

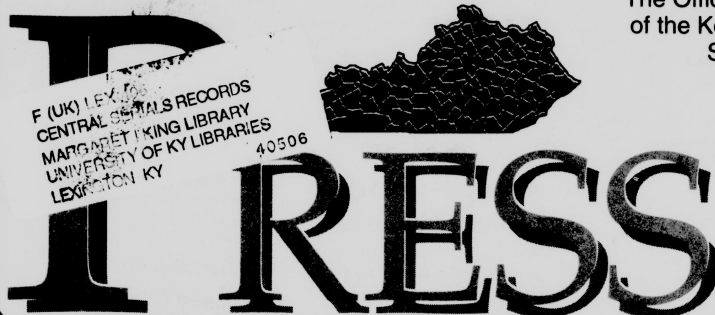
On the lookout

• Jan. 21-22
1999 KPA Winter Convention
Galt House East
Louisville

• Feb. 12
KPA Ad Contest entry deadline

• June 17-18
1999 KPA Summer Convention
Holiday Inn
Bardstow

THE KENTUCKY



January, 1999
Volume 70, Number 1

The Official Publication
of the Kentucky Press
Service

KPA launches Dr. Tech Hotline as new service

You're sitting at your computer wondering what the message means: "Error has occurred..."

Or no other software is open but when you try to launch a program, you get the message: "Insufficient memory. Try closing other applications..."

Or maybe the scanner isn't working, or your printer won't print the story you've just written or the ad you just laid out.

Whatever Macintosh computer problems Kentucky newspapers have, help is just a telephone call away. And the help is free, just for being a member of KPA, through the new "Dr. Tech Hotline." The only expected cost to newspapers will be a long-distance call to Richmond.

Tim Jones, long known to Kentucky newspapers from his days at Lexington Computer and a frequent exhibitor at Winter Convention Trade Shows, is serv-

ing as "Dr. Tech." Jones is now with Parts Plus in Richmond and available for telephone assistance.

The "Dr. Tech Hotline" will operate quite similarly to KPA's Freedom of Information Hotline. When there are questions or problems, Tim is available and in most cases he'll be able to talk with you about the problem or answer your computer question immediately.

"We originally discussed this idea with the KPA Board in August, 1995," said KPA Executive Director David T. Thompson. "At the time, there were some other priorities but Guy Hatfield (1998 KPA President) made this one of his goals for 1998. The present Board approved the concept during its Fall Retreat in October. We then dusted off the idea, requested proposals from individuals and companies around the state and chose Tim Jones to

See DR. TECH, page 12

Winter Convention should 'warm up' Louisville

Jan. 14 is deadline to register for meeting

The temperatures may be frigid outside, but for two days later this month inside the Galt House East in Louisville, it's going to be hot. Some of the leading newspaper industry speakers in the country will bring their talent to Kentucky for the 1999 KPA Winter Convention.

This year's meeting will be held Thursday and Friday, Jan. 21-22, and will officially begin with the opening of the Trade Show at 11 a.m. on Thursday. At 1 p.m., Peter Zollman presents a four-hour workshop on the Internet that will focus on web advertising. The seminar will be broken into three parts, allowing KPA members to attend any or all of the one-hour sessions. The last 30 minutes will be devoted to questions and answers.

Also at 1 p.m. on Thursday, Kevin Slimp is back by popular

demand with a seminar on PhotoShop 5.0. Nobody knows PhotoShop like Slimp because he reviews each version of the software for Adobe before it's released to the public. He will also touch on aspects of QuarkXpress, making the seminar a must for those involved in newspaper design.

The first day of the convention ends with a reception sponsored by the Trade Show vendors and the Bluegrass State Games.

Day two of the convention begins bright and early with the KPA Breakfast and Annual Business Meeting. Included in the business meeting is the election of officers for 1999 and the 1999 budgets for KPA and KPS.

For the fourth consecutive year, a college student seminar will take place in conjunction with the sessions for KPA members. The seminar brings college journalism students from across Kentucky together

See CONVENTION, page 10

Is your newspaper prepared for the Year 2000?

We've all heard the doomsday Year 2000 forecasts: Banks will shut down, water and food supplies will be affected, brown-outs will be reported all over the world, hospital life support systems will fail along with heating and cooling and security systems....all because they weren't Y2K compliant. But what does all this mean for you and your newspaper?

Regardless of what you think about the above predictions, failing to prepare for the upcoming new millennium is foolhardy. This involves taking

inventory of every piece of computer and network hardware, computer software (including custom written software), every spreadsheet and data base, every external data communications (is our Internet provider and wire service Y2K compliant?) and every embedded chip device (any equipment with a digital date or time function), according to Tom Chaplin, systems manager for the Iowa Press Association.

Remember, it's not just computers. Y2K affects fax machines, postage meters,

heating/cooling systems, security systems and time clocks (to name just a few) and all need testing.

Computer programmers in the 60s and 70s, in an effort to cut down on memory, went with a two-digit date in computers. So, when the year 2000 rolls around, many computers will read only the "00" and think the date is "1900." Take this example of some of the problems it could cause: Your tape backup software was programmed to

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Kentucky people, papers in the news

Combs joins news staff at Henry County Local

Tracy S. Combs has joined the staff of the Henry County Local as news editor.

Combs, 24, comes to the newspaper from The Herald-News in Breckinridge County. She is a native of Louisville and a 1996 graduate of the University of Kentucky. Prior to working in Hardinsburg, she worked as a free-lance writer for various publications, including Louisville's Today's Woman and The Voice-Tribune.

Caldwell named ad rep at News-Democrat

Robin Caldwell has been named

advertising representative at The News-Democrat in Carrollton.

A native of Carrollton, Caldwell has numerous years of sales experience with Marriott, Omni Hotels, Xerox Corporation and Glaxo Pharmaceutical. She is a business graduate from Kentucky Wesleyan College.

Huot to head Courier circulation department

Mike Huot, a veteran circulation director with Gannett, has been named vice president of circulation at The Courier-Journal.

Huot comes to Louisville from the Journal News in White Plains, N.Y., where he was vice president of circulation. The Journal News has a circulation of 187,000 on Sundays and

155,000 on other days. Huot has also served as circulation director in Ft. Meyers, Fla., and worked in circulation departments in Duluth, Minn., and Grand Forks, N.D. He has been recognized four times with a President's Ring for his work as one of Gannett's top circulation executives. His wife, Elaine, will also join the C-J as director of strategic marketing. She is director of business development in the market development department at the Journal News.

Carmicle joins staff at Casey County News

Linda Carmicle has been hired as the new staff writer at The Casey County News.

Carmicle attended Somerset Community College and is a native of

Casey County. She previously did some freelance work for the newspaper and her primary duties now will include covering meetings and photographic assignments.

Herald-Leader wins Emery A. Brownell Media Award

The Lexington Herald-Leader was chosen by the National Legal Aid and Defender Association as the recipient of its Emery A. Brownell Media Award for 1998. The award is for the newspaper's news coverage, editorials and editorial cartoons about funding legal services to the poor and for its editorial support of Kentucky's Racial Justice Act.

—The Kentucky Press—

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Campaign coverage needs 'new approach' in 2000

By CHARLES L. OVERBY

Now that the midterm elections are over, news executives and political reporters need to ask serious questions about the way they will cover the elections in 2000.

Two areas deserve special attention:

- Private Lives of candidates.
- Negative advertising.

Status quo coverage of these two areas is not good enough.

Private lives

After Gary Hart disclosures in 1987, most mainstream media outlets agreed that staking out candidates to report about their sex lives was off limits.

It's easy to forget that the media only reluctantly began reporting about Bill Clinton's sex life after details were presented in public forums: press conferences and lawsuits. That's quite different from reporters hiding in bushes and spying on candidates.

The media journey from the Jennifer Flowers press conference to the Paula Jones lawsuit to the Monica Lewinsky relationship raises the basic question: When is it appropriate, if ever, to report about a candidate's sex life?

The conventional wisdom in the wake of Clinton-Lewinsky coverage has been that all candidates — certainly all presidential candidates — will be subject to media scrutiny of their personal lives, including their sex lives.

Former Vice President Dan Quayle said earlier this year that he expects the media to ask presidential candidates if they have had illicit affairs.

The media certainly have the right to ask those questions, but

news executives should begin to ask if this is the responsible thing to do.

Now is the time for editors and news directors to decide the standards for their operations. Should their reporters ask questions about candidates' sex lives? If one publication reports on the sexual activities of a candidate, is it appropriate to repeat that report?

Media leaders should not wait until events overtake them to determine their policies. Of course, national standards are impossible — and inappropriate — because of the First Amendment. But each news director and each editor has the right and responsibility to set guidelines.

This is an issue that won't go away. It surely will affect every news operation. Not every news event can be predicted. But well-considered guidelines developed in advance will serve the best interests of readers and viewers.

