.

## The Spencer Magnet

The staff of The Spencer Magnet has reason to be proud as well. That county was declared a disaster area by federal officials and the newspaper's three-member staff provided thorough coverage for its readers.

The small weekly (circulation about 2,700) arranged to "borrow" a

See FLOOD, page 16

# UK's '97 Graduates

*(The KPA News Bureau requested the list of spring/summer journalism graduates from the state's universities with degreed programs. The schools were asked to submit the students' names, school and home addresses, telephone numbers and areas of emphasis. The following students will graduate in 1997 from the University of Kentucky.)*

## JOURNALISM

Lesley Michelle Abell  
210 Country View Drive  
Lebanon, KY 40033

Christopher Scott Adams  
28995 Gribbin Drive  
Lexington, KY 40517

Stephanie Laing Baker  
400 Clubside Drive  
Stanford, KY 40484

Chad Eric Preston  
235 Lexington Ave.  
Lexington, KY 40508

Darlene Nichole Stockhan  
7060 Cloverdale Lane  
Columbus, OH 43235

Mara Bridget Spalding  
8614 Whipps Bend Rd.  
Louisville, KY 40222

Mary Amanda Cawood  
344 Tennessee Avenue  
Pineville, KY 40977

Aaron O'Neil Hall  
3408 Windy Knoll Drive  
Lexington, KY 40515

Sondra Kaye Taylor  
3589 HWY 511  
Corbin, KY 40701

Amy Lynn Harris  
301 Grosvenor #3  
Lexington, KY 40508

Elizabeth Suzanne Hartlage  
7402 Autumn Bent Way  
Crestwood, KY 40014

Charles Cleveland Holden III  
154 Co. Road 432  
Englewood, TN 37329

Sarah Kay Hunt  
1725 Lakewood Drive N.  
Lexington, KY 40502

Bobby Gene Lacer, Jr.  
2381 Bannockburn  
Henderson, KY 42420

Allison Lynn Marsh  
4365 Eaton Road  
Hamilton, OH 45013

Patrick Scott Monroe  
4347 Mammoth Cave Road  
Cave City, KY 42127

Holly Suzanne Morrison  
100 Karen Drive  
Paducah, KY 42003

Jennifer Lee Mueller  
216 Brunswick Road  
Louisville, KY 40207

Jeffrey Allen Vinson  
408 Normandy Road  
Versailles, KY 40383

Brenna M. Riley  
706 Hawthorne Drive  
Florence, SC 29501

Buckita Gail Williams  
328 South 39th St.  
Louisville, KY 40212

## ADVERTISING

Holly Carole Peterson  
9371 Raven Lane  
Cincinnati, OH 45242

Robin Perkins Petty  
1002 Gasserway Circle  
Brentwood, TN 37027

Traci Lyn Purdon  
2194 Stonewood Lane  
Lexington, KY 40509

Chad Michael Yelton  
2481 Kremer Lane  
Villa Hills, KY 41017

Damian Scott Raimondi  
3745 Camelot Drive #77  
Lexington, KY 40517

Courtney Gayle Roberts  
3331 Coldstream Drive  
Lexington, KY 40517

Andrea Michelle Roob  
5520 Tinson Lane  
Alpharetta, GA 30202

Jason Towne Thomas  
3407 Stony Brook Drive  
Louisville, KY 40299

Joseph Michael Banks  
409 Lanney Drive, Apt. 2  
Lexington, KY 40517

Jessica Lynn Bayer  
8299 Meadowlark Drive  
West Chester, OH 45069

Michael Eugene Brown  
14204 Glendower Drive  
Louisville, KY 40295

Rachel Lynn Capps  
8202 Woodrose Court  
Prospect, KY 40059

Strauzie Lynnetta Collins  
11322 Leesburg Place  
Louisville, KY 40241

Kimberlyn Nicole Davis  
932 Lake Forest Parkway  
Louisville, KY 40245

Brittany Allyn Dykeman  
1359 Two Mile Road  
Winchester, KY 40391

Samatha Leigh Eades  
703 Wilderness Road  
Lexington, KY 40509

Mary Jacqueline Flogle  
P.O. Box 457  
Bardwell, KY 42023

Trevor Cristin Goodman  
315 Cross Gata Road  
Elizabethtown, KY 42701

Bradford Thomas Hebebrand  
2504 Larkin Road Apt. 109  
Lexington, KY 40503

John Derrick Hobson  
1029 Moylan Lane  
Lexington, KY 40514

Benjamin Isaac Hoffman  
924 The Curtilage  
Lexington, KY 40502

Nefertiti Lee Jenkins  
205 Codell Drive #41  
Lexington, KY 40509

Sarah Beth Jennison  
8032 Filly Lane  
Plainfield, IN 46168

Jason Fitzgerald Kazee  
2214 Midland Court  
Ashland, KY 41102

Tracy Lynn Knott  
128 Crestview Drive  
Brandenburg, KY 40108

Karmin Elaine Kupper  
5346 Rollingwood Trail  
Louisville, KY 40214

Martha Ellen Lamb  
846 Springhill Lane  
Frankfort, KY 40601

Kimbra Dawn Lynch  
104 Hickory Lane  
Vine Grove, KY 40175

Cynthia Emily Mackerwicz  
80 Park Street Unit 8  
Duxbury, MA 02332

Mark Lawrence Mason  
6858 Wildwood Train  
Mayfield Vill, OH 44143

Rich Walton McKinney  
305 Crabapple Drive  
Elizabethtown, KY 42701

Jamie Collings Norton  
217 Club Oak Court  
Louisville, KY 40223

Ashley Millison Page  
53 Colson Ave.  
Bronston, KY 42518

Need extra revenue for your newspaper?  
Try KPS's Statewide Classified Program



Call KPA  
Marketing  
Research  
Coordinator  
Reba Lewis at  
1-800-264-5721



# Briefs can be readers' meat and potatoes diet

One item in your newspaper that you really don't need to sell to readers is a good briefs package.

Readers appreciate your offering them news in smaller portions, when that's called for. And for many stories — especially those off the wires — readers feel they only need a few paragraphs anyway.

