

Ren. Per -  
PN  
4700  
4460  
V. 167  
1996  
72.7

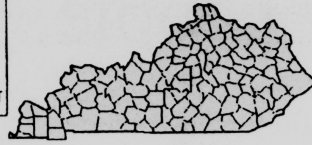
## On the lookout

- July 25  
onic Ad Transfer Seminar  
eset Technology Center
- July 26  
onic Ad Transfer Seminar  
Georgetown College
- August 15  
Electronic Ad Transfer Seminar  
izabethtown Community College
- August 16  
Electronic Ad Transfer Seminar  
Madisonville Community College
- September 26-27  
KPA/KPS Board of Directors  
Fall Retreat, Opryland Hotel,  
Nashville

Periodical  
Room  
Does Not  
Circulate

KING LIBRARY

JUL 22 1996



July, 1996  
Volume 67, Number 7

The Official Publication  
of the Kentucky Press  
Service

# THE KENTUCKY PRESS

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

Where are they now?

## Craig lights a different kind of fire

Former editor now devotes  
time to pulpit, students

By LISA CARNAHAN  
KPA News Bureau

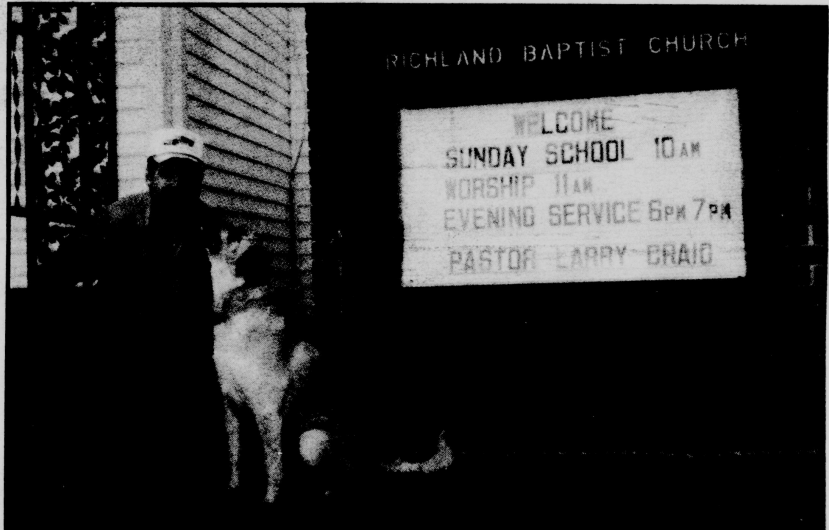
On Larry Craig's professional hall tree hangs many hats — Baptist preacher, newspaper reporter, editor and publisher, college journalism teacher, county trial commissioner, carpenter, radio program host and commentator ... and that just covers the past few years.

*This is the first in a series of periodic articles on former and current journalism professionals in Kentucky*

Currently, Craig holds tight to four of those hats — delivering four sermons a week at the Richland Baptist Church, teaching a basic writing course at WKU, serving as Butler County trial commissioner and filling in as a host or commentator for a radio program out of Russellville.

Few journalists can claim a career as unforgettable as the 47-year-old Craig even though he worked full-time in the business less than 20 years.

For example, he gained nationwide attention when his church in Bowling Green was burned



Larry Craig, a former KPA president, now spends his full time pastoring a small Baptist church outside Morgantown and teaching journalism students at Western Kentucky University. Craig is pictured above outside the church with one of his favorite companions, Cotton the Wonder Dog.

See CRAIG, page 3

## Two papers win national ad awards

Two Kentucky newspapers were named winners in the 1996 Multi-Ad Tearsheet Competition.

The Maysville Ledger-Independent captured a second place in the Best Sponsored Promotion category.

The third place in that category went to The Paducah Sun.

Entries were judged on originality, effectiveness and quality.

See AWARDS, page 5

## Panel debates media ethics, deteriorating public view

Newspaper representatives say industry as a whole has improved, hasn't stooped to levels of television

By LISA CARNAHAN  
KPA News Bureau

Has the media lost all credibility with the American public? Are we to blame for societal woes? Do we sensationalize events just to sell newspapers or grab ratings?

These and other questions were tossed out for a panel discussion recently that tackled one of the hottest topics of the day — ethics in the

media, or the alleged lack of it.

The debate was spurred by the premise of books like James Fallows' "Breaking the News: How the Media Undermine American Democracy" which claims the American public now distrusts the media more than political figures.

The event, dubbed "Meet the Press," was held at Georgetown

See ETHICS, page 4

### INSIDE

People, papers in the news  
pg. 2

Seminars planned on  
electronic ad transfer  
pg. 5

Convention crowd  
enjoys Bowling Green  
pg. 6, 12

Newspapers need help  
in self-promotion area  
pg. 4

Court rulings a victory  
for the media  
pg. 5

# Kentucky people, papers in the news

## Patton joins E-town newspaper as ad support team leader

Rochelle Patton joined the Elizabethtown News-Enterprise as advertising support team leader.

Patton, a 1986 graduate of Elizabethtown High School, earned a bachelor's degree in business administration and information systems from Spalding University.

She was previously employed as information systems coordinator at Hospice of Central Kentucky.

As advertising support team leader, Patton is responsible for assisting advertising team members, coordinating their work tasks, processing national advertising accounts, and diagraming page

layouts.

## Brett named sports editor at Paris paper

Wesley Brett has joined The Bourbon Times as sports editor. Brett, who is also a news anchor and investigative reporter with Channel 18 in Lexington, received an Emmy award earlier this year for his investigative story on Orkin Pest Control.

With Brett's arrival, The Times plans extended sports coverage. Brett and his family moved to Paris in September of last year.

## C-J's Salter elected to national post

Joan Salter, purchasing manager for The Courier-Journal, has been

elected secretary of the Newspaper Purchasing Management Association Inc.

## Muhs receives award for education writing

Lexington Herald-Leader reporter Angie Muhs has won a national award for her reporting on education in Kentucky.

The American Association of University Professors awarded Muhs its 1996 Award for Excellence in Coverage of Higher Education.

Muhs, 27, won for her four-part series "Midlife Crisis: Kentucky's Community Colleges at the Crossroads."

## Daily Enterprise wins APC newsroom award

The Harlan Daily Enterprise's newsroom was recently named the best newsroom in their region by American Publishing, the paper's parent company.

In addition to the Enterprise, American Publishing owns the Middlesboro Daily News, the Corbin Times-Tribune and the Richmond Register.

## New reporter joins Register editorial staff

Tammy Gay joined the newsroom of the Richmond Register in June.

Gay, 23, Georgetown, is a 1994 University of Kentucky graduate.

She worked at the Georgetown News-Graphic for the past two years covering school board, the courts and law enforcement. For the Register, she will cover Richmond City Commission, Madison County Fiscal Court and law enforcement.

## Herald-Leader's Owens announces retirement

Lewis Owens, president and publisher of the Lexington Herald-Leader announced in June he plans to retire from the newspaper in early 1997.

Owens joined the newspaper in 1975 as advertising director. He also served as vice-president of marketing and general manager before being named publisher.

Under Owens' leadership, the Herald-Leader has won 11 excellence awards from its parent firm Knight-Ridder, more than any other newspaper in the company.

"That speaks volumes about the environment he's (Owens) created," said Frank McComas, vice-president of operations for Knight-Ridder.

A new publisher is expected to be named by September. Owens, who served as president of the Kentucky Press Association in 1984, will remain as publisher emeritus for a transition period and will leave the paper March 1.

## New ad manager named in Russellville

The News Democrat & Leader, See PEOPLE, page 12

## 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  
John Del Santo, Ashland Daily Independent

President Elect  
Gene Clabes, Recorder Newspapers

Past President  
Dorothy Abernathy, Oldham Era

Vice President  
Guy Hatfield, Citizen Voice and Times

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  
Russ Powell, Ashland Daily Independent

Ed Riney, Owensboro Messenger Inquirer

Chip Hutcheson, Princeton Times Leader

Merv Aubespain, Louisville Courier Journal

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  
Sherry Harper, Advertising Assistant  
Rachel McCarty, Clipping Director  
Linda Slem, Clipping Assistant  
Carol Payton, Clipping Assistant  
Holly Stigers, Clipping Assistant  
Audra Douglas, Clipping Assistant

# Craig

Continued from page 1

by the Ku Klux Klan in 1991. That incident was reported on again earlier this month when USA Today published a series of articles about the string of church fires in the U.S. When he was editor at the Green River Republican, his office was sprayed with gunfire, most likely because the day before the incident, Craig had probed into rampant vote buying in a county-wide election.