Negative advertising

Television advertising has replaced candidate speeches as the most important factor in campaigns.

Yet coverage has not kept pace. Most news outlets still do not adequately cover political advertising. Elections frequently are decided by television advertising — particularly negative advertising. But reporting about the substance of the ads is scant compared with the volume of ads.

It would be interesting to see a newspaper, television or radio station cover a campaign primarily through its television ads. That

See **COVERAGE**, page 10

Don't keep your market's best 'secret' under wraps

Coach's corner

By Chuck Nau



Psst. Your market has a secret. You already know it. Your market secret? Your newspaper works. It creates awareness and generates sales results.

Why is it a secret? Why might so few people in your market know that your newspaper promotes action and works? Could it be that you and your staff forgot to tell them? Or are you telling the same circle of friends, contacts, and advertisers over and over again?

During the past year, I have had the opportunity to review a variety of newspaper marketing and media packages. Large or small, dailies, weeklies or monthlies, — it is evident to me that, as an industry, we do not sufficiently promote or market our newspapers and the action, response and results they generate.

What's missing in your media and marketing package?

Could it be testimonials? Both reader testimonials and advertiser testimonials?

Testimonials!?!? What's a testimonial? Simply put, it is a certificate of qualifications, value or a recommendation or something given to show esteem, admiration, or gratitude.

Have you given your readers (the local school superintendent, police officer, minister, Chamber of Commerce member) the opportunity to share with others the VALUE your newspaper brings to your community?

Have you given your current advertisers, your best accounts, the opportunity to give you and your newspaper a RECOMMENDATION?

Have you given your community, both advertisers and readers, the opportunity to express their ADMIRATION and GRATITUDE for the important community resource your newspaper is to your community?

If not, ask them! They'll be flattered, and their enthusiastic response may surprise you!

But when do you ask? As soon as you or your staff become aware of a favorable reader comment or when the success of a particular ad is shared with you. Tell your reader or advertiser that their comments are valuable to you, your paper, and the community (...because they are!). Tell them that you do not want their thoughts to be lost or forgotten.

Assist your readers or advertisers in crafting a well written and complimentary (to both of you) testimonial. Typically, it may be a brief, three or four sentences on their letterhead or over their signatures. Present them with a framed final version to display in their place of business or office, overlaid on a reduced version of your masthead or front page.

Once you have your testimonial in hand, market it and promote it to the utmost.

First and foremost, design an appealing and professional format for your testimonials. Typically, this has been a newspaper ad featuring selected quotes from the testimonial plus a photo of the individuals providing the quote. If appropriate, a photo of their place of business can also be used.

However, something is missing in the typical in-paper testimonial ad. Have you ever seen a testimonial ad for an automobile that does not feature the actual automobile product?

Is your newspaper, the product the testimonial is all about, featured? But don't just drop it in the testimonial — put it in the hands of the individual giving the testimonial. Help those seeing your testimonial envision how your

product played a key role in the growth and success of this business. Help those seeing your testimonial envision how your product, your newspaper, plays an important role in this reader's life in your community.

But let's go for back for a moment. A testimonial for your paper in your paper? Are we preaching to the choir? That's not all bad, but it may be limiting your exposure.

Make your testimonials a key ingredient in your marketing or media package. Select some of your best testimonials and add them to your rate card, special section calendar, reader profile, and market information. As you collect a variety of testimonials, reproduce them with a reduced photo and abbreviated quotes and compile a series of them (reader and advertiser) on an 8 1/2 x 11 sheet and include it in all your marketing and promotional efforts.

Let the secret out of the bag!

As you frame your testimonials and present them to your advertisers and readers for their places of business, office or home, do the same for your newspaper. Share with your visitors and reinforce with your vendors and your employees that your newspaper is an awareness generating, results producing resource in your community.

Last but not least, keep your testimonials alive, current, and visible.

(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 (425) 603 - 0984 or by email MURNAU@NWLINK.COM.)

NNA to honor USPS employee

The National Newspaper Association, in cooperation with the United States Partnership Award of Excellence. The award has been established as a means of strengthening the partnership between community newspapers and the United States Postal Service.

NNA will honor the postal employee who best represents the spirit of the well-known statesman Benjamin Franklin, a newspaper publisher and postmaster. It was Franklin's commitment and dedication to service that helped set standards by which community newspapers and the Postal Service operate today.

"Community newspapers enjoy a special partnership with their local post offices," said NNA President Lockwood Phillips, publisher of the Carteret County News-Times in Morehead City, NC. "The Postal employees who strive to build this partnership

See JSPS, page 10

Springfield Sun plays 'Cupid' for subscribers

By Tim Ballard
Editor/General Manger
The Springfield Sun

The Springfield Sun has been accused of many things, sometimes justly, sometimes unjustly. This is one accusation we'll gladly plead guilty to: Playing Cupid, albeit unknowingly.

Back it up to the spring.

A copy of our paper gets sent to a faithful subscriber, Harold McKune Sr. as it's supposed to. Only it has two names on it: his and that of Geneva Reddicks. They both live in Lexington.

"I looked in the phone book, found her name, called her and told her about the paper," McKune said on a visit to Springfield. "I told her I had a copy with her name and my name on it. She said, 'Bring it over.'"

They only lived about a mile apart, and they hit it off. Reddicks invited him back for another visit.

"I sort of liked his looks the first time I saw him," Reddicks said. "My daughter did, too."

"He showed me his grandson's photo, and I said, 'Well, come back

and see me, and we'll talk about grandchildren."

Between them, they have seven children, 15 grandchildren and 10 great-grandchildren, so they had a lot of people to talk about.

One thing they found out was that Reddicks not only had known McKune's first wife, she'd gone to school with her.

Geneva Grisby and Laverne Shewmaker grew up together in the Poortown section of Washington County and went to school together through the eighth grade. In fact, they only lived two doors apart.

Then the Grisbys moved away from Poortown.

Geneva got married, had two daughters, then lost her husband in 1950.

She lived in Louisville for 26 years, working for the Federal Reserve Bank there. After she retired, she moved to Lexington to be near her daughters, two grandsons and three great-granddaughters.

McKune married Laverne Shewmaker, who died on Oct. 1, 1996.

They lived in Louisville for awhile, then moved to Lexington in the late 1950s. McKune was supervisor for Central Kentucky Supply, which sells building supplies. He retired 14 years ago because of his wife's ill health.

Along the way, they had five children, 13 grandchildren and seven great-grandchildren.

Talking about grandchildren and great-grandchildren led to romance, and pretty soon McKune and Reddicks were dating.

"We went out every day," Reddicks said. "We'd go out sometimes for breakfast, lunch and dinner."

They got married on Oct. 1 at the home of her brother and sister-in-law, Earl and Wilma Grigsby of Springfield. Washington County Judge-Executive Bobby Brady did the honors.

"Not too many people our age get married," Reddicks, who's keeping her last name, said. "I'm 76 and he's 80."

Not too many people take the kind of honeymoon the newlyweds

See CUPID, page 12

Reporter/school official relationship can be improved

Advice for school officials holds good tips for reporters

By BRAD HUGHES

The headline said, "School board raises taxes." In fact, the board actually voted to lower its tax rate, but, due to higher property value assessments, the lower rate would produce more revenue.

The newscaster stated that the school board had denied the students' membership in a school organization, when in reality the decision was made by a school-based group.

The article misrepresented the candidate for superintendent's background on several points — information the administrator said was clearly spelled out in his bio, which the reporter had.

The wire service story said the Kentucky School Boards Association might take the Council on Post Secondary Education to court...something never stated, suggested or even considered.

If there is a single most frequent area of discussion during KSBA's "Get Your Message Out" workshops on news media and community relations, it revolves around mistakes by reporters and what school board members and administrators should do about them. It can be safely argued that erroneous media reports —

"Having been involved in thousands of media interviews, I can state unequivocally that most errors by reporters result from unintentional misunderstanding, not purposeful deception."



Brad Hughes
Director of Communications Services
Kentucky School Boards Association

trivial and significant — are a far more serious barrier to school-press relations than controversial "bad news" stories and even obstinate attitudes on either side.

An all-too frequent voice conclusion — "some reporters just don't care about getting it right" — ignores two irrefutable points:

- reporters, even experienced professionals, are humans who make human mistakes, and
- sometimes responsibility for error rests equally with the interviewer and with the source.

There always will be disputes between public officials and the news media over issues of accuracy, balance and coverage in general. In the long run, however, the bottom line for school leaders should be a) what can be done to lessen the chances of reporter error and b) what

options exist when erroneous information is reported.

Reducing opportunities for reporter error

Having been involved in thousands of media interviews, I can state unequivocally that most errors by reporters result from unintentional misunderstanding, not purposeful deception. It's a fact that there are few "education reporters" in Kentucky. Most of these folks cover schools, school boards and other education issues on an as-assigned basis. That's not an excuse for error; it is an appeal for more effort by school leaders as information sources.