A good briefs package can be a meat-and-potatoes diet for readers. The difference in briefs is that readers get to pick and choose from what's on the plate. And they don't have to try to cram that ribeye down in one hunk — like most civilized folk, they can eat it piece by piece. We've done them the favor of creating the bite-size pieces for them.

Some rules of the road for briefs packages:

## Design is everything



By Edward F. Henninger

- Keep them brief. Seems simple enough, but this basic is violated by many of us every day. Three inches (in single-column measure) is a brief. Four inches is a brief. Six inches is not a brief — it's a long. If you can't edit it, then put a separate headline on it and run it somewhere

else in your news package.

• Set briefs consistently. If your style is two columns, then use two columns. If you prefer one column, then use one.

• Consider the use of ragged right for briefs, especially if your practice is to run briefs in two-column measure. Ragged right eases readability in wider type and helps you avoid poor letterspacing or wordspacing when you inset art in the package.

• You may wish to set your briefs in a sans serif face — just to set them off even a bit more from your standard news fare. This may work well for a group of digests — mini-briefs that serve to refer readers to inside material — but

See BRIEFS, page 12

### NAA technology conference set in New Orleans June 21-24

NEXPO '97, the world's largest annual newspaper technology exhibition and conference, will feature the latest in newspaper technology, products and operational methods when it convenes at the Ernest N. Morial Convention Center in New Orleans, June 21-24, 1997.

The year's most important conference includes three new features:

- New Exhibitions on Exhibit Floor
- Managing Business of Technology Media Lab on The Future of News
- Two Bonus Sessions for Preregistered Prepaid Attendees

The exhibit, featuring more than 200,000 square feet, focus on the latest equipment and technology for newspapers. New to the exhibit floor this year is a New Media Pavilion featuring Apple Computer, IBM, Infonet, LEXIS-NEXIS, Tribune Media Services, Spanlink Communications and more. Newspapers are expected to spend an estimated \$1 billion in capital equipment and upgrades this year, and NEXPO attendees represent 90 percent of U.S. daily circulation. Over 300 exhibiting companies will display products and services ranging from audiotext, Internet services, computer hardware and software to imagosetters, printing presses and post-press systems and equipment.

"NEXPO provides newspapers with access to the new technology and operational practices they need to stay ahead of the curve in the increasingly competitive media marketplace," said John Sturm, NAA president and CEO.

At this year's general session, MIT Media Lab will provide a look at the future of news and information in three thought-provoking presentations on Monday, June 23:

- **Electronic Paper: An Inkless Newspaper?** Joseph Jacobson will explore the potential for a paper that can be printed and reprinted for each new edition without changing plates or using ink, toner or newsprint.
- **BAZAAR: Your Personal Electronic Agent** Robert Gussman will introduce BAZAAR, a unique program that does most of the work for you with prospective buyers and sellers. This new form of electronic commerce may change the way newspapers approach classified advertising.
- **Storyteller: A Perfectly Tailored Newspaper** Glorianna Davenport will discuss Storyteller, a sophisticated system that has the potential to create your own set of news and information—a perfectly tailored newspaper written to your tastes and catering to your interests.

Preregistered, prepaid attendees will also have the opportunity to attend two free bonus sessions on Friday, June 20. These two workshops will cover telecommunications technology and how to produce a newspaper web site.

For information on exhibiting at NEXPO '97, contact Dawn Rhine, NEXPO exhibit sales manager, at (703) 902-1847 or by e-mail at rhind@naa.org. For registration information, contact Howard Eichler, NEXPO director, at (703) 902-1845 or by e-mail at eichh@naa.org. Registration, hotel and conference information is also available for NEXPO '97 on NAA's fax-on-demand service at (301) 216-1824 and on NAA's web page at (<http://www.naa.org>). For an up-to-date exhibitor list request document #210, for an advanced registration form request document #211 and for a hotel registration form ask for document 211.

## People

Continued from page 2

Widdrington is a lifelong resident of Rumsey.

### Gillaspie hired as staff writer at Williamstown

Janna Beth Gillaspie is the new staff writer at the Grant County News in Williamstown.

Gillaspie, 22, Dixon, is a 1996 graduate of Eastern Kentucky University. While at EKU, she worked for the student newspaper, The Eastern Progress.

Prior to her stint at Eastern, she attended Henderson Community College. While at the community college, she worked for the student publication, The Hill, including two

semesters as editor.

### Young retires at Calhoun newspaper; Stokes takes over advertising duties

Jan Young retired from the McLean County News last month after 43 years of service at the paper.

Young retired as circulation manager and advertising sales representative. A farewell reception held in her honor was attended by over 100 people.

Janice Stokes, Calhoun, was hand-picked by Young to take over the circulation and sales duties.

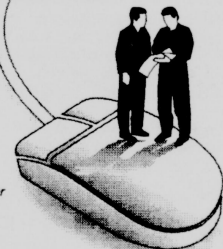
A former employee of the McLean County Farm Bureau office, Stokes had previously done telemarketing for subscription sales at the newspaper.

Stokes will be responsible for advertising sales in the McLean County and Owensboro area.

## Custom solutions for your business environment.

Since 1982, Lexington Computer has "partnered" your industry through the complexity of the "information age" by simply providing the best products and the best people to support them.

