

PA 500  
PM  
4700  
K 460  
V. 70  
203  
244

# KPA

Volume 70, Number 3 - March, 1999

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

# Kentucky Press

PUBLISHED AS A MEMBER SERVICE OF THE KENTUCKY PRESS ASSOCIATION AND KENTUCKY PRESS SERVICE

## Journalism Hall of Fame inductees to be honored

Six Kentucky journalists, five of them newspaper professionals, will be inducted into the Kentucky Journalism Hall of Fame next month.

The Hall of Fame is housed in the University of Kentucky School of Journalism and Telecommunications and the induction ceremony is sponsored by the school's alumni association.

This year's inductees are:

• Earl Cox, Louisville, sports columnist for The Voice-Tribune and former executive sports editor for The Courier-Journal and Louisville Times. Cox helped form the Associated Press Sports Editors group, serving as its president and writing its code of ethics. Before becoming an editor, Cox was named Kentucky Sportswriter of the Year on

three occasions.

• Walt Dear, former owner of The Gleaner in Henderson. Dear had an extraordinary eye for budding journalists, hiring two who went on to win or share Pulitzer Prizes, and one who became a managing editor for The Associated Press. He was president of the Kentucky Press Association in 1980.

• Joe Dorris, former editor, columnist and publisher of The Kentucky New Era, Hopkinsville. Dorris had a profound impact on western Kentucky through outstanding contributions as a writer and editor.

• Richard (Dick) Wilson, Lexington bureau chief and higher-education reporter for The Courier-Journal. Wilson is a UK graduate



Cox



Dear



Dorris



Wilson

and has distinguished himself during four decades with the C-J with his complete, accurate and fair accounts of events and issues in education and political issues.

• The late I. Willis Cole, former owner, editor and publisher of The Louisville Leader, an African-American local newspaper that Cole launched in 1917 and published until

his death in 1950. A Memphis, Tenn., native, Cole started the newspaper with \$50 and became recognized as a publisher and business and civic leader. In 1991, the National Black Press Hall of Fame at Howard University inducted Cole, and a historical marker in his honor was erected in Louisville in 1997.

See JOURNALISM, page 7

## KHSJA State Convention set

By LISA CARNAHAN  
KPA News Bureau Director

The second annual Kentucky High School Journalism Association State Convention will be held March 31 in Louisville with hopes of topping last year's turnout of student journalists and their teachers.

The first KHSJA state convention, held last March in Lexington, was the largest gathering of its kind in Kentucky history, with 720 students and teachers from schools across the state.

"The event was so large, it basically outgrew Lexington so we started looking for locations in Louisville that could hold a larger crowd," said KPA Executive Director David T. Thompson. "This year's site, the Holiday Inn South on Fern Valley Road, can accommodate nearly 1,000 so we should be in good shape."

The convention will feature a variety of sessions for both the students and advisers, ranging from newspaper and yearbook lay-

See KHSJA, page 7

## KPA ad contest breaks records

The 1999 KPA Spring Ad Contest set records for the number of entries submitted and revenue generated from the contest.

Sixty-two newspapers submitted 2,550 entries for a revenue of \$10,912.

Winners will be announced at an awards banquet during the 1999 Spring Ad Seminar at the Galt House East in Louisville May 6-7.

The contest was judged by the Alabama Press Association.

## Circulation seminar planned for April 22

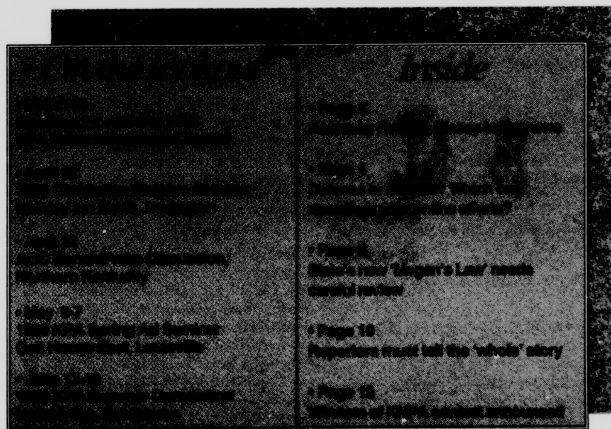
The 1999 KPA Spring Circulation Seminar is scheduled for April 22 at the Holiday Inn North in Lexington.

This year's seminar features key U.S. Postal Service officials from Kentucky including Peggy Mann, Lexington, and Bill Needy, Louisville. The discussion will

include automation, Second Class/Periodicals Class mailing requirements and problems with newspaper delivery.

After lunch, members of the Kentucky Network for Newspaper in Education (KNNIE) will show newspapers how to nurture future

See CIRCULATION, page 7



# Kentucky people, papers in the news

## Witherspoon named editor at Bardstown

Jan Witherspoon has been named editor of The Kentucky Standard in Bardstown.

A graduate of Western Kentucky University, Witherspoon is the former managing editor of Let's Tour America, a speciality publication of The Kentucky Standard for the group travel market which ceased publication on Dec. 31. She has been employed by Landmark Community Newspapers, Inc., (LCNI) the Bardstown newspaper's parent company, since 1990.

Before coming to Bardstown, she worked for the Citrus County Chronicle, an LCNI paper in

Crystal River, Fla., where she held various editorial positions during her six years on staff.

## Adams back on staff at Mountain Eagle

Sam Adams has rejoined the staff of the Mountain Eagle in Whitesburg as a general assignment reporter after working at other papers for the past six years.

Adams worked at the Mountain Eagle from 1986 to 1993 as a general assignment reporter. During his absence from Letcher County, Adams worked as a reporter at the Ashland Daily Independent and as an assistant city editor for the Owensboro Messenger-Inquirer.

A native of Letcher County, Adams is a communications gradu-

ate of the University of Kentucky.

## New ad director, M.E. named for CNHI papers

Amy Whittinghill has been named ad director for The Morehead News, The Grayson Journal-Enquirer, The Olive Hill Times, The Greenup County News-Times, The Carlisle Mercury, and two accompanying shoppers. The Shopping News and The Mercury Plus. All papers are owned by Community Newspaper Holdings Inc. (CNHI).

Whittinghill comes to the newspapers from another CNHI paper in Lumberton, N.C. Her husband, Thomas Whittinghill has been named managing editor of The Grayson Journal-Enquirer and The Olive Hill Times. He previously was sports editor for The Robesonian, also in Lumberton, N.C.

reporter/photographer, assistant editor, circulation manager and advertising representative.

## Burns to cover news for Bath County paper

Anthony Burns has joined the staff of the Bath County News-Outlook as a writer and photographer.

Burns is a 1997 journalism graduate of Morehead State University. He is currently attending MSU, working on his master's degree in journalism. While in Morehead, he worked on the campus newspaper, The Trail Blazer, and at University Communications for three semesters as a staff writer. He has done public relations work for the National Underground Railroad Museum, the National Pan-Hellenic Council and the Cincinnati Bengals Partnership.

He comes to the newspaper after working with the Student Activities Office at MSU, where he produced and edited brochures for the university.

## Sheridan hired as staff writer in Murray

Edward Sheridan has been hired as a staff writer at the Murray Ledger & Times.

A graduate of Murray State University, he has written for the magazine Welcome Home and received honors at MSU for his creative writing.

## Bennett named new ad rep at Elizabethtown

Jan Bennett has joined the staff of the Elizabethtown News-Enterprise as an advertising sales assistant. She is a resident of Elizabethtown.

## Campbell joins sales staff at Bardstown

Melinda Campbell has been hired at The Kentucky Standard, Bardstown, as an account representative.

Campbell has worked in sales with the newspaper's former magazine, Let's Tour America, and also with Your Kentucky Connection and Tours For You.

## Bolin joins news staff; Plunkett promoted at Journal-Enterprise

Gwen Bolin has joined the staff of The Journal-Enterprise in Providence as a staff writer and photographer.

A Caldwell County resident, Bolin has worked as a bookkeeper for over 20 years, but for the past two years has done free-lance writing for The Princeton Times-Leader. Her beat at The Journal-Enterprise will include the Providence City Council, Clay City Council, Webster Water District, feature stories and photographs.

Kristie Plunkett has been promoted to assistant news editor. A resident of Providence, she's been a staff writer/photographer for the paper since joining the staff in August 1997.

## Sandefur named news editor at Harlan

Ramona Sandefur has been hired as news editor at the Harlan Daily Enterprise.

Sandefur, a native of Dawson Springs, moved to Southern Illinois as a child. She received several degrees from Southern Illinois University-Carbondale, including journalism. She's worked at papers throughout Illinois as a

## Pennington elected to KPA Board

Jerry Pennington, editor of the Big Sandy News in Louisa, has been elected to the Kentucky Press Association/Kentucky Press Service Board of Directors.

A special election was held in District 10/11 to fill the unexpired term of Marty Backus, publisher of the Appalachian News Express in

Pikeville. The district vacancy was created when Backus was elected vice-president of KPA/KPS during the 1999 KPA Winter Convention in Louisville.

Pennington's term is effective immediately and continues through the January, 2001, Winter Convention.