When the media are going to cover some issue of complexity or controversy, school leaders are advised to take three simple steps to increase the likelihood of accuracy.

First, produce a simple one-page handout with plain-language examples explaining the issue. Whenever possible, put something in black-and-white into the hands of a reporter. News releases, media advisories and background papers are vital communications tools. All should include the name and phone number of an available, knowledgeable source.

Second, when giving some document to a reporter, take the time to explain it. Just because it's clear to you doesn't mean it's clear

See REPORTER, page 10

Papers: Keep your readers informed about 'bugs'

Pressing Issues

By Randy Hines & Jerry Hilliard
East Tennessee State University

The countdown is on.

It wouldn't surprise us if some Kentucky newspapers even have sky-boxes showing readers how many days are left until the Y2K (year 2000, of course) arrives.

Press coverage about the doom-and-gloom predictions of computer chaos on Jan. 1, 2000, undoubtedly will increase this month.

According to "The Crisis Counselor" newsletter, national press coverage of the millennium bug quadrupled between July 1997 and March 1998. It predicts coverage will increase early this year, then level off before it becomes even more intense in the fall.

The issue is also being covered extensively through newsletters, books, Web sites and broadcast media.

Many companies have already determined that their computers are compliant-an overused word rarely explained. It means that hardware, software, systems and embedded chips can cope with the change correctly when the two-digit year 99 flips to 00, interpreting the year as 2000, not 1900. The problem is slightly compounded by the fact that 2000 also

has to be calculated as a leap year.

According to federal filing papers, Xerox Corp. expected to have 96 percent of its products compliant by January. It estimated 1998 costs for the project at \$130 million.

AT&T told the Securities and Exchange Commission recently it expected to spend \$900 million (since 1997) to update its technology for the year 2000 problem. No one is sure exactly how that problem will manifest itself beginning early Saturday morning, New Year's Day.

Time-sensitive machines may simply shut down. Catastrophic predictions of utility shutdowns and prison security malfunctions have already been printed in some Kentucky papers. Some equipment not considered time sensitive may still be affected because of internal timers geared toward maintenance schedules. Many problems could erupt when compliant computers connected to building power sources fail.

A Knight-Ridder infographic last month showed best-case and worst-case scenarios of the Y2K impact. Personal bankruptcies ranged from 41,000 to 600,000. Average length of power failures was three days to 15 days, affecting from 5 percent to 75 percent of the population.

One rumor has it that a major airline has already unofficially announced that it will not be flying Jan. 1. But a Lufthansa spokesperson

See PAPERS, page 11

Parenthetical additions can clutter your story

Coach's corner

By Jim Stasiowski



When I was a reporter, editors couldn't tell me anything.

If an editor tried to improve my story, I'd draw a metaphorical switchblade and say, "Back off." If my performance evaluation said I had a few little flaws in my writing, I'd squawk so violently, the editor would break down and confess my flaws were his or her fault.

But I was simply reacting defensively, the way writers do. I'd hear criticism, insist it was bull, then think about it. Almost always, the critic was correct, and I'd end up sheepishly admitting I had been wrong. Then I'd try my best to take the critic's advice.

Once, for instance, an editor told me I was putting too many parenthetical additions and clarifications into quotations. You know how that goes:

"I just think we (the City Council) should slow down (growth in the city) until we can get a handle (pass new ordinances) on it," Councilman W. Mort Krellman said.

I argued that the editor was a nitwit. But inside, I knew I had too

many parentheticals.

Reporters, like all humans, take advantage of anything to lighten their workloads. If a reporter finds editors will let him get away with adding stuff to help a quotation, he'll do it.

That's because juicing up a weak quotation is easier than trying to get the source to explain better. But readers hate parentheticals inside quotations. For one thing, the reader knows the reporter is doing the interpreting, so the reader doesn't necessarily believe the reporter's version is what the source said.

Second, readers don't merely read words, they also hear words as they read. In an uninterrupted quotation, the reader hears the source's voice. Maybe the reader doesn't know what the source's voice really sounds like, but he imagines it.

When you insert parentheticals, the voice changes. If you insert one, the reader might hardly notice. But in a quotation such as the one above, there are six shifts of voice in 25 words. That's annoying.

And avoidable. I realize some parentheticals are necessary, but most of us use them because we did an incomplete job of interview-

See PARENTHETICAL, page 7

Ad \$ENSE

Small ads generate big money

The Santa Maria (Calif.) Times (morning, approximately 23,000) is making big bucks from small advertisers with a new program that generated \$10,000 in its first month.

Business Builder targets the small, service-oriented companies that don't usually advertise and offers them 75 percent off if they run the ad every day without any changes. The ads are either one or two-columns by two-inches.

"It's been a great boost," says Tobey Anglin, advertising director. The paper sold 33 in the first month to such varied clients as insurance companies, hairdressers, massage therapists, appliance/repair stores and Realtors.

Almost all of the ads represent new business, and all the advertisers renewed for the second



month. "It's been good for all of us," says Anglin.

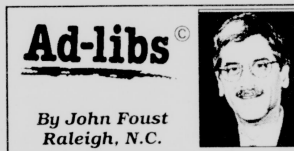
The small ads are easy to scatter throughout the paper. Anglin especially likes to group three two-column by two-inch ads across the bottom of the page.

The program is so popular that Anglin thinks he can move the rate a little higher, even as he signs up more advertisers.

Contact: Tobey Anglin, The Santa Maria Times (805) 739-2226.

(Reprinted from NAA's *Big Ideas*)

Convince your clients that white space can help their ads



I happened to be in Maine on the day that moose season opened in October 1998. I'm not a hunter, but it was an interesting story to follow in the Maine newspapers.

Apparently, it's easier to bag a moose than to get a moose permit. With tight controls on the moose population, only 2,000 permits were issued. That's 2,000 people out of the 70,000 who applied. And the hunting season is only six days long.

According to the Portland Press Herald, about 90 percent of moose hunters are successful. That makes sense, when you consider that an 800 pound moose is a pretty big target. And based on my experience (which consists entirely of nature shows on television) I don't think moose are all that fleet of foot.

In other words, if you get a permit, you'll get a moose.

The first moose of the season was claimed by a hunter named Wayne Manning, who had finally

gotten a permit after 17 years of trying. A big bull moose walked in front of his truck around 6:30 a.m., only 16 minutes after the moose hunt officially opened.

It's hard to miss a bull moose that is standing right in front of you.

Reading about moose hunting made me wonder if there is anything that can make a newspaper ad just as hard to miss. Is there something so big, so overwhelming, that it will force readers to acknowledge it?

The answer is obvious. White space. No matter what is being advertised, white space is one thing which always commands attention on the newspaper page.

In national newspapers like the Wall Street Journal and USA Today, white space is plentiful. But white space in local newspaper advertising is as rare as a moose sighting at Myrtle Beach. In *The Design of Advertising*, Roy Paul Nelson writes, "Ironically, in local advertising, where white space is all the more needed, clients resist it. Show your client a strategic area of white space in your ad and he will ask, 'What'll we put there?'"

The result is a layout that looks like 10 pounds of potatoes

See **SPACE**, page 11

Las Vegas to host NEXPO '99; date set for June 14-17

Adobe's Geschke slated to present keynote at opening

NEXPO '99, the world's largest annual newspaper technical exposition and conference, will be held at the Las Vegas Convention Center from Monday, June 14 to Thursday, June 17, a change from its traditional Saturday start date.

"Opening the show on Monday will give us the opportunity to hold our general session on the first day of NEXPO," said Eric Wolferman, senior vice president of technology for the Newspaper Association of America. Slated to present the keynote at that opening session is Dr. Charles M. Geschke, president, co-chairman and co-founder of Adobe Systems Inc.

NEXPO '99 features a comprehensive schedule of conference sessions, as well as more than 210,000 square feet of exhibition space — which is selling out quickly. Exhibitors include publishing systems and imaging systems; press and related equipment and supplies; post-press systems and equipment; computer hardware, software and peripherals; new media services; communications and telecommunications; consultants/training; and ergonomics and safety products.

More than 12,000 people participated in NEXPO '98 in Orlando, FLA. last June; 31 percent were at NEXPO for the first time and 37

percent had attended NEXPO for at least three consecutive years. NEXPO '98 attracted 382 exhibitors in 209,700 square-feet of exhibit space, a gain of 9 percent over the previous year.

For NEXPO99 program information contact Dawn Rhine at 703-902-1844, or via e-mail at rhind@nna.org. For NEXPO exhibits information contact John Woodstock at 703-902-1847, or via e-mail at woodj@nna.org.

Information also is available on NEXPO's Web site at www.nexpo.com. Working press interested in covering NEXPO'99 may pre-register by contacting Debra Gersh Hernandez at 703-902-1737 or via e-mail at gersh@nna.org, or by faxing the attached press registration form to 703-902-1699.