- One-on-One service—practical, expert and hands on help when you "need it now"
- Vast product selection—Apple®, Compaq, Hewlett-Packard, IBM, Toshiba, virtually every major peripheral product on the market
- Windows, Macintosh and Novell Networking capabilities
- Complete Office Networking Services—from needs assessment to system upgrades whether you're linking two systems or "going global"



Call for FREE consultation!  
(full system or individual product quotes)

# Lexington Computer

MicroAge  
800 432 7329  
lexcom@lexton.mindspring.com

Lakeview Plaza, Richmond Road at Mount Tabor 606 268 1431 fax: 606 268 2177

## Board minutes

Kentucky Press Association/Kentucky Press Service  
Board of Directors Meeting  
Minutes - January 23, 1997

Attending: John Del Santo, Gene Clabes, Guy Hatfield, Dorothy Abernathy, Marty Backus, William Mitchell, Jed Dillingham, Teresa Revlett, Charlie Portmann, David Greer, Merv Aubespain, Dave Eldridge, Kelley Warmick, Louise Hatmaker, Tom Caudill, Russ Powell, Chip Hutcheson, Glenn Gray, Ed Riney, Barbara McDaniel

Also attending: Mark Neikirk, 1997 State-At-Large; Dr. Ron Wolfe, Journalism Education

Staff: David T. Thompson, Bonnie Howard, Lisa Carnahan, Gloria Davis, Roxan Venable

1. The meeting was called to order by John Del Santo at 10:05 a.m.
2. A motion was made by David Greer, seconded by Russ Powell, to approve the minutes of September 27, 1996, as submitted. Approved.
3. Treasurer Marty Backus presented the 1996 year-end financial report for the Kentucky Press Association. Following that presentation, a motion was made by Ed Riney, seconded by Merv Aubespain to accept the KPA financial report for 1996. Approved.
4. Treasurer Marty Backus presented the 1996 year-end financial report for the Kentucky Press Service. Following that discussion, a motion was made by Ed Riney, seconded by Glenn Gray, to accept the KPS financial report for 1996. Approved.
5. Executive Director David T. Thompson presented the 1997 Kentucky Press Association budget, as revised following the draft proposal on September 27, 1996, incorporating suggested changes. After a brief discussion, a

motion was made by Ed Riney, seconded by Glenn Gray, to accept the revised budget for KPA for 1997 and to submit the revised budget to the membership on Friday, January 24, 1997. Approved.

6. Executive Director David T. Thompson then introduced staff members Gloria Davis, Bonnie Howard and Roxan Venable. The staff came to the meeting to request that the Board consider and approve the addition of a part-time staff clerical position to assist both the advertising and business departments with their workload. The staff detailed the areas where additional help was needed. Following the discussion, a motion was made by Teresa Revlett, seconded by Dorothy Abernathy, to approve the staff's request. Approved.

7. Executive Director David T. Thompson then presented a revised Kentucky Press Service budget for 1997 that incorporated the additional costs from hiring another staff person. The revised budget also included changes made by the KPS Board of Directors on September 26, 1997. Following the presentation, a motion was made by Teresa Revlett and seconded by Dorothy Abernathy to accept the revised KPS budget for 1997 and to submit that to the full membership at its meeting on Friday, January 24. Approved.

8. Lisa Carnahan and David T. Thompson brought a request to the Board about starting a high school press association in Kentucky. The request was that the staff be permitted to research the possibility and support for a high school press association under the Kentucky Press Association or Kentucky Journalism Foundation umbrella. The request further stated that if there appeared to be interest in having such an organization, the staff would develop a proposal and discuss it with the Board of Directors at its March 27, 1997, meeting. Following discussion, at which several Board members stated support

for a high school press association, a motion was made by Marty Backus, seconded by Russ Powell, to have the staff begin researching the subject and to submit a proposal to the March 27 Board of Directors meeting. Approved.

9. President John Del Santo then called on 1997 KPA/KPS President Gene Clabes to introduce his State At-Large Board members and to discuss his goals for the Kentucky Press Association and Kentucky Press Service for 1997. Gene introduced Mark Neikirk of the Kentucky Post as one of the new state at-large Board members. Sharon Tuminski, of the Winchester Sun, has also agreed to serve but was unable to attend the meeting. The two other state-at-large positions for 1997 will be filled by Ed Riney and Chip Hutcheson, who also served in 1996.

10. The following committee and division reports were given:

a. Vision 2000 Committee — Chairman Gene Clabes briefed the Board on the committee's December meeting, including a discussion on purchasing a new van.

b. The Summer Convention Site Selection Committee presented its recommendation that the Embassy Suites Hotel in Covington be the host facility for the 1997 KPA Summer Convention, on June 26 and June 27. A motion was made by Dave Eldridge, seconded by Guy Hatfield, to accept that recommendation. Approved.

c. Membership Chairman Guy Hatfield introduced Sheri Glass from the Farmer's Pride and briefed the Board on the newspaper's request to become a full member of the Kentucky Press Association. Sheri Glass told the Board about the newspaper and the reason the request was being made. Following a discussion, a motion was made by Tom Caudill, seconded by Glenn Gray, to reject the request. Approved.

See MINUTES, page 15

## EKU

Continued from page 5

Name: Josh Gilliam  
Home: 160 S. Keeneland Dr.  
Richmond, KY 40475

Name: Heather Holbrook  
Home: 1657 Foxhaven Dr. #7  
Richmond, KY 40475  
(606) 626-8133

Robyn Johnson  
Home: 3446 Sutherland Dr.  
Lexington, KY 40517  
(606) 273-2791  
School: 225 Tulip Dr. #1  
Richmond, KY 40475  
(606) 624-8228

Name: Kristin Mason  
Home: 2401 Brookshire Cr.  
Lexington, KY 40515  
(606) 273-1509  
School: 309 1/2 Lancaster Ave.  
Richmond, KY 40475  
(606) 626-3317

Name: Shawn Minks  
Home: PO Box 72  
Perryville, KY 42468  
(606) 332-7563  
School: 606 W. Main St. #A  
Richmond, KY 40475  
(606) 625-0807

Name: Melissa Nigro  
Home: 1325 Lennie Ln.  
Milford, OH 45150  
(513) 831-4076  
School: 174 S. Killarney #4  
Richmond, KY 40475  
(606) 623-9105

Name: Roger Riddell  
Home: 125 O'Roarke #2  
Richmond, KY 40475

Name: Tim Webb  
Home: 1300 Boonesboro #350  
Richmond, KY 40475

## Alarms

Continued from page 3

all develop an alarm for "also," an overused transition word. Writers think "also" connects any two ideas: "At their Thursday meeting, commissioners voted to build a new county courthouse. The county is also auditing its drug-treatment program."

That's a desperate use of "also" to connect two unrelated actions.