## 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  
Tom Caudill, Lexington Herald-Leader

President Elect  
Teresa Revlett, McLean County News

Past President  
Guy Hatfield, Citizen Voice & Times

Vice President  
Marty Backus, Appalachian News Express

Treasurer  
David Greer, The Kentucky Standard, Bardstown

District 1  
William Mitchell, Fulton Leader

District 2  
Jed Dillingham, Dawson Springs Progress

District 3  
Ed Riney, Owensboro Messenger Inquirer

District 4  
Charlie Portmann, Franklin Favorite

District 5  
David Greer, The Kentucky Standard, Bardstown

District 6  
Dorothy Abernathy, Oldham Era

District 7  
Kelley Warrick, Gallatin County News

District 8-9  
Ken Metz, Bath County News Outlook

District 10-11  
Jerry Pennington, Big Sandy News

District 12  
Stephen Bowling, Jackson Times

District 13  
Glenn Gray, Manchester Enterprise

District 14  
Stuart Simpson, Somerset Pulaski News-Journal

District 15-A  
Don White, Anderson News

District 15-B  
John Nelson, Danville Advocate-Messenger

State at Large  
Bennie Ivory, The Courier-Journal

Kristi Blackford-Bowden  
Kentucky Enquirer

Teresa Mullins, Berea Citizen

Taylor Hayes, Kentucky New Era

Associates Division  
Ed Mastrean, Kentucky Educational Television

Advertising Division  
Larry Brooks, Lexington Herald-Leader

News Editorial Division  
Mark Neikirk, Kentucky Post

Circulation Division  
Dave Eldridge, Jessamine Journal

Journalism Education  
Jo-Ann Huff-Albers  
Western Kentucky University

General Counsels  
Jon Fleischaker and Kim Greene  
Dinsmore & Shohl

Kentucky Press Association  
Kentucky Press Service Staff  
David T. Thompson, Executive Director  
Bonnie Howard, Controller  
Gloria Davis, Advertising Director  
Lisa Carnahan, News Bureau Director  
Reba Lewis, Research/Marketing Coordinator  
Sue Cammack, Administrative Assistant  
Buffy Sams, Bookkeeping Assistant  
Rachel McCarty, Advertising Assistant  
Kristie Toles, Tearsheet Coordinator

# Good design must first have a good framework

## Design is Everything

By Edward F. Henninger



The grid.

Those two words embody a critical element of your design.

You cannot expect to create a well-structured design without first having a framework upon which to drape that design. The grid is your framework, the skeleton of your design.

For most of us, determining which grid to use is easy: we use a six-column grid because, well, that's what we've always used! The six-column grid is the standard — it allows for standard advertising widths. It's the workhorse of newspaper design.

But it's a workhorse that does only one thing well. The six-column grid — probably because it is so universal — tends to force a page that is uninteresting.

The advantage of the six-column grid is that it makes filling a page quick and easy.

The disadvantage of the six-column grid is that it makes filling a page quick and easy. And when filling a page becomes quick and easy, we're no longer doing design, we're just filling the page.

And the six-column grid, obviously, does not work well for all

kinds of content. It just doesn't make sense, for example, to use a six-column grid for a scoreboard package. Or for stock listings.

Some key points about working with grids:

- On a features cover (without ads), consider a four- or five-column grid. This grid will allow you to set your text type a bit wider, and research shows that wider type allows us to read more slowly — just right for features.

- A four- or five-column grid also works well for your Opinion page.

- Avoid a three-column grid: text type set too wide (as it would be in three columns across the page) becomes difficult to read.

- A grid can be more than six columns. Some papers can use a nine-column grid. Some can use a grid with as many as 12 columns. No, you wouldn't run your text that narrow, but you might want to allow for a grid with that any columns to allow you for a column of digests, briefs or teasers.

- Whatever the grid you choose, stick to it. Too much odd-measure type on a page creates confusion. For my clients, I recommend that only one story per page be "off grid." The rest must stay within the structure you've selected.

- Keep your spacing consistent. Whether your gutter is nine points or twelve points (or more), maintain that inter-column spacing throughout your paper.

The grid is your guide to better design. Set it up. Stick to it.

*(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@charlotte.infi.net)*

## Paxton Media Group acquires half of North Carolina paper holdings

Fred Paxton: newspapers should be a 'reflection' of communities they serve

Kentucky-based Paxton Media Group has acquired shared representing a 50 percent interest in The High Point Enterprise, Inc., the parent company of The High Point Enterprise, from a trust benefiting the Rawley family.

The High Point Enterprise is published mornings seven days a week. It has average daily circulation of 30,000 and average Sunday circulation of 32,000. In addition, The High Point Enterprise, Inc., publishes The Thomasville Times, a 7,000 circulation three-times-a-week newspaper serving Thomasville, North Carolina; The Archdale-Trinity News, a 5,000 circulation weekly newspaper serving the communities of Archdale and Trinity and two business/entertainment magazines serving High Point, Greensboro and Winston Salem.

Paxton Media Group acquired the shares from a trust benefiting members of the Rawley family, who have owned the shares since 1918 when J.P. Rawley, an editor at the Greensboro News, became publisher. His son, D.A. Rawley, later served as co-publisher from 1937 to 1973.

David Rawley and Joseph Rawley announced their retirement from the company effective Feb. 1.

The remaining 50 percent interest in The High Point Enterprise, Inc., is held by Randall Terry of High Point, who remains president of the company as well as director of the company. Paxton Media Group, Inc. executives Fred Paxton and David Paxton have succeeded David Rawley and Joseph Rawley on the board of directors of The High Point Enterprise, Inc.

"We are very pleased with our affiliation with the company. The High Point Enterprise is an excellent newspaper serving a very attractive region, and it represents an especially good fit for our group..." said Fred Paxton, president and chief executive officer of Paxton Media Group.

"Ours is a family owned newspaper company, and as we have grown we have sought to combine the best elements of local, family ownership with the advantages and operating efficiencies of a larger organization.

The High Point Enterprise, Inc. will continue to be a family owned company, but it will now have the advantage of an affiliation with a group of 25 other daily newspapers located

See PAXTON, page 11

## Newspapers can be a valuable (and fun) learning tool for kids

(The Following ideas are from the 50 fun Things Kids Can Do With A Newspaper from the NIE Information Service.)

### Alien Explorers

If today's newspaper was found 100 years from now as the only evidence of what life was like on Earth, what conclusions would those who found it likely come to? List at least 15 conclusions, using questions like these to start you thinking: Were people rich, poor? kind, cruel? What was the most important thing in their lives? What jobs were important? What values did they share? Now, consider this: Is there a danger in making such conclusions from one piece of evidence? How do we find out about people of the past and their lifestyles? How can we judge the accuracy of these sources?

### Who's In the News?

Choose someone in the news and write down five facts about the person without using his or her name or title. Ask someone to play a guessing game with you. Read your facts one at a time and see whether your partner can correctly name the newsmaker you selected. How many clues did it take? Then ask your partner to choose a newsmaker and write down clues so you can guess. How many clues did it take? How could you make this guessing game easier? How could you make it more difficult? Try it.

### Treasure Ad-Land

Using items found in a newspaper's display and classified ads, overcome five obstacles to a fabulous treasure. Decide for yourself what the treasure will be, but it must be something found in today's newspaper. Draw a treasure map, showing the obstacles, what you used from the ads to get by each one, and the treasure. To get the treasure, you must 1) cross 100 miles of desert, 2) climb a 20-foot brick wall, 3) wade through a swamp full of alligators, 4) cut through a six-foot wide hedge of thorn bushes, and 5) distract a giant guard at the treasure cave. Tell briefly why this treasure is worth so much trouble to you.

*(Reprinted from the Minnesota Newspaper Association Bulletin.)*



# Herald-Leader among winners in international design contest

## Paper also honored for literacy program

The Lexington Herald-Leader was among 17 newspapers recently named the "World's Best Designed," in the Society for News Design's annual "Best of Newspaper Design" competition.

The newspaper won in the 50,000-174,999 circulation category along with the Gainesville Sun, Le Soleil, Canada; El Correo, Spain; The News & Observer, Raleigh, N.C.; The Spokesman-Review, Wash.; Tomskaya Nedelya, Tomsk, Russia; and Die Woche, Germany.

There were more than 13,000 entries in the contest from 163 newspapers in 21 countries.

For the "World's Best" category, judges looked at 291 entries from 27 countries for three days, evaluating writing, storytelling, use of resources, execution, photography, headlines as well as overall design.

Herald-Leader Editor Pam Luecke was one of a special panel of five international judges in the contest.

### Literacy award

The Lexington Herald-Leader took home first place honors in the SNPA Literacy Awards' competition.

The newspaper's entry, "A Storybook Christmas," was judged best (over 75,000 circulation division) in the News and Community Service category. The goal of the program is to provide new books for underprivileged children in Central and Eastern Kentucky. The program asks Herald-Leader readers to donate new books or cash to buy books.

# Are you playing offense or defense online?

## Interactive Insider

By Peter M. Zollman



If the old sports cliché is true — "The best defense is a good offense" — a lot of newspapers don't have much of a defense.