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Winter Convention Schedule

Thursday, January 21, 1999

8 a.m. Trade Show Set Up

10 a.m. KPA/KPS Board Meeting

11 a.m. Trade Show Opens

12 Noon KPA/KPS Board Luncheon

1 p.m. **KPA Internet Seminar: Focusing on Advertising**
 Speaker: Peter Zollman
 You've read his material in The Kentucky Press now hear all about the Internet and your newspaper. This seminar is designed especially for newspaper ad staffs. His seminar will actually be in three sessions:

- 1 to 2 p.m.: Who's Making Money on the Internet? How do they do it and how can we?
- 2:15 to 3:15 p.m.: Online Classifieds: Your Future Depends on Them
- 3:30 to 4:30 p.m.: Packaging On-Line for Your Advertisers and Readers
- 4:30 to 5 p.m.: Questions and Answers

1 p.m. **PhotoShop 5.0 Seminar**
 Speaker: Kevin Slimp
 He's back by popular demand!! Kevin Slimp knows the ins and outs of PhotoShop because he reviews each version of the software before it's released to the general public. And with PhotoShop 5.0 now on the market, Kevin leads you through everything this will do for your newspaper. He also incorporates some QuarkXPress information that makes this seminar a must for anyone involved in various aspects of newspaper design and software process. Whether you've used PhotoShop 5.0, or another version, or even if you're just thinking about purchasing the software, this session is a MUST!

5 p.m. Both Seminars end

6 p.m. **Opening Reception/Trade Show Area**
 Opening reception is sponsored in part by the KPA Trade Show vendors and the Bluegrass State Games.

7 p.m. **Opening Reception Ends** (Dinner on your own)

Friday, January 22, 1999

8 a.m. Trade Show Opens

8 a.m. **KPA Breakfast and Annual Business Meeting**
 Moderator: Guy Hatfield, President, 1998, Kentucky Press Association
 Following breakfast, KPA will convene its annual Business meeting. The agenda includes election of officers for 1999; the 1999 KPA budget; and the 1999 KPS budget.

9 a.m. College Student Seminar

9:30 a.m. **General Session**
 "Management Magic"
 Speaker: Dr. Kerry Johnson
 A two-hour session for any one in a management position or aspiring to be in a management position. Dr. Kerry Johnson takes participants through all the facets of what it takes to be a good manager, how to hire, train and retain staff; how to motivate staff to produce.

10:30 a.m. **College Student Seminar**
 Student Publication Laws, Open Meetings and Open

Records
 KPA attorneys Kim Greene, Jon Fleischaker and Kenyon Meyer, take college students through a seminar on various legal issues including student publication rights, plus open meetings and open records as they relate to student publications and universities.

11:45 a.m. **KPA Lunch**
 Changing of the Guard
 Luncheon also includes presentation of the 1999 Bingham Freedom of Information Award, given by the Louisville Courier-Journal.

1:45 p.m. **KPA Division Seminars**

News Editorial Division
 Speaker: Jim Ausenbaugh
 Jim Ausenbaugh is well-known in Kentucky newspaper circles. A former copy editor for the Louisville Courier-Journal and Times, he recently wrote a book about his experiences there, entitled "At Sixth and Broadway." Jim opens his session with some information about self-publishing a book. But more than an author, Jim is also a highly-respected writing coach and spends the rest of his session with some examples of good (and bad) reporting and headline-writing. It's a fast-moving, often humorous but educational writing session.

Management Seminar
 "Thinking Ahead: A Year 2000 Project"
 Pam Luecke, editor of the Lexington Herald-Leader, and Tom Caudill, assistant managing editor, discuss a statewide newspaper project for the new millennium.

Advertising Division
 Speaker: David Yoho
 "Commanding A Higher Share for Your Newspaper in a Competitive Market"
 David Yoho is president of the Louisville-based Professional Educators, Inc., a creative marketing agency and one of America's most respected business advisers. His clients read like a Who's Who in the business world including The Washington Post, Investors Business Daily, the Mississippi Valley Classified Advertising Managers Association, Gateway Computers, All-State Insurance and Sherwin-Williams. In this afternoon-long session, you will learn to:

- gain a stronger position in the prospect/customer's mind;
- get more and better appointments with the prospects you want;
- call on the right prospects;
- sell at the right price;
- upgrade your negotiation skills
- speed the prospect's decision-making process.

Circulation Division
 Tour, Kentucky U.S. Postal Service Headquarters
 Bus will depart from in front of the Galt House East for the USPS headquarters. Bus will return to the hotel at 3:15 p.m. for the Readers First session with Mike Phillips, Publisher, Bremerton (WA) Sun.

Associates Division
 Speaker: Karl Schmitt, Corporate Communications, Churchill Downs We're in Louisville, home of one of the nation's most identifiable landmarks — the Twin Spires at Churchill Downs. The first Saturday in May of each year, the sports world focuses on the Kentucky Derby, the fastest two minutes in sports. Churchill Downs has long been active in the business of publicity and media relations, most notably during the Kentucky Derby and Breeders' Cup. While those high profile horse racing events remain important communications tools, the Company has changed dramatically in the past few years. Acquisitions, business invest-

ments, a more actively traded stock, competition from lotteries have put Churchill Downs in the news. Karl Schmitt will talk about how a 125-year old institution is making a cultural PR shift.

College Student Seminar

3:15 p.m. **KPA Division Breakout Sessions**

Combined: News Editorial/Circulation Divisions
 Speaker: Mike Phillips, Publisher, Bremerton (WA) Sun
 Our industry has been grimly accepting declining circulation and readership trends for many years. Indeed, many professionals accept "no time to read" and "changing lifestyles" as factors they can do nothing about. Mike Phillips is part of an E.W. Scripps Company initiative, called Readers First, and shares this readership-building program for all departments. The vision of Readers First states: "We believe readership drives our future. We will listen to our readers, meeting their needs and refocus our resources on sustained readership growth." This session runs through what newspapers are doing and should be doing to put "Readers First." The study team for this project — an editor, a circulation professional, researchers and the firm of Clark Martire & Bartolomeo, Inc. — identified newspapers with strong growth trends and visited them. You'll hear the success stories in this presentation.

Advertising
 Speaker: David Yoho
 "Commanding A Higher Share for Your Newspaper in a Competitive Market"
 Session continues from 1:45 p.m.

Combined: Management/Associates Division
 Speaker: Nancy Lawson, Dinsmore & Shohl, Attorneys at Law, Cincinnati
 "Y2K: It's more than just getting your newspaper ready"
 As we approach the Year 2000, anyone who works with a computer, who deals with companies who work with computers, has heard all the talk about being "Y2K Compliant." So what does this mean for you? It's more than making sure your newspaper is ready. Will you have gas, water, electric service? Will you get a paycheck? Will there be ads for your newspaper? Nancy Lawson, a partner in the Cincinnati Office of Dinsmore & Shohl, takes you through everything you need to know and consider in getting ready for Y2K.

3:30 p.m. **College Student Job Fair**
 Job Fair: Kentucky college students will be available for job interviews. Plan for the future by talking with tomorrow's journalists and advertising sales

6 p.m. **KPA Fall Newspaper Contest Awards Reception**

6:45 p.m. **KPA Fall Newspaper Banquet**

7:30 p.m. **Gov. Paul Patton addresses the 1999 KPA Winter Convention**

8:15 p.m. **Videotape presentation of the 1998 KPA Fall Newspaper Contest Awards**
 Ninety-five newspapers submitted 4,271 entries in the 1998 Kentucky Press Association Fall Newspaper Contest. Find out who won what.

9:30 p.m. **KPA Convention Adjourns**

2000

Continued from page 1

save the newest files over the oldest files. On Jan. 1, 2000, the program sees a date on a file with the date "00." It will read the "99" file as higher than "00" and it will overwrite the "00" file with the older "99" file. Think this could cause a headache in the business office?

After you've done your inventory, contact every vendor to see what their policy is on Y2K upgrades. Ask for a written statement of every product's Y2K compliance. Most businesses, and especially deadline-driven newspapers, can't afford to shut down to test Y2K compliance. So, you're probably looking at after hours and weekends as the best testing time.

Thank goodness for most newspaper folk, Macintosh computers can handle the year 2000. According to Chaplin, Macs' capability is due to the fact that since the first Macintosh 128K rolled off the production line in 1984, the Mac operating system used a 32-bit value to store second, starting at 12:00:00 a.m., January 1904 and ending with 6:28:15 a.m. on Feb. 6, 2040.

But if you're a Mac user that doesn't necessarily mean you have nothing to fear. Remember, you've also got to check out all the software you run on your Mac.

And don't forget your advertisers and suppliers for your newspaper. Is your paper and ink supplier, or your printing plant's suppliers Y2K compliant? If not, the time is now to start preparing.