"Also" implies similar actions, not just the fact that two items came up at the same meeting: "Police Chief Robert Swanson will investigate the shooting. He will also suspend the officer who fired the gun." In that case, the connection between the actions justifies "also."

(Writing coach Jim Stastowski welcomes your comments or questions. Call him at 410-247-4600 or write to 5812 Heron Drive, Baltimore, MD 21227.)

## Briefs

Continued from page 11

sans serif is not as easy to read as serif typefaces. Save it for other material, such as lists and sports agate.

- Avoid scattering briefs. Some newspapers use briefs to fill around ads. This practice may help you fill pages, but it does not help readers — and it often contributes to messy page design. If you are going to develop briefs packages, develop a way of thinking that gives the briefs a fighting chance of survival.

- Create a headline format for briefs that gives each brief equal play.

If you set the briefs across two columns, one line of 14 point or 18 point usually serves well. If you run briefs in one column, two lines of 12 or 14 point will do fine.

- You may prefer to run the headline on the lead brief in a larger size — even as big as 42 or 48 point across three or four columns. This allows you some flexibility in the design of the package and works well, provided its use is consistent.

- Pepper the briefs with visual elements where possible. The fact that these items are short should not stand in the way of your using mugshots or pull

quotes, for example. Even smaller action photos can run with this package. With proper placement, a display-size photo that accompanies the lead brief can become the focal point of the entire package. Art in briefs can also be in the form of infographics.

- Use labels properly — but avoid stating the obvious. It's not necessary, for example, to use the label "Sports in brief" on your only inside sports page. Give your readers some credit. Also, avoid cutesy labels. If you run a package of sports briefs, call it "Briefs" — not "Sports of all Sorts."

- Now I'll risk stating the obvious: Box the briefs. Easiest way I know of to tie them together into a neat package!

- Consider the creation of a briefs page. You can place state, world and nation briefs on one page, perhaps with a weather package. If your approach is more local, you might place the state, regional and local briefs on one page, along with your police and fire runs and other lists.

Briefs can be a bane or a blessing. The key — in brief — lies in proper planning and consistency.

Edward F. Henninger is an independent newspaper consultant and the Director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: omnia@vnet.net

# Independent contractor status under fire from courts

By **KIM GREENE**  
**KPA General Counsel**  
**Wyatt, Tarrant & Combs**

Are newspaper carriers — traditionally independent contractors throughout the industry — eligible to receive unemployment insurance benefits?

In our November 1996 column we told you about the Kentucky Unemployment Insurance Division's audit of The Kentucky Standard and The Pioneer News, two papers operated by Landmark Community Newspapers, Inc. ("LCN of Ky."), a wholly-owned subsidiary of Landmark Community Newspapers, Inc. ("LCNI").

Two former newspaper carriers for The Kentucky Standard, Ronald Warner and Leonard Faulkner, had filed claims for unemployment insurance benefits after the termination of their contracts.

Like carriers for so many other newspapers



across the Commonwealth — and across the country — Warner and Faulkner had been independent contractors. They had signed contracts with The Kentucky Standard acknowledging and accepting their status. They had never been treated by The Kentucky Standard as employees; they had never behaved as employees.

Since, under Kentucky law, only employees are eligible to receive unemployment insurance benefits, these independent contractors would be ineligible and the Unemployment Insurance Division would reject their claims, right?

That was not the view of the division. It took the position that Warner and Faulkner were really employees despite their contracts. And the division went a huge step further. It expanded its review of the situation beyond those two individual claims to encompass everyone who had served under contract as newspaper carriers and single drop delivery drivers for LCN of Ky. newspapers.

The division then set about to convince the Kentucky Unemployment Insurance

Commission that these independent contractors were really employees and that, as a result, LCN of Ky. must make contributions for unemployment insurance not only for its regular employees, but also for contract carriers. And Warner and Faulkner — and other contract carriers whose contracts terminate — should be eligible to receive unemployment benefits.

After repeated delays and a hearing that took place in several installments, the Unemployment Insurance Commission issued an order March 11 that affirmed the division's finding that an employee/employer relationship exists between the newspapers and these carriers.

Although it was a deeply disappointing decision, it was not a terribly surprising decision given the division's and the commission's predilection for awarding benefits.

Fortunately, we can appeal the commission's decision to the Franklin Circuit Court. And, since the ruling arguably could

See **INDEPENDENT**, page 14

## AG Opinions

Justin D. Minnehan/Jackson Co. Board of Education

Legal counsel for Minnehan appealed to the attorney general's office after Minnehan complained about actions of the Jackson County School Board.

Minnehan alleged that a particular action taken at a special called meeting on Jan. 31 was not included in the agenda. Minnehan's attorney, in a letter sent to the school board on Feb. 18, claimed that the vote not to renew the school superintendent's contract fell outside the item set forth in the agenda of what was to be discussed at the meeting.

On March 3, Minnehan's attorney appealed to the AG's office noting they had received no response, written or otherwise, to their complaint.

Legal counsel for the school board argued that the special meeting notice was legally sufficient. The purpose of the special meeting, as described in the notice, was "to discuss renewal and/or action of the superintendent's contract."

The AG's office determined the school board had violated the Open Meetings Act for failing to respond in a timely fashion to Minnehan's complaint.

The school board, however, did not violate the Open Meetings Act for its action concerning the contract.

"We believe the agenda for this particular meeting clearly indicated that the school board intended to discuss the school superintendent's contract and to possibly take action relative to the contract," wrote Assistant Attorney General Thomas R. Emerson.

## Legality of new e-mail service debated

By **STEVE OUTING**

A new e-mail delivery service that allows Internet users to "subscribe" to any Web page and have it delivered to their e-mail box — for free — is the latest spin on "push" online content services. But is it permitted under copyright law?

Several copyright and intellectual property attorneys say probably not, while the executive in charge of the project — also a lawyer — says there is no harm done to publishers who hold the copyright on content distributed by the new service.

The service, introduced last month by New York-based U.S. Interactive, is called Digital Bindery. It copies content from Web sites around the world and then sends that material to its own subscribers. It does not request permission of the copyright holders to do this.