They're still talking about...

..."Protecting our franchise."

..."Keeping our advertisers from going somewhere else."

..."Hanging onto our classified advertising."

If you're not careful, you won't have a "franchise" any more; advertisers will be advertising (as they always have) wherever they get the best return on their investment, and classified advertising in your newspaper will be a distant memory.

Bob Cauthorn of the Arizona Star said it more than two years ago, and it's still true: "Let's not worry about someone else taking money away from us — let's think about how to take money away from them!"

### Threats and opportunities

In most of my workshops and private seminars for media clients, we look at "threats and opportunities." Because online classifieds, for example, provide both. Online display advertising provides both. Online content offers both.

Your mindset and your ultimate success in business will depend in some measure on which you focus on.

Take classified advertising.

With classifieds making up anywhere from 30 to 50 percent of most daily papers' revenue, online classified advertising poses a significant threat. It's cheaper, faster and it works better than newspaper advertising — especially if done correctly.

How do newspapers respond?

• Some do it right: They develop online classified programs that serve their best customers — auto dealers, real estate agents and employment advertisers — with new products and services that strengthen their relationships. Not coincidentally, many of those new products and services increase print advertising as well as online advertising.

• Others do it wrong: They raise their rates on classifieds; put merely the "liners" online; don't allow additional features, functions or capabilities like searching (the things that make online advertising so compelling), and — intentionally or other-

wise — encourage their best advertisers to find other solutions. "HotJobs, Autobyte!, Realtor.com," the newspapers are saying, "here they are, our best customers — come and get 'em."

You may think that if you're in a small market, that won't happen. But it can, it will and it should. After all, you have always encouraged your customers to use the newspaper because it provided the best bang for their advertising buck. The day they're provided with a better alternative — and that day may not be far off — shouldn't they use it? Wouldn't you do the same the minute you had a better choice for newsprint? Or delivery bags? Or whatever goods or services you buy? Shouldn't you?

### Content and e-commerce

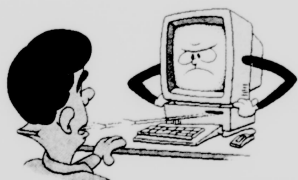
Content provides similar threats and opportunities. After all, you're the only place in your market to get comprehensive obituaries daily. You can keep them off your Web site, protecting your print circulation base (for now), or you can see them as an opportunity to develop additional readers and a wider audience — while finding a sponsor like a florist or funeral home to make them a money-maker online. (If you don't put your obits online, how long before someone else in your market beats you to it?)

Ditto e-commerce. Right now, no doubt, merchants in your area are trying to figure out what to do about electronic commerce. You have two options: You can stick your head in the sand, let your merchants worry about e-commerce and perhaps find a few solutions, and slowly but surely watch them migrate to other forms of advertising and sales models. Or, your newspaper can become the leading e-commerce expert in your market, and partner with your traditional retail and not-so-traditional advertisers to make e-commerce work for them.

The choice is yours. Defense? Or offense?

(Peter M. Zollman (pzollman@aol.com, (407) 788-2780) is founding principal of Advanced Interactive Media Group, L.L.C., a consulting group based near Orlando that works with media companies on practical approaches to developing profitable interactive services. He speaks at key industry conferences including Interactive Newspapers, New Media World and Connections, and offers seminars, training and strategic business planning services for AIM Group clients. Zollman is affiliated with Phelps, Cutler & Associates, Consultants to Newspapers.)

# Got a problem with your Mac? KPA's newest member service could be just what the doctor ordered!



### Hotline numbers:

- Available Monday - Friday, 8 a.m. to 12 noon and 1 p.m. to 6 p.m. (Eastern)
- (606) 623-3880 (use between 8 a.m. and 10 a.m.)
- (606) 624-3767 (Parts Plus Office in Richmond)
- (606) 624-9893 (use this number to fax a question or problem to Tim Jones)
- e-mail = tjones9692@aol.com
- (606) 872-2349 (cellular number; use if Tim is not available at other numbers listed above)



## Task force: Color consistency possible if quality is addressed

Color management profiling technology can provide consistency in newspaper reproduction, but only if standard printing specifications are adopted and quality control procedures are in place, according to interim findings from the Newspaper Association of America's Color Reproduction Quality Task Force's Color Management Work Group.

The task force is charged with finding ways to achieve consistent, high-quality color reproduction throughout the newspaper industry.

The group's report is available on NAA's World Wide Web site at: [www.naa.org/technology/coloroft/index.html](http://www.naa.org/technology/coloroft/index.html).

The group agreed on the following broad findings:

- Color management alone won't help. Color management is a total process, not simply a piece of software. Quality color reproduction is dependent on process controls, standards and software working together. It is essential to identify process variables and stabilize them. Color management can work, but problems arise when something new is introduced, which is a frequent occurrence.

- Implementation is complex and requires adequate knowledge. Color management implementation is complicated and requires time, commitment, energy and dedication. It remains difficult for newspapers because of required resources, including press time, training, labor, hardware and software. Lack of training remains a critical prob-

lem in providing consistent color quality.

- Color space transformations could cause problems, while it is possible for color management software to accurately transform colors from one color space to another, it is not possible to change them back to their original color gamut. Based on where the conversion takes place in the production process, this could cause problems for achieving material, re-use of materials for different printing processes and Internet publishing.

- Consistency of results among color management systems has not yet been demonstrated. While color profiles may be exchanged among different color management programs, it is not proven that the different programs will produce the same results. In other words, it is not yet known if different programs will yield identical results from the same profile.

- Color management has potential benefits for newspapers. Color management has the potential to allow people "upstream" from the presses to see what the product will look like before, rather than after, it comes off the press. More people will have more information about the finished product in advance. Advertisers might know earlier what to expect from the finished product and could have more control over the results. The rigorous calibration required for color management also can help determine when individual components begin to drift.

## Real talent lies in seeing other side of the picture

**Ad-libs** ©



By John Foust  
Raleigh, N.C.

One of the biggest mistakes a person can make is to assume that everyone has the same view of the world. Anna Landers once wrote about two people sitting on opposite sides of a table. In the middle was a large number, which appeared as a "9" to one person, but as a "6" to the other.

If the first person said, "That's a nine," we wouldn't be surprised to hear the second person say, "You're crazy! That's not a nine. Anyone can plainly see that it's a six."

"A Six! What's wrong with you? That's a nine if I've every seen one."

And so it goes. Around and around. Two people stubbornly

refusing to see things from the other side of the table. In reality, this is a symptom of lazy, self-centered thinking. When a salesperson takes this "I am right and you are wrong" approach, trouble is on the horizon.

There's a story about a man who decided to buy a billboard to advertise his business. After seriously studying the map of available locations, he pointed and said, "I want that one."

The billboard salesperson protested, "There's a low traffic count on that street. And that particular sign is on the left side of the road, which means that drivers will have to look across the other lanes of traffic to see it. I think another location will work better."

"But that's the one I want." "Don't you see? That's a bad location. There are plenty of good ones available."

"That's the only one I'm interested in."

See TALENT, page 6

## 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 1997 by John Foust. All rights reserved.

## Job Shop



Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail [lcarnahan@kypress.com](mailto:lcarnahan@kypress.com)

### Advertising Representative

Self-reliant outside sales representative needed for a top account list in eastern Kentucky. Motivated, positive, service-oriented person with reliable transportation a must. Excellent benefit package

includes medical, dental, vision and 401K. Straight commission and paid mileage. Send resume to: Morehead News, Amy Whittinghill, Advertising Director, 722 West First Street, Morehead, Ky. 40351.

Don't forget the deadline for entering the 1999 KPA Better Newspaper Contest: March 26!

# Coaches can fix mundane stories

## Pressing Issues

By Randy Hines & Jerry Hilliard

East Tennessee State University

For whatever reason, too many average stories slip into print in Kentucky newspapers. It doesn't matter if you want to blame it on sloppy reporting, hurried editing or the fact that fewer hands actually grasp-and read-copy than in precomputer days.

A majority of writers are so busy generating stories that they don't take time for an objective, reflective examination of their bylined material. Their editors, likewise, are busy assigning stories, attending meetings and supervising staffs.

Unfortunately, most assigning editors are home before stories are turned in.

"Newsroom systems can inhibit the growth of quality writing," observed Jim Stasiowski, a Baltimore-based, independent writing coach. "They are created more for blaming. Editors do virtually nothing about bad writing."

That could be the reason why writing coaches are becoming a common sight at more newspapers around the country. The individual is often a full-time coach, a local journalism professor, a retired newspaperman or an experienced writer who's not on staff.

Coaches provide writers with the feedback they want and need, and aren't getting from their over-worked editors. Reporters with whom we both have worked as coaches sincerely appreciated the tips that we personalized for them from their recently printed articles.

Speaking at last year's Institute for Journalism Excellence in Reston, Va., the veteran Stasiowski pointed out the following common writing problems:

- Stories without themes.

A theme is the precise definition of the central conflict of the story. It's about people overcoming

something.

- Stories written in jargon.

