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Legal Defense Fund enters 5th year of operation

The KPA Legal Defense Fund will embark on its sixth year of operation Sept. 1.

Since the inception of the fund in 1996, more than \$70,000 has been awarded to Kentucky newspapers. The fund was created to help newspapers defray legal costs when fighting either as a plaintiff or defendant, a battle of importance to all Kentucky newspapers.

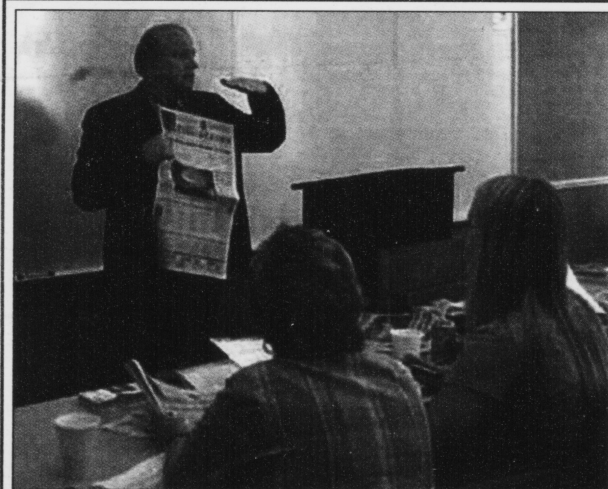
The Legal Defense Fund was started with a \$10,000 contribution from the KPA/KPS board after the board discussed the concept and heard that legal battles were taking a toll on newspapers.

At its most recent meeting in July, the Legal Defense Fund committee awarded \$2,250 to The Kentucky Standard in Bardstovwn for continuing legal costs the newspaper has incurred for two cases.

The cases eligible for consideration by the committee must have been initiated after January 1996 and include cases involving access to records, meetings or court proceedings and lawsuits stemming from a news article, editorial or other material published by the paper. Libel cases can be considered once proof of libel insurance has been established.

The process to seek financial help from the fund includes submitting the application which will first be reviewed by the KPA general counsels to determine whether or not the issue is of statewide significance. If the attorneys determine the issue meets the criteria, the application and written request will be forwarded to the committee members.

Any newspaper not already participating the Legal Defense Fund but wanting to join for the coming fiscal year, should contact KPA Executive Director David T. Thompson immediately at 800-264-5721.



Jack Brammer explains the steps he went through to write a front-page story about changes to Kentucky driver's licenses.

It's all about respect

Herald-Leader veteran reporter Jack Brammer shares tips at boot camp

By JACINTA FELDMAN
KPA News Bureau

Jack Brammer doesn't usually wear a suit, but he showed up at Georgetown College on July 20 in a blazer and a black and white tie.

He said he did it out of respect for his audience.

Brammer, a reporter in the Lexington Herald-Leader's Frankfort Bureau, spoke to the students at KPA's "journalism boot camp" about interviewing techniques and writing complex stories.

But everything kept coming back to one central topic: respect.

He stressed the importance of

having respect for everyone: editors, colleagues and especially sources.

He said a balance between confidence in yourself and respect for your source can make getting the story much easier.

"You can ask the tough questions, but you don't have to be the mean dude on press row," Brammer told the students.

He gave the students tips on how to prepare for an interview. He said he always tries to research the topic, prepare questions and arrive 15 minutes early.

Brammer, who has interviewed governors from John Y. Brown Jr. to Paul Patton, said he tries to make the person he is interviewing comfortable and

See BRAMMER, page 9

Russell Springs Times Journal sold

The Times-Journal in Russell Springs has returned to local ownership and longtime publisher David Davenport has returned to that role.

Davenport, president of Times-Journal, Inc., and Patsy Judd, secretary-treasurer of the company, purchased the newspaper from

Community Newspaper Holdings, Inc. (CNHI). Judd is also publisher of two other Kentucky papers, the Cumberland County News and the Edmonton Herald-News.