Both incidents stemmed from Craig following his convictions, not what would make him popular with his fellow townsfolk.

His start in the newspaper business was not typical, either.

"I guess you could say I backed into journalism," said Craig.

At the age of 17, Craig was pastoring a small church in Russellville. He had just finished a book about writing that advised "if you want to write, pick up the phone and call the editor of your local paper."

"I had always assumed that one day, I would do some kind of writing because I was a voracious reader," said Craig. "So, I picked up the phone and called the Russellville paper and talked with Al Smith, who was the editor there at that time. I told him I wanted to write, but had no journalism background ... I hadn't taken the first class."

Smith told Craig to come by and talk with him and during that first meeting, gave him an assignment to write a feature story.

"Well I did it. I stayed up all night and wrote it and then typed it on my Royal manual typewriter and took it to Al the next day," said Craig.

Smith edited the copy, or in Craig's words "slashed it to pieces with his pen ..."

"It broke my heart. I left inwardly cursing Al Smith, all of journalism and myself for being so stupid," said Craig. "Imagine my surprise when the next day it was on the front page with my byline ... I just about died."

The fire was lit, and Craig began writing for the paper, eventually covering school board, fiscal court and other prime beats.

"I loved it and have ever since," he said.

Craig's newspaper career was nearly halted when he moved to Tennessee in 1975 for four years. During that period, he submitted only an occasional column to the Russellville paper. In 1979, he returned to Kentucky.

"I came back to the Bowling Green area and was doing only odd carpentry jobs. I was 30 and I thought my life was over."

Craig stopped by the newspaper in Russellville and was told by his friend there that the Morgantown paper needed an editor and they urged him to apply.

"I didn't even know what an editor did ... I had no idea," said Craig.

Much to his surprise (and his

wife's), Craig got the job.

Craig began his duties in January 1980 and was immediately told he'd have to take pictures as part of his job.

"Well I told them I didn't take pictures. My idea of a photographer was somebody with a pocket-protector and thick, Coke-bottle glasses," said Craig. "They told they'd find somebody else for the job and I said 'where's the camera.'"

Craig recalls for the first several months of his job, the office manager had to load his camera. If he was out taking pictures and used that roll of film, he had to run back to the office and get her to load it again.

After three years, Craig and his

**"A journalist has a tremendous opportunity to be an advocate for that part of the community without a voice, to right a wrong and be the watchdogs for society."**

Larry Craig

wife Patty bought the paper.

"I soon realized I was the worst businessman on the face of this earth. It gave me a headache to add two plus two. I'd rather write a 1,000 word treatise on the aesthetic beauty of a carpet tack than add two plus two. I absolutely hated the business end," said Craig.

The Craigs sold the newspaper in 1990 to the Anderson Group which later sold the paper to what had been the Morgantown paper's competitor, The Banner. The two papers were merged in 1992.

His 10 years at the Morgantown were eventful, to say the least.

After delivering papers on a Tuesday night shortly before a county-wide election, Craig stopped at an area restaurant. A "local political hack" was sitting at a table with a computer printout in front of him when Craig walked up to talk.

"Being the nosy person that I am, I looked at it. I was absolutely flabbergasted. It was a list of every voter in Butler County and out from several of the names, was a cash amount and a brand name of whiskey ... Kessler's, by the way, seemed to be the brand of choice," said Craig.

When he asked what the printout was, the "hack" responded "the working papers for the election."

"I told the man I'd give him \$100 right there and then if he'd let me take the printout down to the office and make a copy. He asked me what in the world for and I told him I wanted to run it on the front page. He told me I shouldn't joke about things like that," said Craig.

The next night Craig's newspaper office was sprayed with shotgun pellets.

"They knew I wasn't there because it was Wednesday night and I was preaching. But it was obvious from the pattern of pellets around my chair, that if I had been, they would have taken my head off. There's no doubt it was a warning."

There was no real investigation of the incident and Craig was infuriated.

"I was mad. So I took out my pistol, laid it on my desk and sat there all night with the lights on so you could see in ... sort of daring anybody to come back and try it again. They had sent me a message and I wanted to send them one ... and I did."

After that, Craig wrote several investigative stories and editorialized on vote buying in the region.

"They called it ground money. Money that was given out and spent on the grounds of the polling place ... I wrote that it subverted democracy," said Craig. "Back then you could go to any polling place in Butler County and usually there'd be two camps — a pickup truck on one side of the clearing and another on the

other side with a tarp on it. They'd have these No. 3 washtubs with beer iced down ... and it was just a grand ol' picnic. People would saunter back and forth, having a few cool ones here and few there, to see who would offer them the most money."

Craig's gun-toting made an impression on others as well.

One of KPA Executive Director David Thompson's favorite stories to tell on KPA members (which is also found in the collection of humorous antidotes in the publication which marked the 125th anniversary of KPA) recounts Associated Press Bureau Chief Ed Staats' first encounter with Craig.

Staats had just started working in Kentucky when he and Craig attended the same meeting. When Staats asked Craig who was going to chair the meeting, Craig calmly produced a pistol and laid it on his briefcase. He replied, "I can if I want to."

"I had a suspicion that there was some pioneer journalism in Kentucky," Staats said. "Larry confirmed it."

Staats called Craig's departure from print "a real loss."

"Larry is a real sage," said Staats. "I'd like to see his writing available somehow across Kentucky. He offers an awful lot of wisdom, that good ole' Kentucky humor and common sense. He usually delivers the invocation at meals served during KPA meetings and I've heard his 'prayers' repeated throughout the state, with their mix of politics and country humor, journalism and Baptist religion."

"I think Larry typifies the excellence that exists in the very rich tradition of non-daily journalism we have in Kentucky."

The investigative journalism Craig is most proud of dealt with illegal garbage dumps which were scattered throughout scenic Butler County in those days.

Craig said he decided to do something about when he was traveling with some college students

The Kentucky Press, July, 1996 - Page 3

who were visiting the area for a revival. They passed a roadside dump and were overcome by a horrible stench.

"There laying not eight inches off the blacktop was a decomposing goat covered with bottle flies," said Craig. "The next morning I went down and took a picture of the dump, rotting goat and all, and ran it on the front page ... along with every name I could get out of that dump by digging around with a stick."

Craig's story got results. The Forestry Division cleaned up the dump and worked with the newspaper on other illegal dumps in the county.

"I think I got more angry phone calls over that than anything else I ever did," he said.

Although Craig had left the newspaper business when his church was burned, his run-ins with the KKK started when he was at the Morgantown paper.

"I had to go to the courthouse one Saturday and there in all their regalia were these klansmen handing out materials," said Craig. "Being nosy, I went up and got one of everything they had."

After thoroughly reading all the pamphlets, Craig printed excerpts from the materials.

"I thought I knew what the Klan was about — that they believed in the separation of the races — but until I read all that ... that every Jewish baby, no matter the percentage of Jewish blood, is doomed to Hell, that blacks are subhuman and have no souls ... I wrote a front-page column and told the people of Butler County the Klan was in the area to recruit members and they should know what they stand for. There was a considerable outcry from the public after that."

The church burning came after Craig was quoted in an edition of WKU's student newspaper. He was quoted as calling the Klan "a putrid cancer on the body politic of America." His church was located only two miles from the self-proclaimed Imperil Wizard's home and the Klan's headquarters.

"The main thing that bothers me about the Klan is that they do it claiming to be Christians," said Craig. "You can't preach a gospel of hate in the name of the Prince of Peace."

"If more people would stand up for what they believe, and say 'this is what is right and basic to humanity', then these hooded creatures would crawl back under the rock they came from."

Craig says he's trying to instill in the students he teaches at Western a love for the profession.

"In a few cases, I'm able to build a fire in their belly. I want to show them that journalism is more than just a job ... it's a responsibility. I saw it as a sound trust," said Craig. "A journalist has a tremendous opportunity to be an advocate for that part of the community without a voice, to right a wrong and be the watchdogs for society. But another important thing I want to teach them is just to plain have fun."



# Ethics

Continued from page 1

College and featured representatives of print and broadcast media, a journalism educator, and former state government press secretary.