Rather than writing in the language of the news source, reporters should simplify material so the average reader can understand it. Stasiowski described what he called the "Fallacy of Complete Understanding."

"It's a technique by which a writer writes something he or she doesn't understand, then hopes that when the readers don't understand it, they will blame themselves," he said.

- Stories without insight.

"Getting inside the story-by uncovering the how and why-helps the writer look for meaning and motive," said Stasiowski, who has worked for papers in Florida and Washington.

- Stories that don't illustrate.

"A single death is a tragedy," he said. "A million deaths is a statistic."

Stasiowski provided this comparison chart on what constitutes an average story and how it can be converted into an above-average story:

- passive-voice verbs vs. action verbs
- conversation between writer and news source vs. conversation between writer and reader
  - one news source vs. as many sources as necessary
  - concentrates on event vs. concentrates on effect
  - quotes mayor vs. questions mayor
  - gives vague facts vs. pins down facts
  - takes readers to usual place vs. takes readers places they never go
  - has details vs. has insights
  - struggles to say many things vs. succeeds in saying one thing
  - unfolds predictably vs. surprises reader and writer.

External writing coaches bring a different perspective to the newsroom. Fortunately, they have been cut off from office politics as well as the attitude that "we've always done it that way before."

If your newspaper is in the market for an experienced, quality coach, Stasiowski is one of many out there. He can be contacted at 410/247-4600. Ask your state

press association for other names.

Check out journalism departments in your region as well. But make sure the professor is familiar with a newsroom. For national accreditation purposes, many departments are forced to hire Ph.D.s who may be great academic researchers but have never stepped into a newspaper office except to place a classified.

Naturally, the person should be familiar with the varieties of stories produced in the newsroom. When papers started using coaches 20 years ago, they often hired English teachers. That practice became an instant disaster when many of the newly hired experts didn't know the differences between an analysis, a feature and a straight news story.

You'll want to make sure your coach has a solid understanding of the Associated Press Stylebook and Libel Manual (if that's what your paper uses). It doesn't hurt if the individual is also a stickler for proper spelling, grammar and punctuation.

Of course, a paper needs to make sure its staff is ready for coaching. Some reporters may think the coach is merely a downsizing snitch hired by an editor to weed out any unproductive writers on the staff.

Based on experiences in the field, however, most of the better writers actually welcome coaching.

A newspaper might need to perform a selling job also on some of its editors, who may feel intimidated by complaints voiced during the confidential coaching setting.

*(Randy Hines and Jerry Hilliard, Department of Communication faculty at East Tennessee State University, welcome your suggestions for future columns. Please send e-mail to them at hinesr@access.etsu.edu. You also can reach them by mail at ETSU Box 70667, Johnson City TN 37614-0667; by phone at 423/439-4169; or by fax at 423/439-4308. They are available to consult with individual papers or state press associations.)*

## Talent

Continued from page 4

In a moment of inspiration, the salesperson decided to stop the argument. She smiled and said, "Okay, we'll be happy to reserve that sign for you. But do you mind if I ask why you like that location so much?"

The client leaned back in his chair and said, "That's the way I drive to work every morning."

It's all a matter of perspective. Henry Ford said, "If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that angle as well as your own."

More recently, Stephen Covey wrote, "Seek first to understand, then to be understood."

It doesn't take any special ability to see things from one's own point of view. Even a fool can do that. But it takes real talent to see things from the other person's perspective.

One of the most interesting things about the newspaper advertising profession is that it challenges us to do this on two levels. Like the old Motown song says, "It takes two, baby." First, as we work with clients, we have to make a serious effort to see things from their side of the table. Then, as we create ads for their businesses, we have to demonstrate a genuine understanding of a wide variety of target audiences.

It takes flexibility. And perceptions. And patience.

And those who do it well are in rare company, indeed.

©Copyright 1999 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.)*

 **Need extra revenue for your newspaper?** 

**Try KPS' Statewide Classified Program**

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

  
**CREATIVE GRAPHICS, INC.**

**Make Money with Metro**

Metro Newspaper Service  
Sales Specialties  
Classified Expenses  
Holiday Advertising Service  
Photo Services  
Metro National Company

**LouAnn Sorinson**  
REGIONAL MANAGER

37 West 15th Street  
New York, NY 10011  
Call toll free: **800.223.1600**  
info@metrographics.com

## Complaint map has big impact

When carriers walk into the circulation office at the Carlsbad (N.M.) Current-Argus (morning, 8,855), they can get a quick read on how they're doing. A map has colored pins for every complaint that comes in for a particular address. One complaint gets a blue pin, two complaints gets a green pin, and three or more gets a red pin. The complaints accumulate during the year and help identify problem areas before it's too late.

Carol Matheson, circulation manager, says there is definitely a correlation between lots of complaints, loss of subscribers and a carrier who shouldn't be in the newspaper-delivery business.

The map makes a visual impact on the carriers themselves,

who can compare their performance to others. It's also a good feedback tool for the district manager, who can keep close track of their carrier's performance. "They want their district to look good," she said. "It's not a lot of fun to get pins in the map."

Once a month, she generates a more detailed spreadsheet for district managers with the following data for each route: number of complaints; number of subscribers for the current month, the previous month, and the same month one year prior.

"It gives the district managers a good idea what's going on in their district," says Matheson. "If we're losing customers, we can see that." Now managers can address the problem before it gets too bad.



Lexington Herald-Leader; Leannah Leslie, The Daily Independent, Ashland; Reta Broadway, Readership Development Manager, The Courier-Journal; Eddie Durbin, Circulation Manager, Somerset Commonwealth-Journal; and Bob Martin, Circulation Manager, The Winchester Sun.

The cost for the seminar, which includes lunch and all handout materials, is \$25. The registration deadline is Thursday, April 15. For more information call (800) 264-5721.

## Circulation

Continued from page 1

readers. Participants are asked to bring two recent copies of their newspaper. There will be lots of interaction and hands-on answer time. Presenters for this session include: Kriss Johnson, Educational Outreach Manager, Lexington Herald-Leader and KNNIE chairperson; Denise Fields, Communications Specialist,

## KHSJA

Continued from page 1

out and design to staff morale, and newswriting to photography. Sessions will also be offered for broadcast journalism students and teachers.

This year's convention will include an awards banquet and presentation of honors in three divisions: Newspaper, Yearbook and Broadcast. Students submitted entries in several categories for work completed this school year. The entries were judged Feb. 24 in Lexington at KET by journalism professionals and university instructors. The competition is structured much like KPA's with the school garnering the most points in each division taking home the General Excellence award.

"We've had tremendous support from our newspaper professionals who have embraced our efforts to help high school journalism programs," said Thompson. "They answered the call, once again, by agreeing to teach many of the sessions offered at the state convention."

Professional journalists are also involved in an event planned for the students and advisers who stay overnight at the hotel. "Pizza with the Pros," co-sponsored by the Lexington Herald-Leader and KHSJA, will include free pizza and a movie for the students as well as a time to hear professional journalists tell how they got to where they are today.

The remainder of the convention sessions are taught by other industry professionals and university instructors. Some of the state's leading high school journalism instructors are also serving as assistant instructors.

This year's keynote speaker is one of the most popular broadcast personalities in Kentucky, Terry Meiners of WHAS in Louisville.

"KHSJA encompasses print and broadcast journalism in our schools and the Kentucky Broadcasters Association has joined KPA as a partner in our effort to support and enhance scholastic journalism. So it's appropriate that this year's keynote speaker be from the world of broadcasting since Merv Aubespin of The Courier-Journal filled that role for us last year," said Thompson.

## Reporters: Bookmark sites to make web searching easier

The following is a list of links which should prove useful in reporting:

1. U.S. Census Bureau: <http://www.census.gov>  
Need census data for your community, parish or nearby towns? Ages, gender, education, income, other stuff? Next time you're doing a story on the senior citizen's center, or on the economy, or on school changes, the census data can give you plenty of material to give your readers a full-plate
2. U.S. Department of Agriculture: <http://www.usda.gov>  
Wondering about the impact of the drought on cattle prices? What about the future of the sugar or cotton crops? Other trends in agriculture? The USDA page will be invaluable.
3. Federal Election Commission: <http://www.fed.gov>  
Comprehensive information on election laws and campaign finance reporting laws. Summary campaign spending reports and detailed campaign contribution data for federal elections.
4. Power Reporting Resources for Journalists: <http://www.home.att.net/~bbedman>  
A nicely organized page by Pulitzer prize-winning journalist Bill Dedman. It includes an excellent bookmarks list, a guide to reporting on fair lending, a "white paper" on managing computer assisted reporting in the newsroom.
5. Deadlines: <http://www.deadlineonline.com>

Washington journalist Alan Schlein's guide to deadline reporting. It is broken into particular reporting pursuits: people finding, document finding, issue back-grounding, etc.

6. FACSNET: <http://facsnet.org>  
Sponsored by the non-profit Foundation of American Communication, this joint project of several media outlets and national media organizations offers links to online research.

7. Reporter.org: <http://www.reporter.org>  
Also non-profit, this page provides links to several top national journalism organizations' pages. It has a link to the Beat Page, a collection of links organized by news beat.