The Russell Springs Times Journal published its first issue in 1949 and operated under local

See SOLD, page 9

What's Ahead

- Sept. 12-15: NNA 116th annual convention, Milwaukee
- Sept. 28: West Kentucky Press Association Meeting, Ramada Inn, Gilbertsville

Inside

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Kentucky people, papers in the news

LaRue County's top positions filled

The two top positions at The LaRue County Herald News were filled in July. Melissa Nalley was named general manager/advertising manager and Linda Parker was named editor.

Nalley began her newspaper career at the LaRue County Herald News in 1989 as a typesetter, where she worked for five years. She worked at the Elizabethtown News-Enterprise and the Kentucky Standard in Bardstown, before returning to the Hodgenville paper in 1999 as office manager.

Parker has been a correspondent for the newspaper for three years. She has won numerous awards for writing and photogra-

phy from the Kentucky Press Association and LCNI. She has an associates of science degree from the University of Kentucky and is working on a bachelor's degree in communications.

Jessamine Journal wins two national awards

The Jessamine Journal received a third-place award and an honorable mention in the National Newspaper Association's 2001 Better Newspaper Contest.

Zoya Tereshkova, a photographer and staff writer for the Journal, earned the third-place award for best breaking news story for a non-daily newspaper in the 6,000 to 9,999 circulation category. Sharon Bailey, a graphic artist, and Peggy

Adkins, an advertising account executive, received an honorable mention for best advertising idea for non-dailies with 6,000 or more circulation.

Mulcahy named editor at Sentinel-News

James Mulcahy was named editor of the Sentinel-News in Shelbyville the first week of July. He has served as the paper's interim editor since mid-May.

Mulcahy replaces Kelly Menser, who left to pursue a law career with the public defender's office in La Grange after getting her law degree in June.

Knight-Ridder honors Louisville native Duerr

Louisville native Sandy Duerr recently received a General Excellence award from the Knight Ridder newspaper chain. The award is for outstanding job performance.

Duerr is the executive editor of The Tribune newspaper in San Luis Obispo, Calif. She was the assistant managing editor of The Courier-Journal before going to The Tribune.

Allen selected for 'British Experience'

Natasha Allen, a staff writer at The News-Herald in Owenton, was selected to participate in "The British Experience," a partnership between Georgetown College and the Kentucky Community and Technical College System. She was selected because she attended Jefferson Community College in Carrollton before transferring to Georgetown College last fall.

Allen has been a staff writer with The News-Herald since her junior year in high school. She graduated from Owenton County High School in 1999.

She left for the trip July 3.

Mace to lead circulation efforts at 6 CNHI papers

Ron Mace has been named the new circulation manager for the Northeastern Kentucky Community Newspaper Holdings' six paid publications, which include The Morehead News, Grayson Journal-Times, Olive Hill Times, Menifee County News, Carlisle Mercury and Greenup News-Times.

Mace, 39, is a graduate of Morehead State University with a bachelor's degree in radio-television and journalism and a master's degree in communications.

He has worked at The Courier-

Journal in Louisville, WKYT-TV, WKQQ and WMKY. He has also taught speech communication at Eastern Kentucky University and Morehead State University.

He has received three awards from the Columbia School of Journalism for feature writing and design.

Shelbyville launches improved Web site

The Sentinel-News in Shelbyville launched a redesign of the paper's 3-year-old Web site, www.sentinelnews.com.

Besides a different look, the improved site has much more information. The pages now display the top story of the day, as well as other local and national news, features and sports articles. The site is updated every weekday and occasionally on the weekends.

The site also has weather reports, columns, obituaries, classifieds, community events, stock reports and TV listings.

Ledger-Independent gets new design

The Ledger Independent in Maysville switched to the new 50-inch web-width in July. The new size is part of a redesign to make the paper easier to read and more convenient to its readers.

Other changes include a new mast head, expanded feature packages on the Lifestyle pages, a index on the front and expanded coverage on both sides of the Ohio River.

The new design uses more briefs and summaries to provide coverage of national and international events.

Niece retires after 22 years from Jackson

Jack Dempsey Niece retired from The Jackson Times at the end of June, after more than 22 years as sports writer, editor and newspaper delivery boy for the paper.