Digital Bindery is a significant departure from other "push" publishing models that have emerged in the last year. Previously, Web publishers controlled the push delivery of their own copyrighted material to subscribers. But now, Digital Bindery is attempting to insert itself as a middle man between the publisher and consumer.

The service can be used to subscribe to, say, a Web site columnist. Each time a new column is posted, Digital Bindery's software agent goes to the site, copies the new article and sends it to those of its subscribers who asked for regular delivery of the item.

Each Bindery delivery arrives in an "envelope" that contains a table of contents listing the Web page(s) enclosed. Users can "subscribe" to multiple Web site columns, articles and features (that are published on a consistent Web page or URL). The system can even retrieve Web content that requires a user name and password to view.

Theoretically, the Bindery's free service can compete directly with publishers who maintain free-access Web sites but charge a fee to "push" or deliver their copyrighted material to their own subscribers via e-mail.

From the consumer perspective, the Bindery's service isn't much different from that provided by software programs like FreeLoader, an off-line Web application that Internet users configure to download a Web page that changes regularly. FreeLoader downloads a copy of the item to the user's PC, saving the user the trouble of having to go to a specific Web site to copy the file manually.

But according to several copyright and intellectual

property attorneys, there's a significant difference between a service like Digital Bindery and client software applications like FreeLoader.

The latter, according to copyright and media attorney Sam Byassee of Smith Helms Mullis & Moore LLP in Raleigh, N.C., assists the consumer in making an "incidental" copy of the Web page on his PC in order to read the page, which is what the publisher wants to occur. That's acceptable under current copyright law, and in fact this "incidental" copy rule is what makes it technically legal for a Web browser used by an Internet user to retrieve and store a copy of a copyrighted Web page on his PC for personal viewing.

A third-party company that makes a copy of a publisher's Web page and then delivers it to its customers is intentionally caching pages on its servers in order to send them to its subscribers. Neither copying a copyrighted Web page onto its servers nor sending it by e-mail to other parties is authorized by copyright law, Byassee says.

Robert Kost, executive vice president for product development at U.S. Interactive and the lead manager for the Digital Bindery service, calls that "lawyerly, head of a pin theorizing." Kost himself is a lawyer, who earlier in his career authored a study for the U.S. Office of Technology Assessment concerning copyright and computer networks.

In Kost's view, "the Internet itself is a copyright infringement," so theorizing about the technical legality of what his firm is doing is pointless.

"It's absolutely absurd for publishers to say, 'I want to publish on the Internet, but I want to play by the old rules,'" Kost says. He believes that publishers need to understand that the Internet is a different kind of publishing environment, and they must adapt to the new rules of the new medium. That's not to say that Digital Bindery hasn't thought through the copyright issues.

For a publisher to consider legal action against Digital Bindery for copyright infringement, "the question is, is there harm done?" Kost says.

His argument is that the Bindery service benefits the copyright holder by bringing additional traffic to the publisher's Web server.

For every Bindery user who "subscribes" to a Web page, the Bindery servers go out and retrieve the document, Kost says. There is not caching of pages that

See **E-MAIL**, page 14

## E-Mail

Continued from page 13

multiple Bindery users might want, so if 100 people all request that the Bindery deliver the front page of the New York Times CyberTimes section, Bindery servers will generate 100 page impressions on the Times' server.

According to Forrester Research senior analyst Mark Hardie, who has reviewed the Bindery technology, that might present a problem in scaling the system, but is necessary in order to deter publishers from taking action against the company for financial injury due to lost page and ad impressions.

Publishers concerned about copyright infringement by Bindery can opt out of the process, according to Kost, by inserting a line of code into their Web pages that block the Bindery's servers from copying their content, or they can ask Bindery to stop accessing their servers. "A publisher can insist on their rights, and we will honor their rights," he says. "We're not interested in fighting with people."

The problem with this stance, however, says Seton Hall University law professor and cyber-law expert Dan Burk, is that "the law says a publisher has to opt in." A third party cannot, under copyright law, intentionally copy a copyright owner's content without first getting their consent; they cannot require a publisher to proactively remove itself from the process of its content being copied by the third party. In order to do this, a company like Digital Bindery would have to claim that they have "implied license" to copy the material, or claim "fair use."

Burk thinks both of those claims are "dubious" in this case. But he thinks companies like Digital Bindery are "playing a dangerous game in hoping that nobody is going to object." Even if no actual damages can be demonstrated, the law still applies and companies can be sued for statutory damages over copyright infringement.

Statutory damages for a single infringement in the U.S. can be up to \$10,000, and in the case of a Web page remailing service, there are theoretically a huge number of infringements.

Kost said he would like publishers to view Digital Bindery as a friend and partner and indicated that talk of technical copyright infringement is frustrating.

But like it or not, observers point out, his company's Digital Bindery concept is sparking animated discussion in the intellectual property and cyberspace legal communities — and perhaps someday, the courts.

(Reprinted from the March 8 issue of Editor & Publisher.)

## Independent

Continued from page 13

apply to all newspapers who use independent contractors to deliver some or all of their papers, it is fortunate that LCN of Ky. has elected to go forward with the appeal. There is reason to hope for a better result in the courts.

The Kentucky courts have never ruled upon this particular issue. Nor have the courts even set out a formula for determining whether a particular worker is an independent contractor or not.

The courts have articulated a nonexclusive list of factors to be considered when making this determination. Those factors include:

a) the extent of control which, by the agreement, the employer may exercise over the details of the work;

b) whether or not the one employed is engaged in a distinct occupation or business;

c) the kind of occupation, with reference to whether, in the locality, the work is usually done under the direction of the employer or by a specialist without supervision;

d) the skill required in the particular occupation;

e) whether the employer or the worker supplies the instrumentalities, tools, and the place of work for the person doing the work;

f) the length of time for which the person is employed;

g) the method of payment, whether by the time or by the job;

h) whether or not the work is part of the regular business of the employer; and

i) whether or not the parties believe they are creating the relationship of employer and employee.