8. JournalismNet: <http://journalismnet.com>  
Created by Canadian broadcaster and free-lance Internet trainer Julian Sher, this is a good selection of links to a variety of journalism-related resources.

9. Dogpile: <http://www.dogpile.com>  
A mega search engine that allows simultaneous searching of a dozen Web search engines.

10. Infospace: <http://www.infospace.com>  
One of several excellent on-line directory search engines.

11. <http://www.bored.com>  
It's Tuesday night and you're bored stiff. This has lots of helpful links, like the "Bureau of Missing Socks."

(Reprinted from the The Louisiana Press Association Newsletter.)

## Journalism

Continued from page 1

• Sue Wylie, a Lexington broadcaster since the mid-1960s who now hosts a talk show on WVLC radio. For three decades, Wylie also was moderator on "Your Government," a public-issues program on WLEX-TV and anchored that television station's noon news program for many years.

The ceremony will be held April 5 at UK in conjunction with the 22nd annual Joe Creason Lecture Series in the UK Singletary Center for the Arts. Charles L. Overby, chairman and chief executive officer of the Freedom Forum, will deliver this year's lecture.

The Hall of Fame inductees will be honored during a dinner on campus prior to the Creason Lecture.

The lecture series, named for the UK graduate and Courier-Journal columnist and humorist who died in 1974, annually brings an outstanding journalist to the UK campus to

meet with students and to speak before an assembly of students, faculty and media professionals as well as the public.

Overby, 51, is a former Pulitzer Prize-winning editor in Jackson, Miss., who now heads the Freedom Forum, an independent, non-partisan foundation dedicated to First Amendment and media issues.

The foundation has more than \$1 billion in assets, and has offices in New York, San Francisco, Hong Kong, London, Buenos Aires and Johannesburg. He also oversees the foundation's \$50 million Newseum, a state-of-the-art museum dedicated to journalism, in Arlington, Va., and the Freedom Forum's First Amendment Center at Vanderbilt University.

As a reporter, Overby covered the White House, presidential campaigns, Congress and the Supreme Court.



Overby



## LEGAL NEWS & VIEWS

# Kentucky's 'Megan's Law' requires careful review

**KIM GREENE**  
KPA General Counsel  
Dinsmore & Shohl



In the last meeting of the General Assembly, Kentucky lawmakers passed a law modeled after "Megan's Law," a sex offender notification act passed in the aftermath of a 7-year-old New Jersey girl's rape and murder by a neighbor who had previous convictions for sex offenses. Megan's Law requires notification to certain groups or individuals when certain sex offenders are released from prison. On January 15, 1999, Kentucky's version of "Megan's Law" became effective. Because this new law has the potential for significant public interest, it is important to ask "What does this law mean for newspapers?"

Megan's Law is intended to protect the public from the threat of potentially harmful, unknown sex offenders living in their neighborhoods or interacting with their children. Despite the lofty "informed public" ideals, Megan's Law in Kentucky will not usher in full public disclosure of specifics on the whereabouts of all released sex offenders. Instead, Megan's Law in Kentucky is limited in scope and not a full-fledged scarlet letter. The purpose of this article is to give an overview of Megan's Law in Kentucky and its practical implications for member newspapers.

Megan's Law requires "[a]ny person eighteen (18) years of age or older at the time of the offense or any youthful offender who has committed or attempted to commit a sex crime . . . [to] register with the appropriate local probation and parole office in the county in which he resides." The sex offender must register with the appropriate agencies within ten (10) days of his or her release from incarceration. Under the law, at least sixty (60) days prior to release from incarceration, sex offenders must be assessed by a mental health professional certi-

fied by the newly created Sex Offender Risk Assessment Advisory Board. The evaluation will include:

- (a) criminal history;
- (b) nature of the offense;
- (c) conditions of release that minimize risk;
- (d) physical conditions that minimize risk;
- (e) psychological or psychiatric profiles;
- (f) recent behavior that indicates an increased risk of recommitting a sex crime;
- (g) recent threats or gestures against persons or expressions of an intent to commit additional offenses; and
- (h) review of the victim impact statement.

The purpose of the assessment is to determine the risk that the sex offender will commit sex crimes again upon release from incarceration. The law requires the court to hold a hearing to consider the psychologist's or psychiatrist's assessment, any statements by the victim or victims, and any information submitted by the sex offender. Based on all of this information, the court will classify the sex offender as a high, moderate or low risk offender. The court must also designate the length of time the sex offender will be required to register and the extent of the notification required.

Whether information concerning a specific sex offender will be publicly released in Kentucky hinges on the judge's determination of whether the offender poses a high, moderate or low risk to the community. Data about the released sex offender are broadly disseminated to the public only when the court determines he or she is a high risk offender. In that case, the law specifies that information about that person will be released to "the general public through statewide media outlets and any other means as technology becomes available."

The regulations issued by the Justice Cabinet originally designated the Kentucky News Network and the Associated Press as those "statewide media outlets." In response to the Associated Press' request not to be involved in the official notification procedure, the regulations were redrawn and now identify only the

Kentucky News Network.

The regulations also specifically state that a sheriff may notify "local and regional newspapers, radio stations, and television stations." This opens the possibility that any KPA member newspaper could be invited by local law enforcement authorities to provide the public notice mandated by the statute. This raises all kinds of questions and potential legal concerns for the newspaper.

First, does performing this role make the newspaper an arm of the government or an agent of the government? Why does that matter? If there should be an error in the information provided by the local sheriff and that error resulted in harm to an innocent, misidentified person, that person might have a claim against the newspaper as well as the government, because the newspaper was helping the government fulfill its statutory duty. It is, after all, the obligation of the government to provide this notice. If a newspaper assists the government in fulfilling its obligation, the newspaper could be considered an arm or agent of the government. Before any KPA member newspaper decides to perform this function in one of its communities, we advise you to consult with your attorney.

Even if a newspaper decides against helping provide the government's official notice to the public concerning high risk offenders, we recommend thoughtful consideration about whether — or how — to publish information about the sex offenders as news items. The Associated Press has already expressed a concern about publishing a list of released sex offenders without checking to determine what each offender did and whether the information distributed by sheriffs is correct. The AP has decided to make case-by-case news decisions. It might do a story if a sex offender had been convicted of a high profile crime or was returning to a sensitive job. These are concerns worthy of your consideration, as well.

In addition, there is the concern that incorrect — or even incomplete — information could

See REVIEW, page 9

## AG Opinions

### The Daily News, Bowling Green/Bowling Green Police Department

The Daily News appealed to the attorney general's office after reporter Jason Riley's open records request for access to two incident reports involving juveniles was ignored.

City editor Robyn Minor was advised that the police department did not respond to the request because they were not on a "city-issued open records request form."

Editor David C. Bauer then initiated the appeal to the AG.

Riley requested access to the incident report filed by the investigating officer, or, if the case was still under investigation, the names of the juvenile victims "and general information about the case."

The police department finally responded to the newspaper, saying it did not determine a previous AG opinion (98-ORD-185) to require "wholesale" disclosure of information relating to juvenile crime victims. The city attorney cited 96-ORD-115 which says law enforcement records should be exempt from disclosure if the circumstances are such that public disclosure would constitute a clear unwarranted invasion of personal privacy.

The city claimed their position was based on the fact that the incident reports involved a 13-year-old victim of third-degree sexual abuse and a 10-year-old victim of first-degree sexual abuse.

Assistant Attorney General Amye L. Bensenhaver, who wrote the opinion, agreed with the city in

regards to the privacy concerns of the juvenile victims involved in the Bowling Green case. She pointed out that the facts in this case contrasted with the ones in 98-ORD-185 (which involved the juvenile victim of a shooting which occurred at the home of the child's babysitter.)

The AG opinions states, "...we believe that the harm to the juveniles which would result from disclosure of their identities outweighs the public's interest in unrestricted access to records revealing their identities."

Bensenhaver did determine, however, that the police department violated the state's Open Records Law by failing to respond to Riley's initial request within three working days.

Got legal questions about a story or ad?

Call the KPA FOI HOTLINE



(502) 540-2350

# People

Continued from page 8

defame an innocent member of the community. Linda Raymond, public editor for the Courier-Journal, recently reported that eight people listed in the Louisville phone book have the same — or nearly the same — names or first initials as offenders on the Jefferson County Sheriff's list of released sex offenders for one week. Other states with Megan's Law have experienced vigilantism and injury of innocent people as a result of public identification of released sex offenders. Raymond's telephone directory research indicates this may be a realistic fear in Kentucky, as well.

Remember the cases we have discussed at several KPA conventions involving magazines like Soldier of Fortune which published classified ads offering "guns for hire?" In some of those cases, courts have held the magazines liable for violence done to third parties, reasoning that the harm was foreseeable. The possibility that harm could come to an individual whose name was the same as,

or very similar to, the published name of a high risk sex offender brings the Soldier of Fortune-type cases to mind.