The debate was moderated by the host of National Public Radio's "Morning Edition," Bob Edwards, and featured panel members Sam Dick, anchorperson with WKYT-TV; Virginia Fox, KET executive director; David Hawpe, editor of the Louisville Courier-Journal; John Ed Pearce, state syndicated columnist; Mindy Shannon-Phelps, project coordinator for the 1997 Jimmy Carter Work Project "Habit for Humanity" and former gubernatorial press secretary; and Leland "Buck" Ryan, director, University of Kentucky School of Journalism and Telecommunications.

Edwards led the lively debate which at times focused primarily on the differences between the media outlets of newspaper, radio and television.

Hawpe and Pearce vigorously defended newspapers which they claimed had not stooped to the levels of television and were, in fact, better today than in years past.

Ryan said the problem had to be viewed as real, noting the post World War II phenomenon, that from 1950 to 1990 the U.S. population grew by 100 million while the number of newspaper readers stayed the same.

A former reporter with the Chicago Tribune, Ryan said recent studies showed 71 percent of those surveyed felt the media stood in the way of solving problems.

"I don't think there's any question that a serious problem exists," he said.

Hawpe adamantly protested that idea.

"I don't think that's how we're seen at all at my institution. When the people, the public, have a political agenda, they come to us," said Hawpe.

Dick said he felt his station also had a true sense of "community." He noted one major change — growth in the industries — had resulted in a sense of confusion for the public in identifying exactly what is the media. He also pointed out technological advances had resulted in a change in the way news is delivered to the public, citing speed and accessibility to events.

Fox, the first and only female CEO of a national organization in public broadcasting, blamed the undermine of democracy not on the media, but on the "demise of our culture and the demise of our values" instead. She said the American public becomes outraged at the media for depicting these declining values and actions. She noted although both good and bad people protest because of the media's coverage of negative events, both are drawn to it, and that "draw" is the driving force behind ratings.

Pearce, whose syndicated column appears in the Lexington Herald-Leader and Courier-Journal, was a staunch advocate for newspapers. Known for his pointed opinions on a variety of subjects, Pearce said he didn't think anything was wrong with newspapers which had, in his opinion, dramatically



Media ethics was the subject of a recent debate at Georgetown College. The panel included, left to right, NPR's Bob Edwards, syndicated columnist John Ed Pearce, KET Executive Director Virginia Fox, WKYT-TV anchorperson Sam Dick, Courier-Journal Editor David Hawpe, former gubernatorial press secretary Mindy Shannon-Phelps and UK School of Journalism and Telecommunications Director Buck Ryan.

improved over the past 50 years. He was instead especially critical of television and its airing of "sex magazine shows" and talk show hosts like Rush Limbaugh which he claimed hurt the "real media." He also said these programs and tabloid publications like "The National Enquirer" contribute to the denigration of society.

"We're all lumped in there as 'media' and we suffer for it," he said. "But newspapers are different ... The average newspaper is better today than 50 years ago when I came out of the Navy. I think we in journalism are doing a good job, a better job ... with some exceptions."

He also said part of the public's negative perception of the media stemmed from a misplaced view that they should somehow "build a community."

"If you build a community by keeping it informed, then that's fine," said Pearce. "But we're not to be cheerleaders for the chambers of commerce."

Fox defended television, claiming newspapers "don't get the same bum rap" because children aren't reading newspapers and are prone to view what they see on television as real.

Ryan said one of the greatest weaknesses of the media is the "ethics of destruction. The belief you have to tear down to succeed in journalism."

Hawpe countered there was nothing wrong with taking pride in "having the head" of a politician like former Jefferson County Sheriff Jim Green on your wall. He said the public not only understood, but appreciated, when newspapers investigate corrupt politicians like Green.

*"This is not a science, but we must aspire for accuracy, thoroughness, fairness and balance. That's what we're shooting for." — Courier-Journal Editor David Hawpe*

Edwards, a Louisville native who was named an Outstanding Alumnus of Kentucky, agreed there was a belief among the public that journalists enjoyed in "taking down" a political or otherwise powerful individual.

On the subject of ethical decisions within individual media outlets, Dick said his station had faced a tough situation recently after conducting an undercover investigation of a call-girl ring in Lexington. He said the station decided not to air any nudity, believing the story had enough merit without sensationalizing it with sexual content.

Hawpe questioned the newsworthiness of the story itself and cited it as an example of the difference between newspapers — which tackle tough issues like political corruption and education reform — and television — which tackles "the oldest profession in the world."

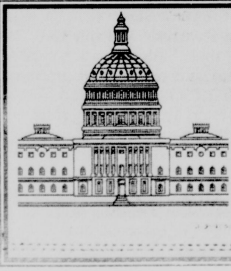
Journalistic bias was also addressed.

According to Hawpe, all journalism is "biased and subjective" and the stories generated by each outlet are influenced by the individual reporter or writer's personal values.

"There's a decision point ... do you use this part of the interview, these four or five questions or others? The same thing is true when we as editors decide front page or back page. Every step is an exercise of values," said Hawpe. "This is not a science, but we must aspire for accuracy, thoroughness, fairness and balance. That's what we're shooting for."

One thing the diverse panel agreed on was the importance of educating our youth about the media and the significant role it has in society. The panel members also agreed children need to be taught to differentiate between "Hard Copy" and "The National Enquirer" brand of journalism and true journalism.

"We must train our youth to be discriminating consumers of information," said Hawpe.



The KPA News Bureau is here for you.  
Take advantage of having a reporter  
for assignments in the Capital city.

Call News Bureau Director Lisa Carnahan at 1-800-264-5721



## AD \$ENSE



# Seminars to provide training on electronic ad transfer

KPA is continuing its endeavor to provide the most up-to-date services for member newspapers. The most recent effort is in the electronic transfer of ads.

Several major advertisers are already utilizing the service through press associations and have expressed interest in KPA providing a similar outlet for their advertising.

According to these other press associations, newspapers who aren't "hooked up" to receive the ads electronically, lose out on several major advertising accounts.

KPA is sponsoring four regional seminars on the electronic transfer of ads. Conducted by Kevin Slimp of Ad

Tech in Knoxville, Tenn., the seminars will provide training for newspaper representatives.

A manual on how to use the service will be available at the seminars along with free copies of the CommonNet® software necessary to receive the ads (for those papers that might have lost or misplaced their disk.)

"Receiving the ads will make it easier on the advertiser and the newspaper," said KPA Advertising Director Gloria Davis. "When we're pushing deadlines, the newspaper can just pull the ad off their computer, print it out and they have it ... no more ads getting lost in the mail. And

if something were to happen to the ad once they have it in house, all they have to do is print it out again."

According to Davis, newspapers will be able to use their existing computers and printers.

The seminars will be held at the following locations:

- July 25 - Somerset Technology Center 10 a.m. to 3 p.m. (Eastern time)
- July 26 - Georgetown College Asher Science Center 10 a.m. to 3 p.m. (Eastern time)
- August 15 - Elizabethtown Community College 10 a.m. to 3 p.m. (Eastern time)
- August 16 - Madisonville Community College Fine Arts Center

10 a.m. to 3 p.m. (Central time)

Each seminar includes lunch and refreshments and complete training on CommonNet® and the Adobe Acrobat software.

The cost is \$20 per person and includes lunch, refreshments and a training manual so that other staff members can be trained in-house on downloading ads.

Deadline for registering for the July 25 and 26 seminars is July 19. Registration must be received by August 5 for the August 15 and August 16 seminars.

For more information, contact Davis or David Thompson at 1-800-264-5721.

## The case against all-caps

Ad libs©  
By John Foust  
Raleigh, N.C.

SOME NEWSPAPER ADVERTISERS ARE CONVINCED THAT THE BEST WAY TO MAKE THEIR ADS STAND OUT IS TO USE ALL UPPER CASE TYPE. THEY BELIEVE THAT ALL-CAPS EMPHASIZE THE IMPORTANCE OF THEIR MESSAGES. BUT THEY DON'T SEEM TO REALIZE THAT ALL-CAPS ARE ALMOST IMPOSSIBLE TO READ. ESPECIALLY IN LARGE BLOCKS LIKE THIS.

Typography is one of the "make or break" elements of newspaper advertising. Very few readers are willing to wade through an indecipherable blob of upper case type. If an ad is hard to read, it probably won't be read at all.