In 1978, Niece answered a help wanted ad in the paper looking for someone to write sports. In 1991, he retired from the University of Kentucky Cooperative Extension Service to work full time as sports editor and as editor for The Jackson Times.

"Since I started at the Times I have covered many exciting meetings, educational activities and exciting sports competitions," Niece said. "I will surely miss all that."

Niece will continue to occasionally write the "Bits and Pieces" column for the paper after he retires.

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The Kentucky Press

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Publishers: Practice what you preach

Promote your paper during National Newspaper Week

On Second Thought

By David T. Thompson
KPA Executive Director



If there are two things I know about the newspaper industry, they're (a) newspapers stick to their deadlines for advertising and news copy but don't abide by deadlines when others set them and (b) newspapers don't practice what they preach.

We send ad rep after ad rep to local businesses and encourage them to run ads if they want to be successful. We encourage local clubs and civic organizations to run their notices in newspapers if they want their club activity to be successful. We preach to everyone the importance of using the newspaper to tell the public about themselves, their businesses, their clubs and organizations.

But when it comes to promoting our own industry, or individual newspaper, well, that doesn't carry the same weight. In my days as a publisher, I remember many times of pulling a "house ad" to get in a late ad. That late ad brought in money. The house ad didn't.

That's probably still true — we have all the intentions of promoting our newspaper but when it gets to deadline time and there are some ads to fit in, "Pull the house ads" is the battle cry.

Many, many years ago, the Newspaper Association Managers (NAM) developed National Newspaper Week. This is one week set aside each year to toot our own horns, to talk about the First Amendment and why it's important not just to the media but to all Americans, to tell about what we do for our communities, to run articles talking about newspaper staff members, to talk about the reasons why advertisers need to use newspapers to promote their business, services and products.

National Newspaper Week is always, well, most always, the first full week of October. It begins on the first Sunday of October and continues through the following Saturday.

NAM's role in this is to develop a media kit that gives newspapers camera ready materials to promote the industry and the local newspaper; proclamations from the President; stories about the importance of newspapers in everyday lives; editorial cartoons about the value of



newspapers; ads to encourage readership.

I found out last year what a massive job it is to put that packet together. Each year, one NAM member spends weeks, even months, developing the logo, rounding up writers to talk about the newspaper industry, coming up with ad ideas that promote the newspaper industry, and finding editorial cartoonists. The articles, ads and cartoons are done gratis. The selling point to get them to contribute is "Just think, your article/cartoon/ad will appear in newspapers in every state."

We had a Kentucky flavor to National Newspaper Week last year because the writers and cartoonists were all with Kentucky newspapers.

This year, the media kit responsibility falls to Doug Crews, my counterpart with the Missouri Press Association.

National Newspaper Week 2001 will be Sunday, October 7 through Saturday, October 13. The kit is being developed as you read this. The logo's done and this year's theme is: "Hometown Newspapers: We're Here When You Need Us/We're Here When You Read Us"

What's really discouraging is that few newspapers pay attention to National Newspaper Week. KPA typically orders 50 media kits to give to newspapers and we generally have 45 of them to throw away.

If you want this year's media kit, give me a call or send me an e-mail at

dthompson@kypress.com and I'll put you on the list. There's no charge to you. KPA pays the fee to NAM.

Two special events are scheduled during the week. One is "Newspaper Career Day," scheduled for Thursday, October 11. The purpose is to tell high school and college students about potential careers in the newspaper industry. Contact your local school(s) when they open in August and see if you can speak to classes about newspaper careers. Plan a job fair. Schedule an Open House at the newspaper to invite the public to come in, meet the staff and see how your newspaper is produced. Every newspaper can do that.

The other event is "International Carrier Day," on Saturday, October 13. Less applicable to every newspaper, because several don't have newspaper carriers, the day is still set aside to recognize and honor newspaper carriers.

If you're one who utilizes carriers to get the paper distributed, plan now to run your carriers' pictures and names; encourage your subscribers to send in a letter about their carrier that you can publish in the paper.

There are a lot of things you can do to promote your newspaper, whether or not you use the media kit developed by NAM.

But start planning now for October 7-13. Commit now to "practice what you preach" by promoting your newspaper during National Newspaper Week 2001!"