The lesson to be learned here? Rote publication of the sheriff's list of released high-risk sex offenders is probably not a good idea. The better policy would be to check the information on the list for accuracy. Some newspapers may even go beyond that and decide only to publish information from the list in particular circumstances, where the paper has decided that a certain sex offender's release is especially newsworthy. This is the approach the Associated Press has adopted.

The Courier-Journal has decided on a similar policy. In addition, the Courier-Journal plans to cover the process in which the courts classify sex offenders and the process of sheriffs notifying other law enforcement entities, individuals and organizations that sex offenders have moved into their regions. The Courier-Journal will cover community reaction and broader issues, such as the state prison system's effectiveness in treating sex offenders.

At least until Kentucky's

Megan's Law has been tested, KPA member newspapers would be well advised to take a cautious approach to publication of information concerning released sex offenders. The law raises other questions. We have already received a Hotline call about a closed assessment hearing. Because two different sections of the statute make certain records and communications about the sexual offender risk assessment confidential, we expect the issue of closed hearings to recur. At least the portion of the hearing in which the psychologist's assessment is discussed is likely to be closed to the public.

For your easy reference, the following chart summarizes the persons/groups which must receive notification and the information which must be contained in the notification. As you can see, both of those vary depending upon whether the offender was determined to present a high, moderate or low risk to the community. Only after a released sex offender receives a high risk classification does the public receive official notice of all of the registration information (except Social Security number). The others (for example, vic-

## Hotline Attorneys

**Jon L. Fleischaker**

(502) 540-2319

**Kimberly K. Greene**

(502) 540-2350

**R. Kenyon Meyer**

(502) 540-2325

**Julie C. Foster**

(502) 540-2364

**DINSMORE & SHOHL, LLP**

Switchboard: (502) 540-2300

Facsimile: (502) 585-2207

tims and organizations serving people with the victim's characteristics) who get notice even when the offenders are classified moderate or low risk are not prohibited from distributing the information. Should one of them offer you information about the released sex offender, taking it would not be illegal. Whether to publish this information, though, deserves consideration of the circumstances in each case.

If you have questions about a particular application of Megan's Law or any other subject covered by the Hotline, please do not hesitate to call your Hotline attorneys. We are standing by and eager to assist you.

	Offenders		
	High Risk KRS 15.572(1)	Moderate Risk KRS 15.572(4)	Low Risk KRS 15.572(5)
<b>Information required to be registered</b>	Name, Social Security number, age, race, sex, date of birth, height, weight, hair & eye color, aliases used, residence, vehicle registration data, brief description of crime[s] committed, other information cabinet determines, by administrative regulation, may be useful in identification of sex offenders, and any special conditions imposed by court or Parole Board	Name, Social Security number, age, race, sex, date of birth, height, weight, hair and eye color, aliases used, residence, vehicle registration data, brief description of crime[s] committed, other information cabinet determines, by administrative regulation, may be useful in identification of sex offenders, zip code in which the offender resides, and any special conditions imposed by court or Parole Board	Name, Social Security number, age, race, sex, date of birth, height, weight, hair and eye color, aliases used, residence, vehicle registration data, brief description of crime[s] committed, other information cabinet determines, by administrative regulation, may be useful in identification of sex offenders.
<b>Notification List</b>	<ul style="list-style-type: none"> <li>• law enforcement agency where offender is released</li> <li>• law enforcement agency where offender's conviction occurred</li> <li>• victims who have requested to be notified</li> <li>• Information Services Center of the Kentucky State Police</li> <li>• any agency, organization, or group serving individuals with similar characteristics to previous victim[s] of offender, if agency, organization, or group filed request for notification with local sheriff</li> <li>• general public</li> </ul>	<ul style="list-style-type: none"> <li>• law enforcement agency where offender is released</li> <li>• law enforcement agency where offender's conviction occurred</li> <li>• victims who have requested to be notified Information Services Center of the Kentucky State Police</li> <li>• any agency, organization, or group serving individuals with similar characteristics to previous victim[s] of offender, if agency, organization, or group filed request for notification with local sheriff</li> </ul>	<ul style="list-style-type: none"> <li>• law enforcement agency where offender is released</li> <li>• law enforcement agency where offender's conviction occurred</li> <li>• victims who have requested to be notified Information Services Center of the Kentucky State Police</li> </ul>
<b>Registered information but withheld from certain members of notification list</b>	Social Security number of offender shall not be released to victims; Information Services Center of the Kentucky State Police or general public	Social Security number, personal residential address, & vehicle registration shall not be released to victims & agencies, organizations or groups serving individuals with similar characteristics to the previous victim[s] of offender	Social Security number, personal residential address, & vehicle registration shall not be released to victims
<b>Information released to public</b>	All but Social Security Number	None	None
<b>Required period of registration</b>	<ul style="list-style-type: none"> <li>• Required to register for lifetime unless and until court determines individual is no longer high risk offender</li> <li>• persons classified as high risk must wait ten (10) years before applying for relief from lifetime registration requirement and if relief is denied, may reapply for relief every five (5) years</li> </ul>	Ten (10) years	Ten (10) years

## Coach's corner

By Jim Stasiowski



Oh good. You started reading even though this column doesn't have a headline. I told the copy editors to take the day off.

I don't want copy editors to read the column. See, I'm going to insult them.

I'm going to tell reporters and editors that headlines are irrelevant. Furthermore, I'm going to insult photographers. I'm going to tell reporters and editors that photos are irrelevant.

Understand, I love excellent headlines. They make me want to read a story. And I'm big fan of good photos.

But as a reporter, I want to forget that an editor is going to put a headline atop my story, and a photographer is going to put a photo alongside it.

For the very narrow purpose of my storytelling, the headline and photo are irrelevant.

I, the writer, am responsible for telling the story. The whole story. My story should be complete, it shouldn't cut corners, it shouldn't rely on someone else to do my job.

Tim, a reporter, started a story with an anecdote about a single mom and her four kids; the story was about a city program for struggling families, but the first six paragraphs were pure life-in-the-slums narrative.

The anecdote was skillful description. But the lead sounded familiar. I've seen it atop lots of stories about unfortunate families. This sounds cold-blooded, but it's true: The sheer popularity of the poor-family-in-trouble lead makes every such story sound the same.

In fact, what made the story different was the government program, which Tim didn't mention

or even hint at until Paragraph 7.

When I told Tim the narrative went on too long without at least foreshadowing the story's real theme, he said, "But the headline is going to mention the government program."

Bad answer.

From a practical standpoint, an indirect start vexes the copy editor, who often is in a hurry. The more a reporter hides the theme, the greater the chance the headline writer won't find it.

From a storytelling standpoint, the reporter should welcome the chance to show his skill.

Readers want a full, well-told story, and the weaving in of background is part of the skill of storytelling. If after six paragraphs of anecdote you force in three paragraphs of background, where's the skill? Most readers don't want to wait until Paragraph 7 to find out what the story's about. And those attracted solely by the anecdote probably will hate the clump of three paragraphs of background, so they'll stop reading anyway.

Wow, I'm halfway through the column, and I haven't insulted photographers yet.

Fred interviewed Snowball, who had been sleeping on his paper bag of clothes in a downtown park. Snowball told Fred of his life of riding the rails, he hinted about jail time and a murder, he spoke emotionally of a family he had left behind. But Fred didn't describe Snowball.

Fred told me, "The photographer took a great shot." Alongside the story was Snowball's face, darkened by the sun, battered by a perilous life, softened by a cottony white beard.

I said, "But the man's appearance is part of the story. Your version of his appearance is crucial because readers want to be next to you as you talk to him." Fred was thinking small, he was thinking description meant copying what the photographer did. I wanted not only to see a face, but to read about how the look revealed a personality.

Furthermore, readers love mental games.

This has happened to all of us. You read a description of a face, and you know a photo is

alongside. You look at the photo. You want to know if in that face, you see what the writer saw.

Don't leave all describing to the photographer. Reporter and photographer see different things. The reporter will see something that captures the personality, and the photographer won't. (Or vice versa.)

The key is to think of how the description fits into the story. Do not describe if you're just proving you had the description in your notebook. In that case, a photo will do the job better.

But if the description of part of the story—the clothes tell of good grooming or a rough night, the eyes show comfort or fear—write as if the photographer didn't show up.

Reporters, photographers and headline writers should collaborate, but each should do his job completely. Overlap is often a virtue. Good description makes readers curious about the photo; a good headline shouts out what's good about the writing.

I hope I haven't offended whoever edited my column. I'd hate to think a copy editor would take revenge by fouling up my brilliant endgrin-nixxorukndappr!!!!!!XXXXWwzzzzzzzz.

**THE FINAL WORD:** Beware of the subtle softening word "would."

An auxiliary verb, "would" implies a condition: "Johnson would resign if he is convicted."

But our sources, who love to use terms that later allow them to deny, often slip in "would" without adding a condition, and we writers, not thinking of what the word implies, use it in a paraphrase: "Merriwether said the company would pay the fine."

Logically, the question: "(Would pay the fine" if what?"

Pin down the source. Is he saying the company will pay the fine? Then use "will." Save "would" for when the source is attaching a condition.

(Writing coach Jim Stasiowski welcomes your questions or comments. Write him at 5812 Heron Drive, or call 410-247-4600.)