An upper case character is like a golfer's 1-wood, which is the biggest most powerful club in the bag. While it's important, it's not supposed to be used on every shot. In an average 18-hole round, a golfer will take the driver out of the bag 14 or 15 times — only to hit tee shots on par four and par five holes.

Setting an entire ad in all-caps is just as unthinkable as using a driver on every shot. All-caps should be used sparingly. If an ad has a short headline with short words, all-caps might be appropriate. And if the body copy has a word which needs to be emphasized, all-caps MIGHT be the answer. Otherwise, watch out!

If you have an advertiser who is stuck in an upper case rut, you may want to try a little showmanship in your next presentation. Simply produce two versions of the same sentence — one in all-caps and one in upper and lower case. Have the type set in headline form, large and bold enough to be seen from a distance.

Paste the headline on two separate illustration boards. For example:

TO BE LEGIBLE  
OR NOT TO BE LEGIBLE?  
THAT IS THE QUESTION.

To be legible  
or not to be legible?  
That is the question.

Ask your advertiser if he or she will participate in a little experiment. Walk across the room and announce that you are going to hold up two headline, one at a time, for about the same length of time that it takes to turn a newspaper page.

First, hold up the all-caps version for one or two seconds, then lower it and ask them to repeat what it says. Next, hold up the second version and ask the same question. Chances are, they will find the second one easier to read at a glance.

Explain that the second headline is more legible, because people read word shapes. Since upper case characters are the same height, there is no distinguishing profile. On the other hand, lower case type creates a variety of character sizes and shapes. As a result, it is much more inviting to the reader.

A simple demonstration like this can help you build your case against all-caps. Give it a try!

©Copyright 1992 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.

## Awards

Continued from page 1

Patty Moore, Maysville ad manager, said her paper's winning entry was a weekly feature which listed area school menus.

"We listed all the area schools' menus on a full page and then sold sponsorship. It ran with processed color on a weekly basis for the entire school year," said Moore. "It was very successful for us and was received well by the community. We received several positive comments on our comment line and advertisers told us they received thanks from members of the community for the new format."

The promotion was also a first-

place winner in the recent KPA Spring Advertising Contest.

The ad for Paducah was also a regular feature, appearing once a month for 12 months, according to Advertising Manager Jana Moore.

"We sold several advertisers on home improvements, then ran it one time a month for 12 months as a double truck, black and white," Moore explained. "It had a visual of a house, with various components depicted, like a deck and heating and cooling system, then with information listed on who does that type of work."

"We were really pleased with the award ... since it was our first year to enter. All the other ads were multi-color, too, so we were pleased our black and white made it into the finals," Moore said.

## 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.

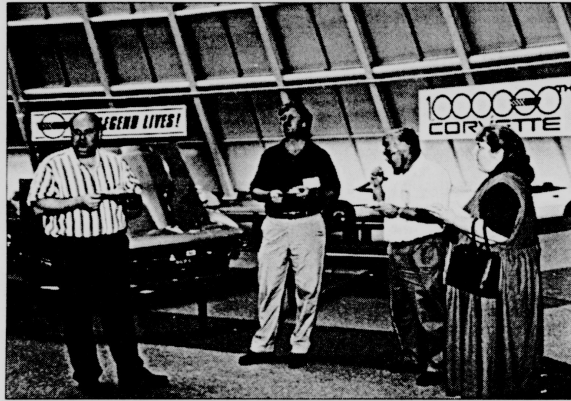
It's a workshop, not a lecture. Your staff will be involved from the start — working on layouts, getting ad ideas and writing more effective headlines.

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

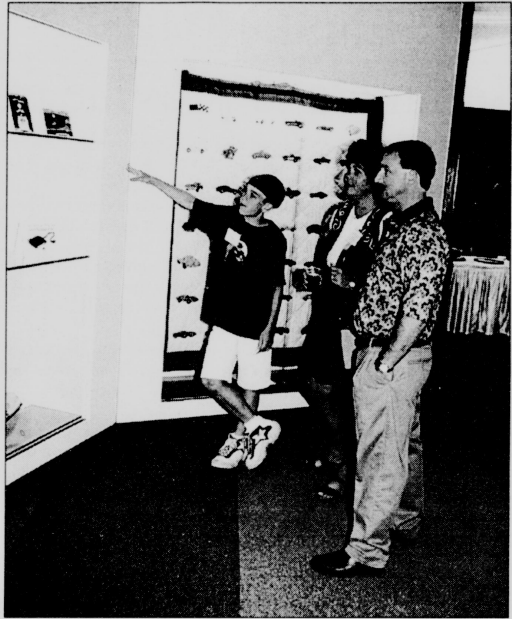
John Foust Advertising Seminars  
PO Box 10861, Raleigh, NC 27605, ☎ (919) 834-2056

©Copyright 1987 by John Foust. All rights reserved.

# 1996 KPA Summer Convention



Elizabethtown News-Enterprise Editor David Greer, left, enjoyed the convention's opening reception at the Corvette Museum along with Mt. Sterling Advocate Publisher Doug Taylor, James Mulcahy of the Maysville Ledger-Independent and Mulcahy's wife, Regina.



Dawson Springs Co-Publisher Scott Dillingham, his wife Beth, and son Robert, enjoyed some of the memorabilia collected at the Corvette Museum. The opening reception for the summer convention was held at the museum.



Bowling Green Daily News Circulation Director Charlie Theis led a roundtable discussion on promotion and marketing. Right, Ron Wolfe (far left), EKU, participated in the discussion.



A large contingent of summer convention goers attended the WKU workshop "More Bang for Your Buck."



KPA General Counsel Kim Greene led a roundtable discussion on management issues.

# Pasting, creativity go hand-in-hand on Macs

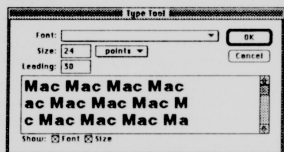
**Mac Mac Mac Mac**  
**ac Mac Mac Mac M**  
**c Mac Mac Mac Ma**  
**Mac Mac Mac Mac**

by phil byrum • sysop@okpress.tinet.org

## The forgotten 'pasties'

An oft overlooked command in the Edit menu of Adobe Photoshop is "Paste Into." The MacTips logo above was created with that option.

First, the word "Mac" was typed into the text dialog of Photoshop, as you see here.



Notice that I chose to do the multiline, offset effect by just typing each line slightly different. That is a heck of a lot easier than using drawing functions!

The collection of "Mac" words was then filled with grey. The larger, black "Tips" was placed over it.

Now, for the white "Mac" words. Just make another set and fill with white. Then CUT that from the page.

Click on the black "Tips" with the magic wand and choose "Paste Into" from the edit menu. You will notice that the white words are "inside" the black letters.

A final touch is to move the white words around so they line up with the grey words set in the background.

Anything that can be copied can be pasted into other things. All you have to do is be a bit creative. Below is an example of a picture of a car pasted into the header for an Auto special section.

# AUTOS

Why settle for dull, ordinary things like this black "WHO?"

# WHO?

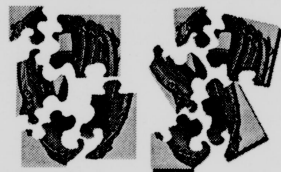
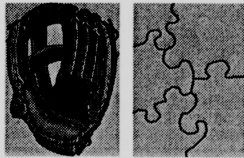
With just a bit more work you can transform the text into something eye-catching and intriguing.

# WHO?

Maybe even an odd teaser or two...

# When? Why? Who? ? Why? Who? What? W What? W

The more creativity you use, the more you'll find to do with the "Paste Into" command. A few ideas...



Before messing with people, do what I didn't—make the heads similar size



And, add a shadow.

## Amends...

You may recall in the last MacTips, I showed you a reader's idea on making circular text holes, but I had forgotten who gave me the tip.

### Standoff circles, a Reader's Idea...

One way to draw up and break up long strings of text is to use shapes. This is the idea behind the "Standoff Circles" feature. The idea is to take a long string of text and break it up into smaller pieces. This is done by using a shape that is larger than the text. The shape is placed over the text, and the text is then pasted into the shape. This creates a "standoff" effect, where the text is separated from the background. This is useful for creating a more professional look for a document. The idea is to use a shape that is larger than the text, and then paste the text into the shape. This creates a "standoff" effect, where the text is separated from the background. This is useful for creating a more professional look for a document.