After acknowledging these factors and acknowledging that the record contained evidence "pointing to both an employer/employee relationship and an independent status for the delivery/carriers" the commission said it was convinced that an employer/employee relationship existed. That conclusion was based on its interpretation that:

*The workers were controlled by (the newspapers) relative to where the newspapers were to be placed, when they were to be delivered, and in what condition. (The newspapers) not only retain the right to control, but exercise that control, up to and including termination.*

Then followed the commission's caustic conclusion: "We find the agreement/contract between (the newspapers) and the delivery/carriers to be nothing short of legal fiction insofar as it attempts to create independent contractors out of workers who clearly are not engaged in independent businesses."

The commission reached this

conclusion despite the witness testimony and exhibits which compel the opposite conclusion: that carriers genuinely are independent contractors. That evidence included:

- Contracts were terminable by either party upon 30 days notice.

- Contracts indicate compensation was based solely upon results. Faulkner and Warner: 1) were paid per job performed or per newspaper delivered, not on an hourly basis, 2) were not required to deliver a maximum or minimum of papers in order to receive compensation and 3) did not receive compensation in the form of salary or fringe benefits.

- Contracts indicate, and in fact all parties intended, Faulkner and Warner to be independent contractors.

- Contracts were adhered to by both the carriers and Kentucky Standard.

- Contracts are for a finite duration.

- Carriers are required to provide their own mode of transportation to deliver papers.

- Contracts do not dictate the method of transportation to be used by the carriers.

- Contracts do not provide carrier with maintenance, "wear and tear" or mileage reimbursements for their vehicle.

- Contracts do not require carriers to obtain auto insurance before being allowed to deliver papers, nor does newspaper inspect carriers' vehicles.

- Contracts do not require carriers to sell newspaper subscriptions.

- Contracts do not prohibit carriers from securing other contracts, even with rival newspapers, or employment. In fact, many contract carriers also have contracts to deliver for other newspapers or businesses or have employment.

- Carriers are not given a training manual regarding how to perform the task, nor required to attend seminars or training sessions.

- Carriers receive no instruction on a particular method for delivering papers.

- Carriers receive no instruction on how to bundle papers.

- Carriers do not perform their services on the company's premises.

- Carriers are free to employ the services of assistant(s), at the carrier's own expense.

- Carriers are never placed on an employee roster or mailing list, never receive employee mailings and were never invited to employee events sponsored by the company.

- Carriers receive no performance evaluations as employees do, nor does the company maintain personnel files or other employment-type records concerning the carriers.

- Carriers' pay was not

### Hotline attorneys

• **Jon Fleischaker**  
502/562-7310

• **Kim Greene**  
502/562-7386

• **Bill Hollander**  
502/562-7318

• **Deborah Patterson**  
502/562-7364

• **Steven Snyder**  
502/562-7334

• **Wyatt, Tarzant & Combs**  
Switchboard  
502/589-5235

decreased due to any tax withhold-

ing.

- Carriers are paid for their services through accounts payable like any other vendor, rather than payroll as employees are paid. IRS Forms 1099 are issued to all vendors, including carriers, annually.

- Contracts do not provide carriers with vacation, holiday or sick pay.

- Carriers are responsible to find a replacement for themselves if they are unable temporarily to perform duties.

- A large portion of the company's newspapers are delivered by mail.

The "bottom-line" issue is control. If the newspaper exercises control over the details of performing the contract's tasks, or has the right to exercise that control, then an employee/employer relationship exists. That does not mean that there can be no control exercised whatsoever. Any contract for services would involve some directions concerning the task to be achieved.

For example, no one is going to hire a building contractor and let him decide what renovations your home needs. You are going to specify the construction to be done. You are also likely going to give the contractor a deadline for completing the work, and require that the work be performed in a professional manner with as little disruption as possible to the rest of your living space.

Likewise, when a newspaper contracts with an independent carrier for delivery services, the newspaper ought to be entitled to expect professional and timely delivery to the subscribers on the route. It would make no sense for the newspaper to leave it to the independent contractor carrier to decide when he would deliver Tuesday's newspaper and to whom.

We will keep you advised as this case moves through the court system. In the meantime, if you have any comments or questions, don't hesitate to call your Association or hotline attorney Kim Greene.

## Murray

### Continued from page 7

D'Anna Browning Sallin  
200 Megan Dr.  
Murray, KY 42071  
502-759-2005  
School Address: Same

Mary Sammons  
5015 Marina Cove  
Prospect, KY 40059  
502-228-5818  
School Address: Same

Kristen Seargent  
203B N. Broach, Murray, KY 42071  
502-759-1720  
School Address: Same

Clark J. Terry  
Rt. 2, Arlington, KY 42021  
502-655-7773  
School Address: 1601 W. Olive St.  
Murray, KY 42071, (502) 753-9442

Jennifer Wehrmeyer  
900 Metropolis St.  
Metropolis, IL 62960, (618)-534-5849  
School Address  
105 S. 12th St. Apt. A2  
Murray, KY 42071, (502) 767-9255

## WKU

### Continued from page 6

Kari Sapp  
1306 Elmhurst Drive  
Campbellsville, KY 42718  
502-465-7194  
School Address  
567B Lost Circle  
Bowling Green, KY 42101

Kimberly Shain  
P.O. Box 753  
Morgantown, KY 42261  
502-728-3611

Julie Shields  
P.O. Box 1692  
Bowling Green, KY 42101  
502-782-5979  
School Address  
1484 Detour Road  
Bowling Green, KY 42101

Brandy Stodgill  
779 Proctor Road  
Beattyville, KY 41311  
606-464-3152

Timothy Swift  
32 Crestwood Lane  
Mayfield, KY 42066  
502-247-9597  
School Address  
236 Schneider Hall  
1509 Big Red Way  
Bowling Green, KY 42101

Kimberly Waner  
P.O. Box 50269  
Bowling Green, KY 42103  
502-781-9341

### JOURNALISM EDUCATION

Meghan Hobbs  
246 Cedar Mill Lane  
Woodstock, GA 30188  
404-924-6710  
School Address  
420 E. 13th Apt. B  
Bowling Green, KY 42101  
502-781-7478