The United States Postal Service has been working toward Y2K compliance since 1993 and isn't there yet. According to frequently asked questions on the Postal Service's web site (www.usps.gov/year2000/faq.htm), "The USPS has

thousands of components ranging from information systems to mail processing equipment, from forms to elevators and security systems, that may not function properly when the century date changes." The goal is to have the systems and equipment used for mail processing ready by Year 2000.

If USPS has been looking at the problem for six years and isn't there yet, what about companies that just started the process?

What can your newspaper do to be a proactive voice in your community?

After you've worked out your own bugs, start thinking about helping your readers. Newspapers across America are publishing special sections devoted to the Y2K dilemma. Another idea is community seminars to help educate the public.

The Huntsville (Ala.) Times published a special Sunday edition on Oct. 4 called "A Burning Issue." The project involved 20 reporters who produced 20 stories with several sidebars called "Y2K Bytes" plus graphics and photos. The story topics included: how state and local governments are preparing, what businesses are doing, predictions that sports statistics would crumble, how some people are stockpiling six months worth of food to prepare, how the medical community is addressing the problem and how travel will be affected.

The newspaper is continuing a version of "Y2K Bytes" weekly and is responding to questions from readers.

The Reporter in Fond du Lac, Wisc., partnered with two local radio stations, a cable company and the local chamber of commerce to sponsor a seminar called "R U Y2K OK?" The newspaper ran ads promoting the seminar and as a safeguard against liability included in all of them a disclaimer noting

that sponsors assumed no responsibility for seminar content or participants' use of that content. The seminar attracted 150 participants.

As the chief source of information in your community, your newspaper has an obligation to help educate the public.

The North American Electric Reliability Council released its initial Y2K assessment of the 3,200 electric utility companies in North America in September. The complete report to the U.S. Department of Energy is online here: [ftp://ftp.nerc.com/pub/sys/all_updl/docs/y2k/y2kreport-doe.pdf](http://ftp.nerc.com/pub/sys/all_updl/docs/y2k/y2kreport-doe.pdf)

The report reveals many companies are on track, some are late getting started and some are not showing sufficient progress. "The aggregate affect, with the leaders on or slightly ahead of target, and others behind, is that the center of gravity for the industry needs to be accelerated." The complex electric grid requires all companies to be compliant or risk starting a ripple effect across the country. Obviously, an interruption in electricity will adversely affect many, many businesses and residences. This could make a good story considering the electric companies have been getting bad press in regards to their Y2K plans.

Another source of information is the web site for the Newspaper Association of America (NAA) at www.naa.org. Once you're on the site, go to "technology" for some good information and valuable links.

At the upcoming KPA Winter Convention, a seminar presented by Nancy Lawson of Dinsmore & Shohl, will go through the steps necessary to prepare your newspaper.

(Information from publications of the Iowa Press Association was used in this article with permission.)

Parentheticals

Continued from page 4

ing. Here are some ways to avoid them:

First know your sources. Some speak in full thoughts, some cut corners. When you're with cut-corners, have follow-up questions that will make them repeat their thoughts.

Second, develop an ear for incompleteness. Most of know, as we're getting the quotation, it's not good enough. Ask the source to repeat what he or she said. If the quotation comes out the same way, say "Look, I really like what you're saying, but it's incomplete. Fill out the thought." Only if that doesn't work should you resort to a parenthetical.

Third, some of the additions we use are so obvious, we don't need them. In the above example, "...we (the City Council) should slow..." is probably unnecessary because the context of the story is the council is talking about growth. If a council member says "we," that almost always means the council.

That's a common problem with using parentheticals: Once you start, they become a habit, you use them when you don't even need them.

Fourth, you avoid one shift in voice if you use information outside quotation marks:

"...we should slow down" growth in the city, Councilman W. Mort Krellman said.

Fifth, a good introduction to an incomplete quotation can help.

Councilman W. Mort Krellman said until the council considers revising growth laws, "I just think we should slow down" on approving new projects.

And that unwieldy use of a quotation brings up common-sense recommendation No. 6: If you have to do a major surgery on it, the quotation probably isn't all that good anyway. Paraphrase:

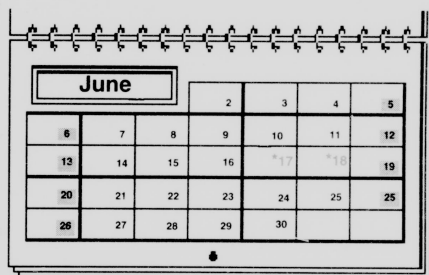
Councilman W. Mort Krellman said he thinks the council should stop approving large projects until it can pass stricter growth ordinances.

And if you find flaws in this column, remember: They're my editor's fault, not mine.

The Final Word: I bet you were surprised I used "quotation" instead of "quote," throughout the column. I surprised myself. After I finished writing the column, I looked in the dictionary and saw "quote," the noun described as colloquial. So I checked with my usage guru, Theodore M. Bernstein, who in "The Careful Writer": "The noun 'quote' for quotation is a casualism, unsuitable for serious writing."

Which means I'm going to keep using "quote" in most of my writing, but I wanted to make sure you all knew this column was really serious.

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



Mark your calendar now for the 1999 KPA Summer Convention: Bardstown Holiday Inn June 17-18

LEGAL NEWS & VIEWS

New Year brings First Amendment challenges

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



As we begin 1999 (some say the final countdown to the new millennium; the purists, however, know that the new millennium is still two years away), I have two thoughts in mind.

First, I'm grateful to have made it into 1999. Given the state of the world today, all of us should be. Also, having the KPA and its member newspapers as part of my ride through 1998 was a special treat, just as it has been every year since our relationship began. Jon and I love the news media part of our practice. And, it gives us tremendous satisfaction to work with so many of the newspapers throughout the state on First Amendment and access issues. In fact, we're in awe of what some of you have done in the last few years to preserve and protect the public's right to full and accurate information about our government at all levels, local state and federal. We are proud to be working with you.

My other feeling as we kick-start 1999? It's hope. On a broad scope, I hope that our country can find a way to put the divisive difficulties of the last year behind us. I hope we can all gain some better perspective on the role that each of us played in creating the spectacle that some have labeled "Monicagate." I hope that our elect-

ed officials will soon return their attentions to the many public policy issues which have been put on the back burner for far too long. And I hope that those of us in or related to the news media find a satisfactory way to perform our public function without playing into the hands of partisan politicians.

On the local level, I hope that we will all have the energy to continue fighting the First Amendment fights for another year. I am realist enough not to wish for the impossible; that is, I won't wish that we can rest on our past successes and live happily ever after. I know the battles will continue to present themselves.

There is, in fact, one developing challenge I want to report to you. It has to do with subpoenas you may receive to testify as a witness in somebody else's lawsuit and to produce notes or unpublished photographs. A new decision of the United States Court of Appeals 2nd Circuit may foretell a change in the way we advise you to respond to those subpoenas.

As you know, subpoenas served on newspaper personnel generally fall in two categories. First is the "change of venue motion" category. This subpoena asks for information about news articles published concerning a particular case and about the newspaper's circulation. Since those subpoenas are asking only for previously published information, there is little legal basis for objecting to them.

The second category of subpoenas are those that ask a reporter to testify about the fact of his or her news article. They often also ask a

reporter to produce his or her notes, tape recordings and unpublished photographs from the scene. In those cases we have been able to rely on one or two legal arguments: 1) the Kentucky reporter's shield law, KRS 421.100, protects reporters from having to testify in court concerning his or her source for information published in the newspaper for which the reporter works; and (2) the First Amendment encompasses a qualified privilege that protects reporters from having to testify concerning confidential sources and unpublished information obtained during the newsgathering process.

The privilege is a qualified one, meaning the person subpoenaing your notes can overcome the privilege if he proves three things: (1) that the information sought is material to the claims in his lawsuit, (2) that the information sought is relevant to the claims in his lawsuit and (3) that there is no alternative source for the information. For years, this privilege has been recognized by some courts, and we have been able to use it to our advantage here in Kentucky.

We, obviously, have uses the second argument whenever possible, since it is broader and covers more than just the confidential sources protected by KRS 421.000. Unfortunately, the second argument may not be available to us much longer. In *Gonzales v. National Broadcasting Co.*, the 2nd Circuit ruled that there is no journalist's privilege for nonconfidential information under federal law in the 2nd Circuit. The court also rejected the notion that

See **CHALLENGES**, page 9

AG: Some juvenile court records can be made public

The Kentucky Attorney General has ruled that police records related to a juvenile victim of a crime cannot be withheld from the public.

The Lexington Herald-Leader appealed to the AG after the Lexington Fayette Urban County Government refused the newspaper's request for the names of two six-year-olds involved in a shooting incident at the home of their babysitter.