**DAVE  
ALTMAN**  
Nowata  
Star

Dave also wanted me to tell you that you don't have to create the laborious text repelling circle each time you need it. Just select it the first time and paste it into the Scrapbook. When you need it again, copy it out of the Scrapbook and paste it into PageMaker. It will show up, complete with repel and all!

## No "Word" is a bad "Word"

"Every morning, after I start my computer, I try to start Microsoft Word 5.0. Every morning it says 'Not Enough Memory to Run Word'. My computer has 16mb RAM. What gives?"

Actually, I have the same problem! Oddly, out of all the computers in this office, only my PowerMac 8100 (System 7.5.3) and another person's Quadra 700 (System 7.1) have this problem. I have struggled a lot trying to resolve it. Sorry to say I have yet to

put my finger on it. However, here's how I have managed to "live" with it.

If I shut off Word, throw out the "Word Settings" and "Word Toolbar Prefs" files from the System Folder, empty the trash, then reopen Word, it seems to work most of the time.

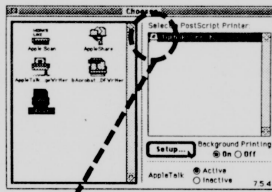
Turning of the "Modern Memory Manager" in your Memory Control Panel also seems to help most of the time.

Does anyone else have a solution?

## Printer troubles...

"Our new laser, a NewGen 660B, won't print from PageMaker 6. When I use version 5 of the program, all is well..."

There could be several things wrong, but in your case, the answer lies in the Chooser.



TurboPS/660B

Notice the symbol to the left of the name of your printer which appeared on the right side of the Chooser. This little symbol means that the Chooser has stored in it information about this particular printer (things like dots-per-inch and so on.)

If you look at your Chooser, you will see that this symbol does NOT appear.

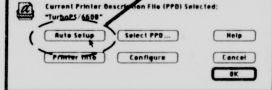
### Your first clue!

To fix that, click on the SETUP button near the bottom of the Chooser window.

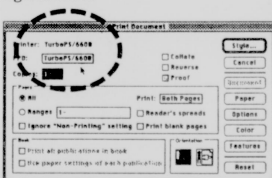
This next dialog box will appear.



Click the Auto Setup button.



The computer will now read information from the printer's internal memory and store it in the Chooser. When done, you will notice that the missing symbol appears. When you originally try to print, you may notice another problem flag in the Print Dialog box itself.



If the top left corner shows a PPD (Postscript Printer Description) of "Generic," you're in trouble.

Printer: TurboPS/660B

PPD: Generic

Just click on the selection box for PPD and choose the one for your printer instead.

Printer: TurboPS/660B

PPD: TurboPS/660B

### Special Note:

You are one of the lucky ones, because there exists a correct PPD for your printer, the NewGen Turbo 660B. Less fortunate folks are discovering that when they buy a brand new model printer, no PPD (for PageMaker) is available. Without it, you will be able to get the printer to print, but its unique features (such as the ability to use 11 x 17 paper) won't work!

A WISE printer buyer checks to see if a PPD is available BEFORE plunking down the bucks!

# WHY Are You Retyping Legals

### PICK ONE:

- ...because the fax is too awful to be successfully scanned...
- ...because, uhh, we always have...
- ...we use Macs, they use IBM...
- ...we use IBM, they use Macs...
- ...it is so much fun...
- ...we have nothing better to do...

Really, wouldn't you prefer to NOT retype legals or County Commissioner proceedings?

### Of course you would!

...ASK the originators to give you a computer disk with a text file of the item. If you have a newer model Mac and get an IBM disk, you can read it. If you have IBM and get a Mac disk, a program called Mac-in-DOS will let you read that.

...If they won't do that, ASK them to transmit the text to you, or to OPA's central computer by modem.

...If they won't do that, ASK them to fax the text in 12 point Helvetica so you can scan it.

...If they won't do that, GIVE them some incentive to reconsider... think!

The KEY is to ASK!



## LEGAL NEWS & VIEWS

# Appellate ruling on settlement disclosure a victory

By KIM GREENE  
KPA General Counsel  
Wyatt, Tarrant & Combs



The reporter wanted to know about lawsuits against the city's police department. So he made an open records request for documents that would show what kind of money the city had paid in judgments against the police department. And he asked for documents that showed what kind of money the city had paid in settlements of citizens' suits against the police department.

While information about the judgments entered against the police department was accessible through court records, information about the settlements was not. That's because when the case was settled, the city and the citizen suing it agreed that the settlement terms and the settlement amount would be kept confidential. The document containing the terms and the amount of the settlement, therefore, was not filed in the court record. This is a procedure commonly used by pri-

vate litigants, but is it appropriate when a public agency is one of the litigants and public money is used to pay the settlement?

We have consistently argued that the public is entitled to know how its elected officials are spending the public's money, but there has not been a reported case in Kentucky under the Open Records Act involving access to the actual settlement documents which contain this information. Today, thanks to the Lexington Herald-Leader, we are a step closer to having a reported case that settles this question under Kentucky law once and for all.

The Kentucky Court of Appeals recently decided the case of Lexington-Fayette Urban County Government v. Lexington Herald-Leader Co., et al., 3 KyAR 2 (4/25/96), holding that the government had improperly rejected the newspaper's open records request for the "documents related to all settlements and/or judgments in lawsuits against the Lexington police department paid by the ... government for the last five years." The urban county government has filed a motion for discretionary review with the Kentucky Supreme Court; therefore, the Court of Appeals'

decision is not considered final and it can't be cited as authority for this proposition until it is final. Nevertheless, the Court of Appeals' reasoning is sound and reflects a logical and appropriate interpretation of the Kentucky Open Records Act. In addition, it is consistent with decisions in other states.

The urban county government advanced three arguments, all of which were rejected by the Court of Appeals. First, the Court disagreed that the parties' decision to include a confidentiality clause in the settlement agreement exempted it from the Open Records Act. The Court cited two reasons for this conclusion. One was that the Open Records Act contains no exemption which explicitly permits a public agency to create an exemption for a record by including confidentiality language in it. Moreover, the existence of a confidentiality clause does not create a right to privacy in the litigants which would bring the settlement agreement under the exemption in KRS 61.878 (1) (a). That section exempts the disclosure of information of a personal nature when it "would constitute a clearly unwarranted invasion of personal priva-

See RULING, page 11

## Attorney General Opinions

The following is a summary of recent attorney general opinions regarding open meetings and open records. The full decisions are available by calling the KPA News Bureau. A synopsis of AG opinions pertinent to member newspapers will be published in future editions.

### • Kit Wagner/Finance and Administration Cabinet, Division of Occupations and Professions.

Wagner, a reporter for the Lexington Herald-Leader requested access to various records pertaining to four respiratory care therapists and one nursing home administrator.

The director advised Wagner he could inspect the materials in the files of the individuals in question, with the exception of one. He claimed a complaint against that individual was still pending before the Board of Respiratory Care. He concluded because the records were "part of a pending investigation and administrative adjudication" and no decision or action regarding the employee had been made, the records were exempt.

The attorney general concluded the division improperly denied that portion of Wagner's request.

According to the opinion, the division had to not only substantiate that an investigation was still underway, but also show that disclosure of the information

would harm the agency. The division offered "no explanation of the potential harm it will suffer by premature release of the information contained in the records ..." according to the opinion. (96-ORD-37)

### • The Ashland Daily Independent/Morehead State University.

Daily Independent reporter Madelynn Coldiron requested to inspect various records regarding personnel actions and sexual harassment complaints against a MSU employee.

The university denied the request based on the claim some reports were preliminary and that the information requested was too personal and potentially damaging.

The attorney general concluded the university improperly denied the request, except for those documents "properly characterized as preliminary under KRS 61.878 (1) (i) and (j).

"In analyzing the propriety of release of records relating to complaints against public employees and public employee discipline, the courts and this office have consistently recognized that 'disciplinary action taken against a public employee is a matter related to job performance and a matter about which the public has a right to know.'" (96-ORD-86)

## Federal court rules Communications Decency Act (CDA) 'unconstitutional'

The Newspaper Association of America (NAA) joined the Internet community in applauding the Philadelphia Federal District Court's decision that the Communications Decency Act (CDA) is unconstitutional. The landmark decision gives elec-

tronic publishing equal protections under the First Amendment that traditional print media have enjoyed since the signing of the Constitution.

"The judges in this case agreed

See SPEECH, page 11

## Over 70 papers commit to Legal Defense Fund

More than one-half of Kentucky's 150 newspapers have committed advertising space revenue to help establish the Kentucky Press Association's Legal Defense Fund.