# Deal proactively with software piracy issues to avoid problems

When it was announced the BHG Inc., a nine-paper weekly group in North Dakota, had been hit with a \$120,000 fine for alleged software piracy, the whole newspaper industry woke up and paid attention.

This case apparently involves one of a newspaper publisher's worst nightmares — that, unknown to management, some staffer places unauthorized (and illegal) copies of software on the newspaper computers' hard disks and/or other storage media.

At this writing, negotiations were still in progress regarding the \$120,000. But publishers need to be aware of the situation.

### Disgruntled Employee?

Reports are that a disgruntled employee, using an "800" number, reported to the Software Publishers Association that the BHG newspapers were violating the copyright law regarding software. SPA, a nationwide, private group of computer software manufacturers, sent the newspaper group a notification of this allegation, and requested a voluntary audit. (SPA also does unannounced spot audits.)

The newspapers, believing it would be better than to start con-

frontatively and knowing the SPA would merely get a court order to do it, agreed with the voluntary audit — not expecting that any problems would be found.

Within 10 days the audit had been completed. Once SPA got the information, the association calculated the fine to be \$120,000, and gave the newspapers two weeks to pay, or SPA would take them to civil court, citing the Federal copyright law.

Mike Gackle, BHG president, said, "We willingly participated in an audit of each machine and provided all information to SPA. After our own internal audit of all machines at all locations, we realized there was a problem and we immediately purchased licensed software to bring us into compliance."

### Unauthorized, Unknown Copying

While the details of the North Dakota situation are not known, it can be presumed that SPA found software copyright infringement in some form — having more copies of software than the newspapers were licensed to have. (BHG contends that the violations were committed without the company's knowledge.)

The causes of copyright infringement — apart from outright piracy? Most likely, misunderstanding of the copyright law as it applies to software and unintentional infringement for sake of convenience.

The basic rule for copyrighted software is that unless you have purchased a multi-user or site license, you can install and use that software on only one machine.

Typically, the license agreement also allows you to make one-back-up copy except for restoring the damaged original installation.

That much is clear. If you use the same "single user" software, but prohibits use of that back-up copy except for restoring the damaged original installation.

That much is clear. If you use the same "single-user" software on more than one computer, you're in violation.

Where the whole situation gets fuzzy — and where the courts probably will be called upon to do some interpreting—relates to simultaneous use of different versions of the same software, for which, in some cases the copyrights may be expired.

And one area where some

newspapers may unwittingly get trapped relates to fonts—particularly those brought in by an advertising or printing client for use only in the printing of their material. While the practice itself may fall into a gray area, the real problem arises when the newspaper or printing shop neglects to immediately remove those fonts from their computer. (A repeat customer? Archive these "client fonts" on a diskette and reinstall/remove as needed.)

### More Complications

The whole matter has been made more complicated by the practice of "bundling" software with certain hardware purchases and "packaging" different software applications. Whether it be a scanner, a particular model computer, monitor, modem or even a printer, chances are that when you buy it new these days, it will come with several applications, clip art files, fonts or other items.

Nevertheless, over the past three years, some 29 newspapers have come under investigation by the SPA. Some kind of action has been taken against 22 of those newspapers. Peter Beruk, SPA

See SOFTWARE, page 12



# Selling special sections can be challenging and fun

## Coach's corner

By Chuck Nau



"Not one. Not two. Not again!"

Is this the response your advertisers and potential advertisers have shared with you when you have approached them regarding participating in one of your newspaper's upcoming special sections?

Then again, is this the refrain you and your colleagues echo in your sales staff meeting when your manager or publisher launches a special section selling blitz?

".....not again!!!"

Selling special sections may be both a challenge and FUN. Very often, if well thought out, planned in advance, and strategically scheduled (e.g. to coincide with a community event, special selling season, or lifestyle activity), special sections will be beneficial and profitable to your advertisers, your newspaper, AND you!

Let's review a half dozen or so quick points to enhance your selling strategy and help reinforce with your potential advertisers the importance of targeting their advertising in your newspaper's special sections.

• First and foremost, take a careful look at your special sections. Do they meet most of the following criteria.....are they timely and well-produced to showcase the strengths of your market, your retailers, the newspaper in general, and your newspaper in particular? Are they designed and contain information that will benefit your readers and advertisers? Do your planned special sections also serve a multitude of purposes (e.i. an overrun of your Summer Guide is beneficial to the chamber as a tourist information piece. Your Newcomers Guide also benefits the local school district, realtors, chamber and your paper as a marketing tool for your community)? What's your newspaper's strategy for each of your special sections and your overall special section objectives?

• Zero Based Special Section Calendar. Each and every year, rebuild your special section calendar. Beginning with a blank slate, add only those special sections that meet the aforementioned

criteria, delete those that are not longer successful (for BOTH your advertisers and your newspaper), then incorporate any new special sections that meet the strategic needs of your advertisers, your community, or your newspaper.

• Fatten Up the Market....advertising is an investment, not an expense. On any given day, the number of consumers in your market shopping and buying specific merchandise is very 'thin'. Counsel your advertisers to fatten up that 'thin' market by utilizing a special section feature in addition to their regularly scheduled (and budgeted) advertising. Remember, too, in slow retail periods, it's the advertised retail business or service that GAINS the awareness edge. Competitive advertising, in strong selling retail periods, is essential to maintain the edge!

• Look for Fresh Ground....special sections reach and sell special interest audiences. Ideally, this may mean a new audience or new market for your advertiser. At the very least, special sections may afford your advertisers the opportunity to establish customer group extensions for their goods or services.

As an example, an employment special section may be an opportunity for the local college or university to advertise extension, computer, continuing education classes (...cooking classes for that future restaurant chef!!) for those considering career changes. Likewise, a summer vacation getaway special section may be an opportunity for a local gardener (lawn maintenance), home security system or pet sitters (while you are away!!) to enhance their regular ROP advertising.

• 'Once, twice, three times a....'. Maximize your special section selling opportunities with your advertisers. Rather than a one shot addition to their regularly scheduled and budgeted advertising recommend a cluster of special sections (sell an idea, a campaign, not an ad!). Ideally this cluster will consist of your advertisers' targeted special interest audience.....your potential sports medicine clinic advertiser would be very receptive to a Spring baseball, Summer high school soccer camp, Fall high school or college or pro football, and Winter basketball special section package. Add some frosting on the cake with a rate incentive to participate in the ENTIRE package!

• Test, test, test....this is a test. Exploring new markets, targeting a new audience, or adding a special section strategy may be a chal-

lenge for your smaller retailer with a limited ad budget. One tool to overcome cost objections, buyer's resistance, and open doors for new special section business is available co-op advertising dollars. At a 50% or 100% participation by the manufacturer, you are able to assist your advertiser in reducing their (implied) risk, in terms of actual dollars, in exploring and TESTING new markets and your newspaper's special sections. Don't overlook the fact that a 100% co-op reimbursed advertising program is the equivalent of a FREE ad for your advertiser. Throughout the year, your advertiser may have a number of FREE ads available from different manufacturers, vendors, or suppliers that, when linked together, evolve into a successful special section annual program.

• Giveback..... Which of your special sections are givebacks (and I do not mean rate concessions or discounts or freebies) to your community? Which of your special sections help forge a partnership between your readers, your community, and your newspaper? Do you have selected special sections that showcase the uniqueness or strengths of your community. Do you assist major retailers in your market become involved with these special section enabling them to raise their visibility with your community, even becoming involved with out of town decision makers?

Not One. Not Two. But Again and Again. Begin internally, with your publisher, your editor and her newsroom colleagues, in the ad department, and throughout your newspaper to develop and enhance your special section strategy. Look for ways to form PARTNERSHIPS in the community with your readers, your advertisers, and others to successfully build on the strengths of each and enhance each other's potential for success via a well thought out, planned, and implemented special section strategy.

*(Chuck Nau of Murray & Nau, Inc. is an independent publishing consultant and sales trainer with more than 20 years of corporate media sales, marketing, and management experience at The Seattle Times, Knight-Ridder Newspapers, and The Chicago Tribune Company. Comments or questions are welcome and may be directed to him at Murray & Nau, Inc. - 4937 145th Avenue Southeast - Bellevue, Washington 98006 or by email: murray@nauink.com.)*

## Paxton

Continued from page 3

throughout the southeastern and midwestern United States.

"We have a philosophy about the role a newspaper should play in its community," Paxton continued, "but we rely on local managers to adapt that philosophy to each community in which we operate. We believe a newspaper should be a reflection of the community it serves. Publishers and editors make the final decision about news and editorial content, and virtually every key business decision is made at the local level."

Paxton Media Group is a fourth generation, family-owned media company, based in Kentucky that publishes 25 daily newspapers and 17 weekly papers.

## Poll: People want coverage of Y2K, but don't think computer problems will hit home

While many Americans want the news media to cover the year 2000 computer glitch, they don't think it will significantly affect their lives, a Media Studies Center poll indicates.

Among those polled, 82 percent said they expect only minor difficulties or none at all in their lives because of "Y2K" problems.