Kentucky's Open Records Law

exempts police and court records of juveniles in criminal cases to ensure a fair trial and promote a child's prospects for rehabilitation.

In the AG opinion issued Dec. 1, Assistant Attorney General Amye Bensenhaver distinguished between juvenile suspects and victims. In this case, Bensenhaver said no public offense was committed and no charges filed. The juveniles' privacy interest and the public's interest in disclosure are about evenly balanced, she wrote.

Judge: No common law privilege protects reporters

(AP) — There is no common law privilege that allows reporters to withhold nonconfidential information sought by lawyers, a federal judge has ruled.

U.S. District Judge Peter Leisure reached the conclusion in a case in which lawyers sought the notes of a Dow Jones & Co. reporter in a federal securities class-action lawsuit brought in

Massachusetts.

That litigation arose from claims that Centennial, a publicly traded company in Billerica, Mass., misrepresented its financial prospects.

Lawyers for two Centennial officials subpoenaed from Dow Jones the source materials including notes, recordings and drafts

See **JUDGE**, page 9

Defamation suit fails due to notoriety of doctor's wife

The U.S. District Court for the District of Connecticut has found a physician's wife to be a public figure, thus rendering her unable to sue a wire service for defamation. A patient sued her former physician in a Connecticut federal court, alleging that she became addicted to the drug Percodan as a result of the doctor's negligent care and treatment.

A wire service story included a summary of the complaint filed by the patient. The story, however, erred in stating that the physician's wife was also being sued for the patient's addiction to Percodan. In this case, the physician's wife had played no role in her husband's medical practice. The wire service reporter was confused by the fact that the physician's wife had also been sued by the patient in a separate action.

The physician's wife sued alleging that she had been defamed and cast into a false light. Claiming protection under the First Amendment, the wire service asserted that the physician's wife was a "public figure." Under the United States Supreme Court's

decision in *New York Times v. Sullivan*, if a court determines that a person is a "public figure," that person can only recover in a defamation suit after providing clear and convincing proof that was false, defamatory statement was made with "actual malice."

In this case, the physician's wife was unable to present any evidence indicating that the wire service had run the story with actual malice. As such, after finding that the physician's wife was a public figure, the court dismissed the suit.

In finding the physician's wife to be a public figure, the court was first noted that her husband was clearly a public figure. While the suit brought by the patient had generated media attention, this was not the first time her husband's medical practice had brought him to the media spotlight.

A few years earlier, the State of Connecticut had relieved him of his medical license and had fined him \$20,000 for insurance fraud after a widely publicized proceed-

See **DEFAMATION**, page 9

Judge finds that magazine committed fraud, but rejects punitive damages

(AP) Cincinnati, Ohio — A federal judge found that Business Week magazine fraudulently obtained information for a story from a credit-reporting agency but rejected punitive damages because the article was "a matter of vital public interest."

U.S. District Judge Herman Weber awarded \$7,500 in actual damages. WDIA Corp. of Cincinnati, a pioneer in providing businesses with online access to credit reports, had sought \$75,000 in actual damages and \$45 million in punitive damages.

WDIA said it is considering appealing the award.

"The thing is the judge did not award any punitive damages," WDIA president Mark Hanna said Dec. 28. "And if a member of the press can commit fraud in order to do a story and only compensatory damages are awarded, then the press will go unchecked" because taking such a case to court can take years and cost millions of dollars.

Weber ruled Dec. 18 that former Business Week reporter Jeffrey Rothfeder violated a contract with WDIA to get information for the 1989 story. But Weber decided against punitive damages because he said the story "served to inform Congress and the general public about a matter of vital public

interest."

The judge decided that Rothfeder and McGraw-Hill, the magazine's parent company, misled WDIA by saying they intended to use confidential credit information to screen prospective employees.

Instead, Rothfeder used the information in a cover story titled "Is Nothing Private?" that aimed to show how easy it is to obtain the credit reports of even well-known Americans such as then-Vice President Dan Quayle.

Kenneth Vittor, McGraw-Hill senior vice president, defended the magazine's methods. He told The Wall Street Journal that Business Week was testing critics' claims that credit bureaus failed to protect people's privacy.

Rothfeder, who left the magazine in 1991, told the Journal the judge's decision vindicated his story.

Hanna insisted Rothfeder's story proved nothing.

"If you're a multibillion-dollar, multinational, publicly-traded corporation willing to commit fraud — endorsed by its president — you can obtain consumer credit data and publish it on the front of your magazine," he said.

"And without punitive damages it will happen again," he added.

Defamation

Continued from page 8

ing. In the case at hand, the court found that the physician's wife was also a public figure because of her husband's notoriety. The court

explained that even though the physician's wife had not undertaken any purposeful action to make herself a public figure as a result of her husband's activities and by virtue of their marriage.

(*Supnick v. Associated Press, Inc.* Reprinted from *First Amendment COMMENT*)

Judge

Continued from page 8

used to prepare stories on the company.

Dow Jones refused, citing a common law privilege that it argued permitted journalists to refuse to comply.

Leisure concluded Dec. 17 that there was no such privilege.

He cited a recent ruling by the 2nd U.S. Circuit Court of Appeals that lawyers could subpoena

unbroadcast videotape from a "Dateline" segment aired on NBC.

That ruling is being appealed.

Leisure said he would have had to ignore the findings in the NBC case to block the subpoena of Dow Jones, something that might "impair litigants' already difficult search for evidence to support their valid claims and defenses."

Dow Jones planned to seek review of Leisure's ruling from a federal appeals court, company spokesman Richard Tofel said.

Centennial did not return a telephone message for comment.

Challenges

Continued from page 8

the First Amendment compelled the court to recognize such a privilege. The court reached that conclusion despite NBC's claim that having to produce notes and nonconfidential information would violate its First Amendment rights by interfering with its editorial process and by impeding its news gathering activities because it would be flooded with nonparty subpoenas.

The court was unconvinced by both arguments. The court was very skeptical that "in today's competitive news reporting environment, journalists' decision on what to publish will in fact be adversely affected by the possibility of having their nonpublished, nonconfidential material subpoenaed in future litigation." In fact, the court felt that the lack of a privilege might have a salutary effect on editorial decision-making. "This effect may well accrue to the public's benefit."

The court also found NBC's argument that the news media need constitutional protection from the burden of responding to subpoenas "speculative at best." The court was unpersuaded by that argument because NBC had offered no evidence about how much time answering subpoenas took away from newsgathering duties.

As a result of its holding, the court decided that the lower court had properly compelled NBC to produce unedited, unbroadcast videotapes. The court also concluded that it was proper to hold NBC in contempt for refusing to comply with the order to produce the tapes.

What does this all mean to your day-to-day work? This is only one federal appellate court, after all. That's true, but other courts have shown signs of moving in the same direction as the second circuit. Those courts have issued opinions which either didn't recognize the privilege, construed it very narrowly or found easily that the subpoenaing party had satisfied the test to defeat the privilege.

This raises again the age-old

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debate of whether to keep notes after the story is published. Your newsroom should probably revisit this issue. On balance, we continue to recommend that notes and tapes be kept. They can be extremely helpful, for example, in defending libel cases. Having the notes or tapes from the interview goes a long way to proving what was actually said to the reporter.

On the other hand, keeping notes places an additional burden on reporters and editors. Reporters must be certain to keep their notes factual and not litter their notes with doodles or other marginalia containing angry or sarcastic comments about the subject of your story.

Those sorts of off-handed comments, often made solely out of the frustration of having to deal with difficult people, can take on an entirely different meaning three years later when the subject has filed a libel suit.

The privilege of protecting non-confidential, unpublished materials hasn't evaporated entirely yet. In appropriate cases, we can still make the argument and attempt to have a subpoena quashed. It will be a wise procedure, however, for all of you to keep your notes "clean." That way, if they are hung out to dry, there will be no "spots" there to embarrass you, or worse, cause a jury to believe you published with malice toward your subject.

If you have questions concerning these or other First Amendment matters, don't hesitate to contact your Hotline attorneys. We wish you all a very happy, successful 1999.

Got legal questions about a story or ad?

Call the KPA
FOI HOTLINE
(502) 540-2350



Reporter

Continued from page 4

to everyone else, especially to someone outside the education profession. The time spent in a question and answer session about the issue and the related document seldom will be wasted — even if the reporter still makes a mistake.

Finally, be known for being accessible. Reporters with questions and/or confusion are more likely to make that phone call, or even two or three, for clarification if they believe the call will result in greater comprehension and improved accuracy.

After 10 years as a reporter and 15 in public affairs, I've never met a reporter who willingly printed or broadcasted in error. But...

When the news report is wrong

...once it's in the paper or on the air, it frequently will take an effort to get the mistake corrected. Reporters typically do not go back and review their stories for accuracy after the newscast airs or the paper hits your doorstep.