By July, 76 newspapers had agreed to more than 4,500 inches of advertising placed by the Kentucky Press Service to be used to build the fund. The commitments cover a four-year period and amount to more than \$110,000.

The four-year commitment period begins each September 1 and runs through August 31 of the following year, with the initial fundraising period starting September 1, 1996.

"The Board hoped to raise \$100,000 over the four-year period," said KPA/KPS President John Del Santo, "and our newspapers have helped exceed that mark. In addition, KPA contributed \$10,000 to get the fund set up and our general counsels (Jon Fleischaker and Kim Greene) committed \$2,000 for Wyatt, Tarrant and Combs."

Newspapers who have committed to the project have received information on how the process will operate through the KPA/KPS Business Department. Questions concerning the procedures should be addressed to Bonnie Howard or Buffy Johnson at KPA by calling 1-800-264-5721.

## State Supreme Court rules in favor of Times-Journal; second suit pending

The Kentucky Supreme Court declined in June to review a Court of Appeals decision overturning a \$1 million judgment against the Russell Springs Times-Journal.

The high court had been asked to review the million dollar judgment against Russell County Newspapers Inc. (the Times-Journal), editor and publisher Dave Cazalet and former managing editor Ed Cahill. The lawsuit was filed by former Russell County Judge Executive Terril Flanagan who alleged the newspaper libeled him in three editorials published in 1992

and 1993. A fifth-term incumbent, Flanagan lost a bid for re-election by one vote after the editorials were published.

A Russell District Court jury awarded Flanagan \$160,000 for lost wages; \$340,000 for embarrassment, humiliation and mental anguish and \$500,000 in punitive damages.

Flanagan's attorney says he will appeal to the U.S. Supreme Court.

The former public official filed a second libel suit against the newspaper claiming a 1994 editorial also libeled him. That suit is still pending.

# Newspapers should improve public relations

By JOAN ATKINS  
Assistant Professor of Journalism  
Morehead State University

Since the early 1990s, newspaper industry watchers have been forecasting a future blighted by a crisis-level shortage of print journalists.

Many of the newspaper editors who call me, desperately seeking recent graduates to fill empty staff slots, say the future is already here.

A comprehensive study reported on in the June issue of *Presstime* showed journalists entering the workforce in 1995 were among the most diverse and best-educated newsroom employees in U.S. history.

But that same study, conducted by Betty Medsger, former journalism department chairman at San Francisco State University, reported that 52 percent of journalism educators nationwide said the number of students who plan to become journalists has fallen at their schools over the last 10 years. And 43 percent of new journalists surveyed said they might leave the profession.

Not only is the number of students majoring in journalism declining, figures released last month by the Newspaper Association of America show just 9.4 percent of students earning degrees in journalism in 1994 are working for newspapers or news services.

The other 90 percent aren't unemployed — they're just looking beyond newspapers for employment. More than 46 percent are working in other communications fields and 22 percent are employed in noncommunications jobs. Findings

**"We talk a lot among ourselves about newspaper advancement and career opportunities, but those we need most to communicate with are the students — the younger the better."**

**Joan Atkins**  
assistant professor of journalism  
Murray State University

like these lend credibility to the shortage prophesy.

What is the solution? How do journalism educators lure students back into their classrooms, and how do editors entice those students into newspaper jobs once they're trained.

I think we first have to look at the reasons students are shying away from print journalism.

Newspapers have two major failings — pay and public relations.

The pay problem may take time and require difficult management decisions to remedy, but improving the pay situation is crucial.

According to Medsger's study, more than half of the 1995 journalism graduates working as print journalists earned at or near the U.S. poverty level of \$15,141. Forty-seven percent listed pay as the reason they might leave the profession.

It is folly for newspaper publishers to continue operating on the assumption there will always

be a sufficient supply of motivated, bright, young people willing to trade off a good salary for an idealistic career in newspaper.

While the pay problem is serious, the public relations problem is one that should never have been allowed to become a negative factor to begin with, and one both journalism educators and newspaper professionals can do a lot toward eliminating.

Like many journalism teachers, before entering the classroom, I spent several years working as a newspaper reporter and editor.

Most of us who entered newspaper journalism during the seventies and early eighties went into it with gusto and full of idealism.

We'd been through Vietnam, Civil Rights, the youth movement, women's movement, Watergate, and witnessed the self destruction of a couple of presidents along the way.

We recognized that newspapers had been important factors in the outcome of the world as we knew it and we wanted to continue that legacy. We wanted to make a difference in our world and we saw newspaper journalism as an exciting, rewarding way to do it.

Students entering college today have grown up saturated with a whole different set of messages — messages that include such myth as:

- Newspapers are old-fashioned and people don't read them anymore.
- We've become a visual, electronic society

See PUBLIC, page 10

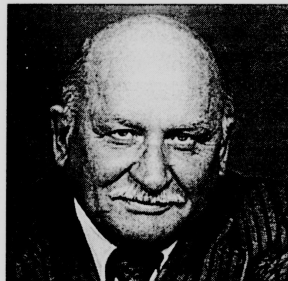
## Russ Metz, former KPA president, dies at age 77

Russ Metz, publisher of the Bath County News Outlook and 1981 Kentucky Press Association president, died July 10 at his home.

Metz, one of the founders of the Kentucky Weekly Newspaper Association in the 1960s, had open heart surgery on June 19 and was recuperating at home at the time of his death.

Russ purchased the Bath County News Outlook in November, 1960. Russ, his wife Margaret and son, Ken, a member of the KPA/KPS Board of Directors, had operated the News Outlook since that time.

Russ was also publisher and general manager of the Cynthiana Publishing Company from 1968 to



1974; was named KPA's most valuable member in 1977; and received the Lexington Herald-Leader's Edwards M. Templin Award for outstanding community service in 1992.

## Judge: Reporters must talk about stories

EVANSVILLE, Ind. (AP) — An investigation of five prominent Democrats has led a Warrick County judge to order two newspaper reporters to divulge information about their stories.

Warrick Superior Judge Robert Aylsworth ordered Tom Raithel, a reporter with The Evansville Courier, and Mark Cowling, formerly a reporter with The Evansville Press, to answer questions about

conversations they had with Indiana State Police investigator, Mark Durnil.

Aylsworth also ordered them to turn over any notes or recordings taken during the interviews to the five men who were originally targeted in the probe.

The decision came after Durnil, quoted extensively in the stories, denied he was the source of the reports.

Participate  
in KPA's



Share the wealth ...  
of experience!

Got a good idea?  
Figured out how to cut costs in  
the newsroom or circulation  
department? Share it with your  
fellow newspaper cronies.  
The Kentucky Press will begin  
publishing a new feature in  
August — "Bright Ideas."  
Submit your ideas by fax, mail  
or CommonNet®

Fax: 1-502-875-2624  
Mail: Kentucky Press Association,  
101 Consumer Lane, Frankfort, KY  
40601  
Attn: Lisa Carnahan

Ideas submitted will be placed  
in a drawing for a prize to be  
given away during the 1997  
Winter Convention. Don't  
miss your chance to shine!

# Set a waste reduction goal, implement plan

(The following information is from "Knight-Ridder Newsprint Waste-Reduction Ideas and Initiatives" that was distributed at the recent NAA's America East conference.)

## Page/Page/Layout/Scheduling:

- Standardize the configuration of the paper, where possible, to reduce setup time between edition days.

- Where possible, limit zoned products to the same page count and same spot colors to reduce setup waste.

- Improve scheduling of similar products to run on the same day.

- Combine editions where possible to reduce the number of press starts.

- Look at running more products "collect" to cut waste in half.

- Limit process color to sections daily.

- Reduce color usage, especially on inside pages.

- Run half-sheet (gatefold) rolls to increase page counts in single-page increments only and reduce number of house ads.

## Newsprint handling:

- Switch to lower basis-weight newsprint.

- Reduce newsprint web widths.

- Increase newsprint inventories before each price increase. Rent additional storage space to handle the overflow.

- Be vigilant in checking railcars and trucks for damaged newsprint and filing claims.

- Conduct retraining for unloading of trucks and stripping of newsprint.

- Reduce number of sheets of newsprint removed when roll wrapper is removed.

- Reduce number of sheets removed when paster patterns are made up.

- Prevent excessively damaged or wet rolls from reaching the pressroom.