But people do want substantive news coverage of the issue. Sixty-four percent said it was "very important" to them that the news media provide coverage of how medical facilities and emergency services are prepared to deal with Y2K problems. Majorities also said it was very important to see such reports

about the military (56 percent), banks (56 percent) and local electric companies (56 percent).

"People want as much information as they can get about the likelihood that Y2K problems may affect them," Robert H. Giles, executive director of the Media Studies Center, said when the survey was released Jan. 29. "Y2K needs to be thoroughly covered as a local story by local media."

Poll responses indicate that Y2K has become a mainstream issue. Fifty-six percent disagreed with the statement that it is "basically a technical issue that doesn't require my attention."

Forty percent said they needed more information about Y2K than

the media have provided. And judging by the number of people who were unable to describe in general terms what the Y2K problem is (56 percent), the media still have a lot of basic explaining to do.

Respondents said that the news media can be relied upon to cover the news responsibly when the situation demands it, though they worried that the media may be tempted to sensationalize the story. Seventy-six percent of those polled agreed that "TV news can be counted upon to cover the news responsibly in time of crisis," while 69 percent said they believed that about newspapers.

# Winners of annual KNPA contest announced

(AP) — Newspapers in Lexington and Bowling Green and television news stations in Louisville and Paducah scored top honors in the 1998 Kentucky News Photographers Association Television and Still Competition.

The event, including judging and seminars, was held Friday and Saturday at the Marriott East in Louisville.

In the association's still contest, the Lexington Herald-Leader nabbed Newspaper of the Year for Division I, which covers newspapers with circulations of more than 25,000. The (Bowling Green) Daily News won the honor for Division II for newspapers with circulations under 25,000.

The KNPA Still Photographer of the Year was Jahi Chikwendiu of the Herald-Leader, who also won Best of Show. The runner-up POY was Charles Bertram of the Herald-Leader.

Kurt Vinion, a free-lance photographer from Louisville, won the Sports Portfolio category. The runner-up was David Stephenson of the Herald-Leader.

Other winners in the still competition were: News Picture Story — First: Jahi Chikwendiu, Herald-Leader; Second: Charles Bertram, Herald-Leader; Third: Charles Bertram, Herald-Leader; Honorable mention: Bryan Leazenby, the (Owensboro) Messenger-Inquirer.

Feature Picture Story — First: Jahi Chikwendiu, Herald-Leader; Second: Michelle Patterson, Herald-Leader; Third: David Stephenson, Herald-Leader; Honorable mention: Cathy Clarke, Owensboro Messenger-Inquirer; Janet Worne, Herald-Leader.

Picture Package — First: Robert Bruck, Messenger-Inquirer; Second: Mark Cornelison, Herald-Leader; Third: John Sommers, a free-lance photographer from Louisville; Honorable mention: Michael Clevenger, The Courier-Journal.

Spot News — First: Michael Clevenger, The Courier-Journal; Second: Bryan Leazenby, Messenger-Inquirer; Third: Charles Bertram, Herald-Leader; Honorable mention: Kevin Goldy, Ashland Daily Independent, and Charles Bertram, Herald-Leader.

General News — First: Michael Clevenger, Courier-Journal; Second: David Stephenson, Herald-Leader; Third: Jahi Chikwendiu, Herald-Leader; Honorable mention: Cathy Clarke, Messenger-Inquirer, and Kurt Vinion, free-lance.

Feature Picture — First: Clinton Lewis, Bowling Green Daily News; Second: Stewart Bowman, Courier-Journal; Third: Breck Smither, a free-lance photographer from Lexington; Honorable mention: Clinton Lewis, Bowling Green Daily News.

Sports Feature — First: Mary Ann Lyons,

Courier-Journal; Second: Ed Reinke, The Associated Press; Third: Michael Clevenger, Courier-Journal; Honorable mention: John Sommers, free-lance, and Mary Ann Lyons, Courier-Journal.

Sports Action — First: Cathy Clarke, Messenger-Inquirer; Second: John Sommers, free-lance; Third: Breck Smither, free-lance; Honorable mention: John Sommers, free-lance, and Frank Anderson, Herald-Leader.

Portrait-Personality — First: Robert Bruck, Messenger-Inquirer; Second: Charles Bertram, Herald-Leader; Third: Mark Cornelison, Herald-Leader; Honorable mention: Jahi Chikwendiu, Herald-Leader, and Joe Imel, Bowling Green Daily News.

Pictorial — First: Charles Bertram, Herald-Leader; Second: Janet Worne, Herald-Leader; Third: Janet Worne, Herald-Leader; Honorable mention: Ed Reinke, Associated Press; and Charles Bertram, Herald-Leader.

Illustration — First: David Stephenson, Herald-Leader; Second: Pat McDonough, Courier-Journal; Third: David Stephenson, Herald-Leader.

Team Coverage — First: Charles Bertram, Michelle Patterson and David Stephenson, Herald-Leader; Second: David Stephenson and Janet Worne, Herald-Leader; Third: Mike Lawrence and Darrin Phegley of the Henderson Gleaner.

## Software

Continued from page 10

director of anti-Piracy Programs, says claiming ignorance doesn't hold any water with him. He estimates that at least 27 percent of all businesses have pirated some software. The SPA has prosecuted 2,000 companies to date and has at least 100 open cases all the time. The SPA offers videos, audit programs and a web site to help educate companies on complying with software copyright laws. (The site: [www.spa.org/piracy](http://www.spa.org/piracy))

### How to stop piracy

So, how do you stop or prevent piracy in your shop?

Here are some recommended steps:

1. Assign one person (With assistants as necessary) to handle all software installation, upgrades and archiving. Do not allow anyone else to install any software on any of your computers or to copy any software from any of your computers.

2. To emphasize Point 1, prohibit your employees, your friends, your well-meaning vendors and everyone else—except your designated software coordinator—from copying any software (even "free" software) onto any of your computers. Games and other less expensive programs that employees may love to have at their fingertips may be of unknown origin to begin with and could be copyrighted in any event. (At some newspapers which use PCs or Macs, the floppy disk slots have been sealed over, to prevent their use; others use "security"

software to "lock" their hard drives so that only those with the right password can copy anything to the hard drives.)

The South Dakota case is not the only one involving a huge fine; a Louisiana law firm last July was fined \$120,000 by the Business Software Alliance, because an employee brought software from home and installed it on the law firm's system.

Note: This policy of prohibiting copying to and from your computers has a potential side benefit: minimizing your exposure to computer viruses, which quite often enter a computer system via an infected floppy disk.

3. Establish and promulgate your own policy on handling software to make sure all employees know the rules. Emphasize the consequences of violating company policy.

#### 4. Audit all your computers:

• Identify all of the software you own, listing serial numbers.

• Read, carefully, the license agreements with each piece of software. The specific language varies from one software company to another. (Example: Microsoft Office, which includes MS Word, MS Excel, PowerPoint and Internet Explorer, has a licensing restriction which stipulates that this package of programs must be all on the same computer—that you can't put Word on one, Excel on another, etc. While MS Office usually is a better price deal than buying the different programs separately, some newspapers may find that separate purchases make more sense for their operation.)

• Then identify all software installed on your computers (and all archived or back-up copies), to make sure the same single-user software isn't installed on more than one machine. And make sure you actually own all the software installed on your computers — just in case someone has installed something.

• Immediately remove any illegal copies from your hard drives and discard or erase any extra "back-up" copies from archive media (floppies, removable drives, etc.)

• After determining what software you actually need on which machines, set about legally obtaining an adequate number of copies.

• It should go without saying that you should maintain records on all software (and hardware) purchases, including photocopies of all registration forms you send back on both new hardware and software, the date of purchase, price and serial numbers.

### Operating Legally — Suggestions

There are more ways that one to be fully legal in using the same software program on more than one computer:

1. DO IT RIGHT: Buy as many different copies of the software as you actually need and use. Note: Some software companies offer "multi-user" licenses or "site" licenses to enable use of their software on more than one computer; this approach is usually less expensive than that of buying a separate copy for each machine.

2. WHAT YOU USE: Review your operation to determine, (1) if you actually need or use all of the

software installed on your computers, erasing all that are unnecessary, and (2) how frequently you need or use each program.

3. HOW OFTEN?: While certain programs, such as page layout or word processing, may be needed on several machines, chances are you have any number of specialized programs which are used only infrequently.

4. USE INFREQUENTLY?: For those programs which you use infrequently, but may need to use on different computers from time to time, you could either (1) have your one legal copy on a server which other machines could access, one at a time (2) collect all such infrequently used programs on to one or more ZIP disks (or JAZZ, Syquest or other removable disks).

Then you have only one working copy, which can be installed in and used only by one machine at a time.

Note: In each of these cases, many of the programs require that certain system extensions be in place. These items typically are not separately copyrighted and can be kept permanently in the appropriate folders.

Should you take this episode seriously? Absolutely.

Consider the possibility that a disgruntled employee (or soon to be ex-employee) decides to stick it to you by first installing unlicensed software on your machines and then reporting your "violation" to SPA.

(Reprinted from the West Virginia Press Association newsletter.)