NAA study: Papers must reach out to young consumers where they buy

According to a new study by the Newspaper Association of America, younger consumers' buying decisions are more heavily influenced by in-store, point-of-purchase displays and the content on the front-page than those of their older counterparts.

The single-copy buyer's survey was discussed at NAA's Marketing Conference, July 22-25 at the Marriott Wardman Park Hotel in Washington.

One third (33 percent) of respondents said their newspaper purchasing decision is influenced by front-page content, and 18 percent are influenced by point-of-purchase material. Of those who are influenced by POP material, 45 percent were in the 18 to 34 age range and 44 percent were in the 35 to 54 age range. Only 11 percent were over 55.

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Job Shop

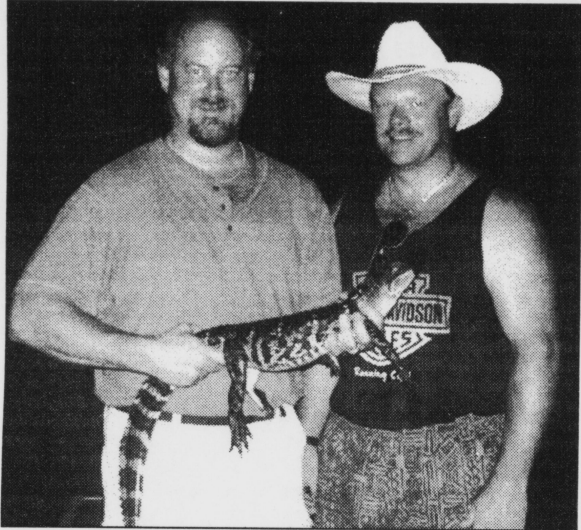


Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail lcarnahan@kypress.com

General Assignment Reporter
Progressive community newspaper seeks full-time general assignment reporter. Writing

and photography skills a must. Mail resume to: Mt. Sterling Advocate, Attn: Steven Wilson, Managing Editor, P.O. Box 406, Mt. Sterling, Ky. 40353.

Editor a.k.a. 'gator hunter'



Alan Gibson, editor of the Clinton County News, had a different kind of hot news item to cover recently. Gibson was part of a group that hunted an alligator that had been spotted on Dale Hollow Lake. Although he wasn't part of the team that eventually captured "Gus," the adventures made for entertaining reading for the paper's subscribers. Gibson, left, is pictured with his friend and fellow gator-hunter, Allen Smith, who nabbed the four-foot alligator by using marinated chicken as bait. "Of all the events I've covered in the past 20 plus years, murders, shootings, rapes, storms, etc., this gator story has excited people in this area more than anything I can ever remember. I've also heard all of the Steve Irwin jokes I can stand," said Gibson. Two Nashville television stations covered the gator hunt and the Lexington Herald-Leader did a story after the gator was caught. Gus was taken to Camp Earl Wallace, a summer camp operated by the Kentucky Department for Fish and Wildlife, where the alligator will be used for wildlife demonstrations for the remainder of the summer. After that, he'll be taken further south.

Bowling Green Daily News has new website for job hunters

The Bowling Green Daily News has launched a new specialized internet website geared toward job seekers in the South Central Kentucky area.

BowlingGreenJobs.com will display the larger employee recruitment ads that are published in the Daily News.

"Our help wanted line ads have been available on the web for a number of years. The past few months, we have added one column ads with graphics and borders to our bgdailynews.com site," said Julie Dickens, Daily News classified advertising manager.

Adding multi-column ads to the existing bgdailynews.com site wasn't a viable solution, so BowlingGreenJobs.com was launched.

Each site will be linked to the other so job seekers can see all the help wanted ads in the on the two internet websites.

BowlingGreenJobs.com main page also has national news headlines and career tips that may be of interest to job seekers.

On the left side of the page are advertisers sorted by classification with company name and job title. Viewers click on the job title to read or print the entire ad.

"Although research shows newspaper classified ads still to be head and shoulders above internet advertising for recruitment, we didn't want to leave any stone unturned to help our advertisers find qualified candidates." Kent O'Toole, advertising manager said.