- Deliver rolls to the pressroom with the body wrapper intact to reduce damage. Do not remove until load in the reel.

- Report problems cause by imperfect rolls immediately to the manufacturer, asking for appropriate credit.

- Use a computerized roll-distribution system that allows the use of certain vendors' paper in certain units.

## Reels:

- Set paster core cutoff at lowest point.

- Perform paster-panel routine maintenance on a more frequent basis.

- Initiate a top-notch preventative-maintenance program for press reels.

- Periodically check tape for proper adhesive qualities, strength, etc., to avoid missed pasters.

## Maintenance/setup/equipment:

- Increase focus on properly inking and purging the ink train.

- Check press setup for accuracy before startup.

- Verify all press compensator settings and web paths prior to press start.

- Improve maintenance and cleaning.

- Complete a page-pack rebuilding program to reduce the amount of ink on the sheets when walking the press during make-ready times.

- Add a press PAR/PCS system to press to get to salable copies more quickly.

- Use a plate verifier to ensure color plate registration and reduce stops.

- Use a pin-register plate lockup system on press to ensure plates are positioned in proper registration.

- Monitor paper misses and web breaks.

## Press run:

- Use an "autocomp" registration system on press to maintain circumferential registration integrity.

- Reduce or eliminate the number of papers pulled to catch a paster pattern.

- Run closer to the draw.

- Reduce the number of overruns on special sections.

- Keep "checking" papers for end-of-run shortages and other uses.

- Reduce number of papers used and discarded by personnel during the run.

## Training/other:

- Keep an open dialogue on press-waste control and reward good performance.

- Implement a waste-reduction incentive program for all people who directly influence newspaper waste.

- Review and police "good copy" definition.

- Work with the press crew to produce stable copies faster.

- Do more press training for ink/water balance.

## Mailroom/circulation/distribution:

- Reduce pre-run overrun percentage built into the press order.

- Reduce zone wrappers to a single sheet.

- Maintain and fix totalizer-system problems to ensure accurate counts and reduce spoils.

- Improve inserter maintenance to ensure accurate counts and reduce spoils.

- Use automated counting equipment to ensure more accurate counts.

- Place racks for TMC products in apartment complexes rather than mailing products to each unit.

## Returns:

- Track number of returns by box and by carrier route.

- Encourage more recovery runs to reduce returns from single-copy carriers.

- Reduce service copies to a minimum.

## In-house copies:

- Use returns for accounting (tearsheets), the library (morgue), the newsroom, in-house copies.

- Use early copies for in-house uses.

- Periodically audit office copies for possible reductions, especially bundles that are never opened.

## Recycling:

- Set up drop boxes for newspapers in areas where recycling isn't available.

- Recycle all press spoils, circulation returns, office copies and anything else on newsprint.

- Recycle office white waste.

- Recycle Kraft-wrap newsprint roll protectors and headers.

## Public

Continued from page 9

and people today look mostly to television and computers for news and information.

- Newspapers as we know them will soon cease to exist and so will newspaper jobs.

During the last decade, promoters of the electronic information super highway have beaten a path to elementary and high school classrooms, workshops, career days and teacher conferences promoting the idea that the printed word is dying and telling students and teachers their only future is the world-wide web.

In talking with entering freshmen at MSU, it's obvious many students accept these myths as truths.

We as journalism professionals and educators have failed to counter these death knell predictions, and we have failed miserably in keeping students informed about all the exciting new career opportunities available in newspaper — many of them created

by newspapers entering the electronic age.

Before producing the KPA-sponsored videotape "Careers in Newspapers" last year, I held roundtable sessions with students in several Kentucky high schools.

I was shocked at how little students knew about modern newspaper production and the employees and skills required to produce them.

Most were completely unfamiliar with such terms as pagination, computer-assisted reporting and electronic photo imaging. Those who knew about copy editors still envisioned them hovering a desk marking hard copy with a pencil.

When students were asked to list all the newspaper jobs they were aware of, there was no mention of modern job titles such as page designer, on-line editor, electronic darkroom technician or graphic artist. Most could not list more than five jobs, and the students were vague in their understanding and descriptions of the jobs they listed.

Students were shocked and downright disbelieving when told the number of newspapers being

produced and read in the U.S. has actually increased in the past few years.

They were belligerently disbelieving when told more money is still being spent on newspaper advertising than on broadcast TV advertising.

As professionals dedicated to keeping the public informed, we've done a pretty sad job informing young people about newspapers and their place in modern society.

We talk a lot among ourselves about newspaper advancement and career opportunities, but those we need most to communicate with are the students — the younger the better.

We need to be in elementary and high school classrooms as often as possible. We must make ourselves available for all career and professional day school events in our communities. We need to promote Newspapers in Education programs in all Kentucky schools. Newspapers should offer regularly scheduled open houses and workshops for students in the communities they serve. The number of paid summer news-

paper internships available to high school and college students should be increased.

Students won't magically realize newspapers are still viable and important elements in today's communications network just because we continue to print them. And they won't look to newspapers as an arena for exciting career opportunities if we don't work harder at show-and-tell.



**AdCreation Toolkit**

An innovative XTension designed to save time and increase productivity when creating ads in QuarkXPress!

Call 1-800-223-1600 for info and FREE demo disk

*Visions Edge*

© 1995 Visions Edge, Inc. All rights reserved. Quark X & XPress are trademarks of Quark Software, Inc.



# Avoid con artists' use of your publication

Perpetrators of fraud use the same methods to promote their trade as legitimate businesses do. They advertise — in newspapers, trade magazines, and other media. In fact, your newspaper or publication may be the vehicle crooks use to scam your reading audience through telemarketing fraud.

For example, fraudulent telemarketers who claim that they can fix bad credit or get unsecured loans for people with bad credit often advertise in the classified sections of newspapers and magazines, especially free papers. When your readers respond to these ads, they find that these con artists charge fees before they deliver their services. It is illegal in some instances to charge such advance fees — and more often than not, your readers never receive the promised service.

A new federal law protects consumers from deceptive and abusive telemarketing practices and helps consumers identify how to tell the crooks from legitimate business. The Federal Trade Commission's Telemarketing Sales Rule prohibits telemarketers from asking for or receiving payment before they deliver credit repair ser-

vices, advance fee loans and credit, and recovery services.

For instance, if telemarketers claim there is a good chance that they can obtain or arrange for a loan or other credit for an individual, they may not ask to be paid before they have provided the loan or credit. Or, if telemarketers claim that they can "repair" someone's bad credit, they cannot ask for or receive payment until six months after they have delivered the services.

You can help your subscribers or readers differentiate between dishonest and legitimate advertised goods or services by screening your advertising for the hallmarks of

fraud. What should you look for?

- Ads that guarantee loans or that claim that loans are available to people regardless of their credit history. These ads may use language like "bad credit, no problem" or "bankruptcies welcome."

Although some legitimate lenders may charge fees to process a loan application, they never guarantee loans without reviewing the applicant's credit history, income and debts.

- Ads for credit repair scams that guarantee that they can erase bad credit or create a new credit identity. In fact, no company can guarantee to remove accurate credit

information from someone's credit report.

What's more, if a credit repair company does business only by phone, it is violating the Telemarketing Sales Rule if it requests or receives a fee from consumers before delivering its services.

Screening for false and misleading advertisements is an idea whose time has come. Practically all major advertisers have certain codes of good practices and commercial acceptance in place.

By identifying the tip-offs to fraud, you can protect the integrity of your advertising and enhance your credibility with your readers. Report suspicious advertising that bear the hallmarks of fraud to the Federal Trade Commission or your state Attorney General.

For free information on the Telemarketing Sales Rule and a copy of the compliance guide for businesses, contact the FTC's Seattle Regional Office at 206-220-6350 or write to FTC, 915 Second Ave., Suite 2806, Seattle, WA 98174.

## Tip-offs to telephone fraud



## Speech

Continued from page 8

that it makes no more sense to give the government control of the Internet than to dictate what should be in America's newspapers," said John F. Sturm, NAA president and CEO. "This decision will remove a major government-imposed obstacle to the Internet's growth as a viable publishing medium. The Internet is a unique global environment where recipients, not speakers, have control over the content they receive. Thus, the freedom to speak in cyberspace should be at least as broad as the freedom to speak in print."

NAA is a named plaintiff in the case and an active member of the Citizens Internet Empowerment Coalition, a group of activists that mounted a challenge to the CDA.