Here are the ABCs for handling erroneous news media reports:

A) Ask yourself if there is a chance the reporter could have been given incorrect or ambiguous information. Is it possible that you or someone else misspoke? Did another source, for whatever reason, give the reporter the wrong direction?

B) Back up your contention with indisputable facts, preferably from some written document or record. If you're going to claim reporter error, be ready to prove it with proof, not opinion.

C) Call up the reporter and discuss the error and how to resolve your contention that the public has been given the wrong information. Never approach an editor or news director without first having talked with the original writer of the story.

And then perhaps there is a D) determine whether you want to ask for a printed or broadcast correction. Only an insignificant number of newspaper readers ever check

the "corrections" column. However, the bad news stories — what I call Stinking Story #1 — almost always are followed up with Stinking Story #2 and Stinking Story #3. Most newspapers keep files on major stories and corrections go in those files. Too often, staff turnover leads to new reporters covering old news, and any action you can take to avoid a repeated error is worth it.

(This applies almost exclusively to newspapers in terms of getting corrected information to the public. There is a prevalent attitude in far too many television and radio news departments that "insignificant errors" — insignificant as determined by a very self-protective news director — don't merit on-air corrections.)

My opinion — anchored in 26 years in journalism and public affairs — is that there would be fewer errors in media stories if reporters took more time and care in writing their articles. James Ausenbaugh, a former editor at The Courier-Journal, retired Western Kentucky University journalism instructor, long-time writing coach and member of the Kentucky Journalism Hall of Fame, told participants in the fall professional development conference of the Kentucky School Public Relations Association, "The first three rules of writing are 1) accuracy, 2) accuracy, and 3) accuracy." That's still being taught to rookie reporters, but too many of their more experienced peers demonstrate more reliance on "the story" than on "the fact of the story."

If school leaders practice these measures, will it eliminate reporter errors? Of course not. But can we reduce the opportunity for misunderstanding and miscommunication? Absolutely...one story at a time.

And that's a message worth getting out.

Hughes is Director of Communications' Services for the Kentucky School Boards Association. A veteran journalist, he's in his 26th year in communications, 10 of those spent at newspapers, radio and television stations.)

USPS

Continued from page 3

serve not only the newspapers, but also the community at large through the delivery of news and community information."

Community newspapers and the Postal Service have worked together for over 200 years. Since taking office, United States Postmaster General William Henderson has stressed the importance of this partnership. This award will serve as a means to enhance that friendship.

Only NNA members are eligible to nominate postal employees. A

panel of NNA state chairman and representatives of the state press associations will judge nominees. A single winner will be selected from each state. From the 50 candidates the NNA Postal Committee will select the winner of the Benjamin Franklin Community Newspaper and Postal Partnership Award of Excellence. The USPS will fly the winner to Washington, DC during NNA's Government Affairs Conference, March 17-20, 1999. The individual will be recognized at an awards ceremony on March 17, 1999.

For more information, contact Adam Wachter, NNA communications manager, at 703-907-7931 or adam@nna.org.

Coverage

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would come closer to mirroring the way voters view candidates.

Many ads are distorted, using obscure votes to stake out a position. But these ads may get a small mention in a story, which runs one time. The ads, of course, run daily. Most news executives are content to say, "We've already run that story."

That's not good enough. Political polls offer a parallel. When polls began to proliferate, pollsters and the news media agreed that the legitimacy of the poll required disclosure of certain things, such as the name of the polling firm, the size of the sample and the margin of error.

Similar standards need to be devised for political ads.

A new approach to campaign coverage is needed.

About half of the voting-age population doesn't vote. And many of those who do vote say they struggle to get pertinent information about candidates.

The news media must bear their share of the blame for that.

Unless the news media want to forfeit their role to paid political advertising, they need to begin planning now for distinctive coverage with improved standards.e]

(Overby is chairman and chief executive officer of The Freedom Forum. Reprinted from The Freedom forum and Newseum News.)

Convention

Continued from page 1

er for a chance to mix with the professionals. It also allows you an opportunity to meet and interview prospective employees for your newspaper.

The general session begins at 9:30 a.m. and is entitled "Management Magic." It features Dr. Kerry Johnson, a former professional tennis player who logs over 6,000 miles a week, traveling all over the world to speak. He's the author of five books that are listed among best sellers in the business community. Johnson reviews all the aspects of what it takes to be a good manager, from hiring and training tips to how to keep a staff motivated.

The noon luncheon brings the professional and college students together and features the "Changing of the Guard" when Guy Hatfield, 1998 KPA President, passes the gavel to 1999 President Tom Caudill.

Also during lunch, the 1999 Bingham Foundation Freedom of Information Award, given by The Courier-Journal, will be presented.

After lunch, it's the KPA Division Seminars. For the News Editorial Division, Jim Ausenbaugh will tell his audience how to self-publish a book and then devote the rest of the session to examples of good and not-so-good writing. Ausenbaugh is a former copy editor for the C-J and a retired journalism instructor at Western Kentucky University.

David Yoho, president of Professional Educators, Inc., a creative marketing agency and one of America's leading business advisers, will conduct the Advertising Division Seminar. It's entitled "Commanding a Higher Share for Your Newspaper in a Competitive

Market." Yoho's client list includes, The Washington Post, Gateway Computers, All-State Insurance and Sherwin-Williams.

Those attending the Circulation Division Seminar will tour the U.S. Postal Service Headquarters and then come back to the hotel at 3:15 p.m. for a combined News Editorial and Circulation seminar.

For the Associates Division, Karl Schmitt, Corporate Communications for Churchill Downs, will talk about how the 125-year-old institution is making a cultural PR shift.

Division breakout seminars continue in the afternoon with a combined session for the News Editorial/Circulation Divisions led by Mike Phillips, publisher of the Bremerton (WA) Sun. Phillips is part of a E.W. Scripps Company initiative called "Readers First," a readership-building program. Study teams composed of an editor, a circulation professional, researchers and the firm of Clark Martire and Bartolomeo, Inc., identified newspapers with strong growth trends and visited them. Phillips will share these success stories.

A combined seminar for the Management/Associates Division will be led by Nancy Lawson of Dinsmore & Shohl. Her session, entitled, "Y2K: It's More Than Just Getting Your Newspaper Ready," will take you through the steps of preparing for the new millennium.

At 6 p.m., the KPA Fall Newspaper Contest Awards Reception begins followed by the awards banquet at 6:45. Gov. Paul Patton will address the convention at 7:30 p.m. and the awards video should begin at 8:15 p.m.

Ninety-five newspapers entered this year's contest with 4,271 entries, the most ever for a KPA contest. Always the highlight of the convention, find out who will carry home the General Excellence plaques.

And, unfortunately, all good

Demystifying the Internet — it's about audience

Interactive Insider

By Peter M. Zollman



After two days of intensive workshops on what his company should do to build its Web sites into highly profitable businesses, a consulting client paid me a high compliment the other day.

"You demystified the Internet for me," he said. "I thought the Internet was all about the technology and the software and all of those other things. Now I know it's about building an audience and finding advertisers who want to reach that audience."

He's right. Interactive media businesses are not about the technology.

Just like what we do now, publishing newspapers and perhaps a few related spin-offs, even new, interactive media are about what we've been doing for the past few decades: Developing an audience, providing that audience content it wants (which can include the "content" of advertising), and helping advertisers sell their goods and services to the audience we've developed.

About 15 of us were wrapping up the two-day workshop when the publisher, whose mini-empire now includes several magazines, two (profitable) Web sites, an audiotext business, a Web design firm and advertising agency and --

oh yes — the core product, a daily newspaper, summed up what he had learned.

'I don't run a press...'

"I don't know anything about running a press, but we have one. I don't know about the platemakers or production equipment we have," he said. "But it's all here and it's all part of what we're doing. Now I understand that I don't have to know how the Internet works, either."

"Over the past year, we've developed the talent we need to run the servers and to do the HTML coding and the other things that make our Web sites work. Now we have to figure out how that translates into users, and advertisers, and a business that's just like what we've been doing before in print."

What to do?

Before our workshops started, we considered some obvious options about what the company ought to do with its primary Web site -- a statewide site with ties to a high-end Web development company, a state business magazine, and several other print products. (The company also runs an online newspaper.)

Tourism sounded like the most logical place for fast growth at the statewide site. But by the end of our sessions -- and I didn't provide the answers, I just facilitated -- we found that tourism was pretty far down the list. Our first two priorities were much more valuable and immediate opportunities for the company. Tourism can wait. (For competitive reasons, I'll

pass up specifics on where they are going first.)

Two sites - or one?

Another question that came up as we got started was whether the company should combine Web operations or maintain the two separate sites. After all, advertising two sites with separate identities dilutes promotion power. And why should a company with multiple products have two editorial staffs, sales staffs and so forth?

Again, it came down to content and audience.