116th annual convention set for Sept. 12-15 in Milwaukee NNA dues well worth cost for community papers

NNA Update

By Chip Hutcherson
NNA State Chairman



Community newspaper executives from around the country will be in Milwaukee, Wisc., September 12-15 to attend NNA's 116th Annual Convention & Trade Show. This is the only national convention for community newspapers. The program includes special tracks on editorial, advertising and management with keynote sessions on the future of community newspapers.

The trade show will include the latest products and technologies. Social events include receptions at Mitchell Park Conservatory (The Domes) and the Milwaukee Public Museum.

Check the NNA website at www.nna.org for the latest program and registration information. Make your hotel reservation before August 10 to get the special NNA rate of \$128 per night. Call the Hyatt Regency Milwaukee at (800) 233-1234. Let's meet in Milwaukee.

Have you seen the new Publishers' Auxiliary? Beginning with the July 2001 issue, Pub Aux has been totally redesigned and includes more content. While the print edition will now arrive once a month, each week you will get ePub Aux — an easy-to-read, weekly electronic newsletter. If you haven't seen ePub Aux, just send your email address to NNA at info@nna.org.

Another new benefit is a totally redesigned NNA website (www.nna.org). Take a look at the website and review the list of benefits available to NNA members. From libel insurance to health insurance to office supplies, there are a number of significant programs that will save your newspa-

per money and protect your business and employees.

Do you have a picture of someone reading your newspaper? If so, NNA would like to put it on the new web site. You can send the picture to Heidi Guilford at heidi@nna.org.

NNA played a key role in the recent legislation signed by President George W. Bush to repeal the estate tax. NNA president Diane Everson was at the White House to see the President sign this important bill. Unfortunately, the estate tax may come back in 2011. NNA is continuing to work to make the repeal permanent.

Are you paying the Postal Service more than you should? If you haven't got Max Heath's new handbook on how to reduce your postal costs the chances are your answer is, "yes."

There is now a summer sale on this important handbook for community newspapers. It is \$25 for NNA members and \$75 for non-members. The offer expires on Labor Day.

Contact Mattie Porter at (703) 907-7900 or mporter@nna.org today to order your copy. And remember, if you're an NNA member, Senny Boone and Max Heath are available to handle your questions.

NNA is the only national organization working on behalf of those of us in the community newspaper business. If you're an NNA member, please pay your membership dues when the invoice arrives. If you're not a member, join today. NNA membership will strengthen your bottom line and demonstrate your support of America's community newspapers. Check the NNA website for membership benefits and dues information.

As your NNA state chair, I welcome your input and ideas. Please contact me (270) 365-5588, or chiphutcherson@timesleader.net.

(Hutcherson is publisher of The Times-Leader in Princeton.)

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 - Election Registry
 - Division of Water, Waste Management
 - Supreme Court
- 2) Provide written or photo coverage of:
 - State school board meetings, hearings
 - Franklin Circuit Court hearings, trials
 - Capital news conferences



WKU J-school, students win awards, scholarships

Ryan Clark, a Western Kentucky University journalism major from Louisville, has received a \$10,000 scholarship from the Scripps Howard Foundation.

Clark, who will be a senior and editor of the College Heights Herald this fall, was one of 10 college journalists selected for the foundation's Top Ten Scholarship. The \$10,000 award is a one-time award covering a full academic year.

"The foundation's Top Ten Scholarship program was created to identify and reward the brightest college journalism students in the country," said Judith G. Clabes, foundation president and CEO. "This year's scholarship winners have outstanding academic and professional credentials and represent a very bright future for journalism in America."

Clark is a sports and news reporting intern this summer at The Baltimore Sun and has had summer internships at The Virginian-Pilot in Norfolk, Va., and The Cadiz Record.

Two WKU students placed third nationally in the finals of William Randolph Hearst Foundation Journalism Awards Program.

Amber Woolfolk, a Los Angeles junior, was third in the photojournalism competition and received a \$3,000 scholarship.

Aimee Reed, a Columbia senior, placed third overall in the radio competition and received an

award for the best use of sound in the competition. She received \$3,500 in scholarships for the awards.