Namona Patton  
2800 Narragansett Drive  
Louisville, KY 40210

## Minutes

### Continued from page 12

Charlie Portmann abstained from the vote.

d. Tom Caudill, who chairs a committee on restructuring the two KPA editorial contests, presented the committee's suggested changes. Those changes included redefining the Freedom of Information Category, the Best Business/Agribusiness Page Category and the suggestion that the Best Newspaper Promotion be retained in the Better Newspaper Contest as opposed to moving that category to the KPA Advertising Contest. Following a lengthy discussion, a motion was made by Russ Powell, seconded by Dorothy Abernathy that representatives from the KPA Advertising Division and the contest committee get together to develop a unified proposal prior to the beginning of the Fall Newspaper Contest. Approved.

e. Teresa Revlett presented discussion from the KPA Advertising Division meeting. Included in that discussion was a letter from Ewell Balltrip with the Kentucky Appalachian Commission that newspapers participate in a public service campaign to encourage Kentuckians without a high school education to enroll in a GED program. She reported that the

division had asked the KPA Executive Director to meet with Ewell Balltrip about developing a statewide advertising campaign.

f. KPA Executive Director David T. Thompson presented the Board with proposals from four Lexington hotels and the University Plaza in Bowling Green to serve as host site for the 1998 KPA Winter Convention. On a motion by Russ Powell, seconded by Louise Hatmaker, the Board accepted a proposal from the Radisson Plaza Hotel in Lexington. Approved.

11. Guy Hatfield expressed gratitude on behalf of the Board to outgoing Board members Dorothy Abernathy and Merv Aubespain for their service to the association. A motion was then made by Tom Caudill, seconded by Gene Clabes, to so recognize Dorothy Abernathy and Merv Aubespain for their service and also to thank John Del Santo for his serving as president of the Kentucky Press Association/Kentucky Press Service in 1996. Approved.

There being no further business, the meeting adjourned at 11:55 a.m.

Respectfully submitted,

David T. Thompson  
KPA/KPS Executive Director; Secretary

## Plan

### Continued from page 4

sites for key words and phrases entered by the user.

Altavista's search engine, for example, can search through its listing of web addresses for any pages which contain a grouping of words. Each page which matches the search specifications entered by the user is displayed. By clicking on a highlighted portion of the listing the user's computer displays the chosen page.

### Link to the home page

Every page or story placed on a newspaper's web site should have a link that the user can select to move to the paper's home page. Although web browsers provide a feature that allows the user to move backward, this feature will not carry the web surfer to the paper's home page if he entered by way of a search engine or outside link.

Providing a link to the home page allows users who enter by way of a "back door" to get to the paper's main page so that other items can be visited at the web site.

### Realize that readership varies

Some stories have a broader local appeal than they will have on a world wide basis. The articles that have consistently experienced high readership on The Murray State News' site are a commentary that explored the deeper meanings of a Saturday morning cartoon from the 70s and stories on herbal skin care treatments, Easter movies and the rape drug Rohypnol.

Month after month these have ranked near the top of the things that people have read. This doesn't mean that news stories are unimportant. It means that you can never predict what will be a hit.

### Include the paper's address on the home page

Provide visitors with a rough idea of your location. Everyone who visits The News' home page does not know that The Murray State News is at Murray State University or that MSU is in Kentucky. Providing basic geographical location can also help someone searching for a particular city to locate your newspaper.

### Include an e-mail address on the home page

Your customer can often be your best critic. This holds true for web sites, too. Web surfers will notice shortcomings that are overlooked by the web page creators. In order to benefit from this resource it is important to provide an e-mail address on the home page. Encourage continued feedback by reading and, when appropriate, replying to the messages.

### Update the site regularly

Encourage frequent visits to the web site by adding fresh material on a regular basis. A weekly paper may want to update its web site on the day that the printed version appears. The hometown team's scores will be of greater interest if posted the day after the game rather than a few weeks later.

### Maintain a story archive

A web site can provide archival resources to its readers. The length of time that a story remains archived on the web site will vary based on available space on the Internet server and the speed at which that space is filled. Some stories may have very little long term value regardless of the free space available to the web site. Tracking statistics can provide assistance in deciding when a story can be removed.

### Organize before going online

The Murray State News stores each issue in a separate subdirectory on the web server. The issue date is used as the name for the directory. The original naming convention was MMDD with a two-digit month and two-digit date. The format has been revised to MMDDY to provide a place for the last digit of the year. The web site contains files from 1995-97.

The Web version of The News follows the print version's sectional arrangement. Each section contains a listing of the headline and lead paragraph for every story that appeared in the printed issue. Web surfers can click on the headline to view the entire story.

The page name for a section remains the same from issue to issue so that someone can place a bookmark on her favorite section and go directly to it.

### Provide a community calendar

During breaks in The Murray State News' publication schedule, the campus calendar continues. This and a few press releases every week keep the web site from appearing stale and losing regular visitors. The calendar should maintain the same file name and directory location so that people can create a bookmark that will carry them directly to it.

With the exception of a lull during the semester breaks, readership of the online edition sets new records monthly.

It is also interesting to view the location of the users of the online service. In addition to the large number of regional web surfers, regular visitors also log in from many foreign countries.

The Web provides a chance for newspapers to introduce the people and events that make their area special to the entire world. The question for the paper is how effectively it will be in reaching the world.

# Editors: Free material shouldn't be ignored

By STEVE SEEMAN

A growing number of growing newspapers are building circulation and advertising by using the most local news of all -- news of the reader's own family. A basic choice many journalists are facing is this:

Choice A: Use only staff-written material on the theory that "we do not need help from anyone."

Choice B: Use such information as health, travel, jobs, and home maintenance from government, association, and company public relations departments. In deciding whether to consider such outside material, it can be helpful to know: 1. How accurate is the information? Is it truthful or just a concealed plug for something? 2. When a newspaper uses information from a public relations department, is the newspaper giving away space it should be selling? 3. How are innovative editors and publishers using public relations material--without violating the wall that should exist between editorial and advertising--to boost ad volume, circulation, and reader gratitude to the newspaper?