Much of the content of the online newspaper comes from and is best developed by the newspaper. Advertisers for the online newspaper should be sold by the newspaper's sales staff. At the statewide site, much of the content is different. So are the prospects. Furthermore, there are benefits to maintaining separate sites. Clients of the statewide site who see a negative story in the newspaper, for example, may not be as offended as they would if they were on the online newspaper. And relationships with potential sponsors and advertisers can be easier to develop with separate sites.

So, after studying the audience and the prospective advertisers -- again, basics of any publishing business, online or otherwise -- we opted to continue separate sites. But we found that the newspaper can and should provide certain content for the statewide site, and the mag-

See INTERNET, page 12

Papers

Continued from page 4

told "Pressing Issues" such information would not be available this far in advance.

In response to such hearsay, the chair of the national Y2K commission said he will be flying on the holidays. John Koskinen, in an Associated Press story Dec. 5, said, "I am scheduled to fly to New York Friday evening, Dec. 31, 1999, and catch the first commercial flight back to Washington Saturday morning."

The U.S. Small Business Administration called for a National Y2K Action Week beginning Oct. 19. Published in newspapers, the ad encouraged small and medium-sized companies, local governments, and community organizations to take steps to meet the Y2K challenge.

A 1-800-U-ASK-SBA phone line encouraged callers to check on seminars and other educational events in the readers' area during the week. The line had averaged 1,000 weekly calls but during the special promotion it received 6,953. SBA's Web site-receiving 20,000 hits per month-jumped to 117,251 during Y2K Week.

A Gallup Poll of small-business owners last year revealed that up to 5 million small businesses are at risk of glitches. As we reported in our February 1997 "Pressing Issues" column, a Macintosh or Mac-OS compatible system should have no problem, since the Mac is internally programmed to operate into the year

2040 without a calendar hitch.

But the major problems for both Mac and compliant newspapers--among other organizations--could be suppliers, customers and business partners who are noncompliant Jan. 1.

Chaos has been predicted by some pundits for the auto industry, for example, which in the past has been crippled when suppliers cannot provide deliveries, due either to strikes or material shortages.

In fact, nontechnical areas for newspaper coverage may be as extensive as the embedded-chips stories. Officers and directors of a company damaged by the Y2K problem, for example, may be held personally liable. Don't be surprised to see companies use the media to promote the fact that they have become compliant, as a means to convince key publics that the businesses and their investors are protected. This step could translate into higher ad revenues and a larger-than-normal pile of news releases in your newsrooms across the country.

(Randy Hines and Jerry Hilliard, Department of Communication faculty at East Tennessee State University, would like to run your comments about your coverage of Y2K. Please send e-mail to hinesr@access.etsu.edu. You also can reach Hines and Hilliard 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 on a variety of topics, but will not be flying anywhere Jan. 1.)

Reporters: Use the Web, but make sure you check the source

The World Wide Web holds vast opportunities for reporters as a research tool and aid in investigative reporting. But be careful. Make sure you know the site you're using is authentic and reliable.

• Save by finding phone numbers on web

Save long-distance information charges when you look up phone numbers on the Internet. Try: www.bigbook.com, www.infospace.com, www.bigyellow.com,

www.switchboard.com

• How to check Web site ownership

Internic, the administrative agency that oversees many Web functions, also maintains a database of domain ownership. Go to: <http://rs.internic.net/cgi-bin/whois> to learn the name and address of the company, phone number, and e-mail for servers.

(Reprinted from the PNNA Bulletin.)

Space

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have been squeezed into the proverbial five pound sack. Just one more cluttered ad on a page of cluttered ads.

A demonstration might be helpful in dealing with an advertiser who is in a clutter-rut. According to Nelson, "The test is not so much how the ad looks in rough or even proof form. The test lies in how it looks on the page in competition with other ads. It is not a bad idea to place the proof on a page with other ads to see how it stands out."

You may also want to keep a

"Great Ads" file in your briefcase. Simply collect the best ads from recent issues of national newspapers and magazines -- and use them to back up your ideas about good ad design.

It takes more than talk to convince advertisers of the value of white space. You've gotta show 'em.

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(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, P.O. Box 10861, Raleigh, NC 27605, Phone 919-834-2056.)

New employees at KPS, INAN



Left: Susan Greene is the new Indiana Account Executive. A native of Harrodsburg, Greene worked at the Central Kentucky News-Journal in Campbellsville. Right: Rachel McCarty, a Shelby County native, recently rejoined the KPS staff as advertising assistant. She worked for the KPS Clipping Service for 13 years, serving as supervisor for eight years.



Left: Kristie Toles, a native of Frankfort, serves as tearsheet coordinator in the KPS advertising department. Right: Jamie Pinkston, INAN Bookkeeping Assistant, joined the staff Jan. 4. She is a native of Harrodsburg.

Cupid

Continued from page 3

did, either, no matter what their age.

"We traveled over 2,000 miles," Reddicks said. "Through the Carolinas and Georgia. We spent

quite a lot of time in Savannah. We just liked it. I'd never been there before."

Now the newlyweds are in the process of consolidating two households — and looking forward to too many happy years together.

All that because to names got put on one copy of The Springfield Sun.

Internet

Continued from page 11

azine will provide some content and advertising for the paper's site. They all can, and should, work together while they run their separate operations.

Don't be intimidated

As you build your interactive businesses, don't worry initially about HTML and servers. Don't fret about T-1 lines and chat rooms.

Think, ultimately, about two constituencies — your audience and your advertisers.

Without one or the other, you won't have a business.

But if you can bring a satisfied audience to a group of advertisers

who want to reach that audience, all those other things -- the T-1s, HTMLs, servers and chat rooms -- will fall into place. And you'll be in the business you should have been in all the time, serving advertisers and readers.

(Peter M. Zollman (pzollman@aol.com, (407) 788-2780) is 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 is the lead author of the E&P Research Reports on Interactive Media, and wrote two Electronic Classifieds Intelligence Reports for the Newspaper Association of America. He is affiliated with Phelps, Cutler & Associates, Consultants to Newspapers.)

Dr. Tech

Continued from page 1

be our Dr. Tech."

The service officially began January 1.

"As I traveled around the state," said Hatfield, "many newspapers mentioned technology as the one area where KPA could help. I discussed with them the Dr. Tech idea and most every newspaper said they'd jump at the chance to have a computer expert available for telephone consultation."

The initial Dr. Tech Hotline is in a trial period through the end of June, 1999. At that time Jones and the KPA Board will evaluate the hotline use and benefit to Kentucky newspapers and to make sure that the fees to Tim Jones are adequate.

"In the first six months, KPA is paying Tim to provide this service," said Thompson. "Our plans for the future would be to continue this hotline though if the number of calls and time spent aren't covering Tim's expenses, newspapers using the hotline after June, 1999, might have to share some of the cost. But if that happens, I think we're talking about only a very nominal monthly or annual fee."

Before launching the new service, KPA surveyed members about computers, software and accessories used and also asked for some of the problems newspapers were experiencing.

"The types of problems newspapers listed were about what we expected," said Jones. "There weren't any surprises and I think the hotline can help newspapers tremendously."

Dr. Tech Hotline hours are Monday through Friday, 8 a.m. to 12 noon and 1 p.m. to 6 p.m. (Eastern time).

Numbers to use for calling Tim Jones are:

- Home — (606) 623-3880 (use between 8 a.m. and 10 a.m. Eastern time and leave a message if necessary)

- Parts Plus Office, Richmond — (606) 624-3767 or you may fax him your question/problem at (606) 624-9893.

- Cellular Phone — (606) 872-2349. If he is not available at the (606) 624-3767 number, newspapers can try his cellular phone. Newspapers should be aware, however, that in calling Tim's cellular number, he reserves the right to bill the newspaper for the cost of the call.

You may also e-mail him problems or questions at tjones9692@aol.com.

Dr. Tech Hotline

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)

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 Lisa Carnahan at 800-264-5721 or e-mail lcarnahan@kypress.com

• Retail Advertising Sales Team Leader

The News-Enterprise, a daily publication, has an immediate opening for a Retail Advertising Sales Team Leader. This is a full-time position that offers compensation of salary plus commission. A full benefits package including: paid vacation, holidays, birthday, 401K, health, dental and life insurance are also available. The News-Enterprise publishes Sunday through Friday, with a circulation of 16,500 daily and 19,000 Sunday.

Purpose of the position: Maximize the

performance of retail sales staff by evaluating team member's sales skills, establishing goals, provide training and coach performance standards.

Qualifications:

- Five years media sales experience
 - Experience leading and coaching a sales team
 - Proven record of setting and achieving goals
 - Strong leadership skills
 - Excellent communication skills
- Persons interested should send their resume to: Debbie Crawford, Advertising Manager, The News-Enterprise, 408 W. Dixie Ave., Elizabethtown, Ky. 42701.