The Act, signed into law Feb. 8, criminalizes the transmission of "indecent" material that children could find on the Internet. The indecency standard applied by the CDA is significantly more restrictive than current laws that protect against obscene material in print. The Citizens Internet Empowerment Coalition argued that the CDA was unconstitutionally vague and that there are less restrictive means, such as in-home blocking software, to protect children or other users from offensive material.

NAA expects an appeal in this case and will continue its opposition to the law.

## Ruling

Continued from page 8

cy." In reaching this conclusion, the Court held:

*We find that a settlement of litigation between private citizens and a government entity is a matter of legitimate public concern which the public is entitled to scrutinize. A confidentiality clause in such an agreement is not entitled to protection ...*

The second government argument rejected by the Court is similar to one we face repeatedly. Here the government argued that the settlement agreement was exempt under KRS 61.878 (1) (1), the exclusion which applies to public records the disclosure of which is prohibited or restricted by other statutes.

The government argued that the settlement agreements were equivalent to documents created during a closed meeting and, therefore, were entitled to protection under the Open Meetings Act.

The Open Meetings Act allows a public agency to go into closed session to discuss pending litigation, and the Court of Appeals agreed that a public agency could secretly discuss such things as preparation, strategy, trial tactics, and confidential discussions between attorney and client.

The Court drew the line, however, when it came to "the terms of the end-product mainly, the final settlement itself, ..." This is quite logical. If the purpose of the Open Meetings

Law exemption is to permit a public agency to discuss its trial strategy secretly so that the adverse party is not tipped off, that purpose has no bearing on the end result of the settlement discussions between the parties. Obviously, the adverse party knows the terms of the settlement agreement, because the adverse party agreed to them. In that case, it is only the public which is kept in the dark and the Court of Appeals said that was inappropriate.

The final argument rejected by the Court was that public disclosure of settlement agreements involving the government itself will encourage future litigation and interfere with the efficient operation of the public's business. The government argued that it should be treated like private litigants and be able to keep specific settlements confidential for strategic reasons. Rejecting this argument, the Court of Appeals held that "the government simply is not a private litigant ... It is a public entity whose business is specifically subject to public scrutiny by way of both the Open Records Act and the Open Meetings Act ..."

This reasoning is consistent with the reasoning of courts in other states with open records acts similar to Kentucky's. For example, just a couple of years ago the Wisconsin Court of Appeals refused to allow a public school board to keep confidential the settlement agreement in a suit filed against the school board by a former superintendent.

As in the Herald-Leader case, the school board and the former

### Hotline attorneys

**Jon Fleischaker - 502-562-7310**  
**Kim Greene - 502-562-7386**  
**Bill Hollander - 502-562-7318**  
**Debbie Patterson - 502-562-7364**  
**Wyatt, Tarrant & Combs**  
**switchboard - 502-589-5235**

superintendent had agreed to the confidentiality clause. When it rejected that approach, the Wisconsin Court of Appeals explained in its decision:

*If the school board's argument were accepted, public scrutiny of most, if not all settlement agreements involving government would be barred — promises of confidentiality would be de rigueur. This would effectively end-run the openness mandated by Wisconsin's (and Kentucky's) public records law and the presumption of access. If a lawsuit cannot be settled unless its terms are kept secret, the case will go to trial, where absent special circumstances, public access is the rule, (citation omitted).*

Journal/Sentinel, Inc. v. Shorewood School Board, 22 Media L. Rptr. 2245, 2251 (Wisconsin Ct. App. 1994)

This reasoning resonates with our Open Records Act as well. We know now that the Court of Appeals agrees. We certainly hope that the Kentucky Supreme Court does as well.

Have a question about public agency settlement agreements? Call your hotline.

## Newspaper by, for homeless gets started in Charleston

CHARLOTTE (AP) - The homeless want to make their own imprint on the state's largest city, and a newspaper getting started will try to give them the self-esteem to do just that.

The nonprofit paper called Word on the Street made its debut the first week this month, featuring issues that affect people without jobs, like affordable housing.

The 12-page tabloid also printed poetry by homeless people and a story about a play to be performed in Charlotte by children in families that have struggled to make ends meet.

Homeless people also will be able to buy the newspaper for 25 cents and sell it for a dollar, using the profits to improve their lives, the papers' creators say.

Michel Manuel, the newspaper's editor and founder, can identify with the problems of the homeless. He was homeless himself for three months last year following a bout of severe depression, he said. The paper will try to give dignity to the homeless as well as help their economic situations.

"Not everyone in the shelter is lazy or a substance abuser," he said. "Some, like myself, were psychologically traumatized. The newspaper will be a vehicle to link the community with the homeless population."

Manuel, 28, said he wants the paper to educate readers about the causes of homelessness.

The paper's board officers feature people who work with the homeless, a church minister and a copy editor for The Charlotte Observer.



Car gazing

Blanche Trimble, publisher of the Tompkinsville News, and John Del Santo, KPA president and publisher of the Ashland Daily Independent, took a look at one of the Corvettes on display at the Corvette Museum in Bowling Green. The opening reception for the KPA Summer Convention was held at the museum.

## New KPA convention site praised

KPA blazed new territory in June with the site of the summer convention.

The University Plaza Hotel and Bowling Green/Warren County Convention Center played host to more than 100 KPA members and their families for the annual convention. It was the first time a press association convention was held in Bowling Green and, according to one attendee, the hotel and adjacent convention center "set a new standard for KPA meetings."

Associated Press Bureau Chief Ed Staats described the facilities at the luxurious new hotel and convention center as "terrific."

"We want to express our thanks to the hospitality shown by John and Pipes Gaines, Mark Van Patten and the staff of the Bowling Green Daily News," said KPA

Executive Director David Thompson. "Their help in making this year's summer convention a success was instrumental."

The opening reception was held at one of the hottest tourist attractions in Kentucky right now, the Corvette Museum.

On the educational side, nearby Western Kentucky University hosted three seminars and roundtable discussions were held the following morning. Activities for the family are always kept in mind when planning the summer convention and this year was no exception. On Friday in addition to golf, tours of Shakertown/South Union and Mammoth Cave were made available. On Saturday, those interested attended Opryland.

## People

Continued from page 2

Russellville, recently made a new addition to its staff. Stephanie Day Jurgensen, a native of Owensboro, joined the staff as ad manager.

A graduate of Murray State University, Jurgensen worked in Iowa as an account executive for a shopper.

### Education writers win KEA annual awards

Greg Kocher, education writer for the Owensboro Messenger-Inquirer, received the School Bell Award, from KEA for superior education coverage.

Kocher was one of seven recipients who included, Leslie Ellis of The Courier-Journal, Holly Holland, a former C-J reporter who is finishing a

book on the Kentucky Education Reform Act; and Kyle Foster-Newton of the Elizabethtown News-Enterprise.

### Richmond Register expands Berea service

The Richmond Register is expanding its service in the Berea area with the addition of an extra employee in the Berea bureau.

Kelly Smith has joined the office staff as a customer service representative to handle telephone calls, classified advertisements and walk-ins. She joins Berea editor Rebecca Mullins and advertising sales representative Pam King.

### Clabes receives award for 'blazing trails'

Gene Clabes, publisher of

Recorder Newspapers, Florence, and president-elect of the Kentucky Press Association, recently was honored by the Boone County Jacyees.

Clabes received the organization's John Weaver Trailblazer Award for "blazing trails" in local journalism.

Clabes is also a member of the Board of Visitors of the University of Kentucky School of Journalism and an active member of the Florence Rotary Club.

### Six writers honored by state organization

Four writers with the Ashland Daily Independent were honored recently as Kentucky Professional Communicators, an affiliate of the National Federation of Press Women, recognized its best writers.

Daily Independent staff writers

Pamela Todd, Benita Heath, Amanda Gilmore and Today's Living editor Cathie Shaffer were honored for their work.

Also receiving awards were Stephanie Davis of the Morehead News and Grace Moore, Mt. Sterling, (formerly of the Mt. Sterling Advocate.)

### Ulmer joins news staff at Paintsville Herald

Spring Ulmer, 24, Boulder, CO., is the newest staff member of the Paintsville Herald.

Ulmer joined the staff as a photographer/reporter. Reared in rural Vermont, Ulmer's work experience includes a travel art fellowship during which she worked on a collaborative book/Internet project in Hamburg, Germany.