Most editors now reason that:

1. The better the editorial product, the more money the newspaper tends to make.

2. If you do articles that help people to avoid a heart attack, avoid being swindled or have more fun on their vacations -- news relating to the individual reader and the reader's family -- that could make the newspaper even more interesting and valuable to many readers.

3. Many articles have no commercial names at all.

4. When articles do mention the name of a company or product, you can take out any names you want. The "release" in "news release" means the material is yours to use in any way you would

**"If you do articles that help people to avoid a heart attack, avoid being swindled or have more fun on their vacations -- news relating to the individual reader and the reader's family -- that could make the newspaper even more interesting and valuable to many readers."**

Steve Seeman

North American Precis Syndicate

like. No copyright.

5. It will not help ad volume to ban all news releases, just as it would not get police and fire departments to advertise if a newspaper should ban all police and fire fighting news unless ads are forthcoming. But when an editor makes a judicious choice of articles that readers are glad to have, it tends to increase readership -- and advertising.

"Profit," some editors will tell you, "is not my concern. It is the publisher's problem." Other editors would tell you that profit is the proper concern of everyone on every newspaper, partly because profit protects jobs and because there is a moral imperative that anyone who takes a reader's quarter or a publisher's paycheck should help the reader and publisher as much as possible. Try to:

1. Do more special sections -- not just such seasonal sections as graduation, vacations, back-to-school, and Christmas -- but also such popular-with-readers sections as health, car care, hints for homeowners, and pointers for parents. Your ad people can tell you in plain words what such sections can do for their sales, and excellent material is available at no cost.

2. Help your ad people sell ad space next to articles by letting your ad manager know ahead of time what helpful articles you are planning to run. If you are doing a piece on how to detect diabetes,

a pharmacy may be willing -- or even grateful for the opportunity -- to advertise on or opposite the page on which your health story will appear.

3. Give readers a chance to contribute. If you do a section or even a page of helpful hints on the same subject, your box copy can encourage readers to write in briefly with observations or hints of their own. This builds readership from readers who want more information, and who want to see whether their own name or that of a friend "got in."

4. Do a helpful hints page. Ask your ad people whether they can not only get a lot more advertising, but even ads at a premium price if one day every week you have a whole page of articles--helpful hints from experts on a variety of subjects--and an advertiser can be promised space on the facing page.

5. Let readers tell you what they want. If you run a coupon with an editor's picture and the headline, "I want to serve you better," you can have boxes a reader can check off to let you know which types of articles the reader would especially like to have.

(Reprinted from the March issue of *Ideas magazine*. Seeman is executive vice president and manager of editor service at North American Precis Syndicate in New York City. He can be reached by telephone, (212) 867 9000, or by fax, (212) 983 0970.)

## Flood

Continued from page 9

to help out general manager Kim Rich. Rich, who also serves as editor, reporter and photographer, also got the paper's other two staff members to field calls not related to the disaster.

Rich noted after putting in considerable overtime covering the flood, she found herself in the same boat as some other newspapers in the state: wondering if the paper would ever see print due to flooding at the plant in Shepherdsville. But after some anxious hours, crews at Shepherdsville were able to get their plant up and running.

### The Crittenden Press

In far western Kentucky, Crittenden and Livingston counties drew national media attention and the staff of The Crittenden Press committed their resources as well.

Editor Chris Evans noted the paper footed the bill for a photographer to get aerial shots, which he said "enabled the paper to compete -- at least photographically -- with the regional newspapers."

Evans said the only real problem the paper encountered in delivering its product was a closed river ferry which forced the newspaper's shopper to be sent out via UPS. Closed roads also caused the newspaper's delivery driver some minor problems, Evans said.

## Student

Continued from page 1

school association was undertaken after staff members were made aware of the dilemma journalism teachers and advisers face.

"We kept hearing about the plight of journalism teachers and advisers in the state and were anxious to lend assistance in some effort to reestablish a high school press association," said KHSJA administrator Lisa Carnahan.

"In January, the board encouraged the staff to explore the venture. It's a natural marriage actually, a state press association and a high school organization. We can provide a wealth of information and resources to the teachers and advisers from our member newspapers and their staff members."

KHSJA will operate under the umbrella of The School of Journalism Foundation of Kentucky, Inc., (also known as the Kentucky Journalism Foundation) and will be housed at the KPA central office in Frankfort.

Initially, four regional workshops for students will be offered, with KHSJA joining as co-sponsors of established seminars at Eastern Kentucky University, Western

Kentucky University, Murray State University and Bellarmine College. A statewide spring convention is also part of the planned activities.

"We have big plans. But naturally, since this is starting an organization literally from scratch, we're going to have to start relatively small and work our way up," said Carnahan.

An advisory council was formed to provide direction for the organization. Members include journalism teachers and advisers from across the state, university representatives, KPA and KJF representatives, and representatives of the Kentucky School Boards Association and state Department of Education.

The first workshop for teachers and advisers is being planned for this summer at the University of Kentucky. Workshop topics include layout and design, photography, writing, technology use and legal issues.

Every high school in the state will be given free first-year membership to KHSJA. All facets of journalism will be included in the association, newspaper, yearbook, as well as new and electronic media. Beginning the second year, nominal membership fees will be charged for each segment of a school's program.

*The first KHSJA workshop for teachers and advisers is being planned for this summer at the University of Kentucky. Workshop topics include layout and design, photography, writing, technology use and legal issues.*

Efforts are being made to secure funding for KHSJA. KPA member newspapers, Associate Members, as well as individuals have been asked to contribute. Any business or individual contributing in the first year will be listed as a charter member of KHSJA.

Kentucky is thought to be the only state without a scholastic press association. And it will be the first high school association established through a state press association. Most high school associations in other states are affiliated with a college or university.

"It's time Kentucky's journalism teachers and advisers can look to their state for the support, assistance and recognition they and their students deserve," said Carnahan.