Caroline Lynch, a Louisville junior, competed in the finals of the writing competition and received a \$1,000 scholarship.

Western's School of Journalism and Broadcasting finished first overall in the Hearst competition for the second consecutive year, placed first in broadcasting, tied for second in photojournalism and was seventh in writing.

In addition to the trophies, WKU received a total of \$15,000 for its overall finishes in the broadcasting and photojournalism competitions.

Two WKU students also won national honors in the Society of Professional Journalists' 2000 Mark of Excellence competition.

Cassandra Shie, a senior from Sterling, Va., won first in photo illustration of "To Hill and Back" in the College Heights Herald, the WKU student newspaper.

Lisa Hughes, a Scottsville junior, took first place in the best radio daily newscast category for work as a reporter/anchor for WWHR, the WKU student radio station.

The national winners will receive their awards Oct. 4-6 at the 2001 SPJ National Convention in Seattle and will be honored in the July/August issue of Quill, the Society's magazine.

Burning CDs with Toast still best option for Macs

Technology Tips

By Kevin Slimp



Several years ago, when I purchased my first CD burner, I kept having difficulties burning (creating) a CD on the Macintosh platform. Using the software that came with the burner, I was unable to burn one working CD.

After days of frustration, I contacted the company that made the CD drive and was told they couldn't help me. "We don't support the software that came with your drive anymore," I was told. The tech support rep added, "I suggest you use Toast. It seems to be the only software that works on the Mac."

I took his advice and purchased a copy of Toast and burning CDs was clear sailing from then on. The latest edition of Toast, dubbed Toast 5 Titanium, was recently released by Roxio Software with rave reviews.

In addition to incorporating the "Aqua" look of System X, the user interface has changed. The Toast screen now is dominated by three large buttons for copy functions, accessing data, and audio information. A fourth button has been added which offers all other functions.

When I clicked on the Data button, I noticed four options for creat-

ing (burning) CDs: Mac OS, Hybrid (Mac OS and PC compatible), Mac OS Extended, and Mac OS Extended/PC Hybrid. Most of the time this is all I want to know about data options. I can create CDs for future use on a Mac, a PC, or a combination of the two. There are lots of other options (located in other areas) for creating audio CDs, video CDs, copying a CD, mastering a DVD and more.


A wonderful new feature is Toast's ability to burn CDs in the background while the user runs other programs in the foreground. Other features included (which may not be used very often by newspapers) include: an audio extractor, CD Spin Doctor, a CD label creator with templates for QuarkXpress, FreeHand and other programs, and a Multimedia catalog program called iView. This is the most impressive package I've seen for mastering CDs on the Mac platform.

The US price of Toast 5 Titanium is \$99. Everyone who burns CDs on a Mac should have this product. For more information see the Roxio website at www.roxio.com/en/products/toast.

Belkin Introduces FireWire 6-Port Hub

I've always liked products by Belkin. They're generally easy to set up, easy to use, and work right out of the box. Such can be said for the latest product I received from

See BURNING, page 9

1 COL - 1.833"	2 COL - 3.792"	3 COL - 5.760"	4 COL - 7.708"	5 COL - 9.667"	6 COL - 11.625"	7 COL - 13.583"	8 COL - 15.542"	9 COL - 17.500"	10 COL - 19.458"	11 COL - 21.417"	12 COL - 23.375"	13 COL - 25.333"
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Staying with SAU but need rulers?**

Contact Sue Cammack at KPA. (800) 264-5721
Quality white vinyl rulers available from KPA/KPS.
75 cents per ruler, includes immediate shipping.

Order some for your staff and advertisers

Interns learn the ropes at newspapers across the state

(Editor's note: Through the Kentucky Journalism Foundation, internships were awarded this summer to 19 college students.

These students worked at various newspapers across Kentucky for a 10-week period and were paid \$3,000.

We asked the students to submit a photo and comment on their internships, specifically if the experience had affected their career choice. The intern's name is listed first, followed by the newspaper where they completed the internship and the school they attend.)

Amanda White
The Springfield Sun
Lebanon Enterprise
The Casey County News
Senior, UK

Writing for The Springfield Sun, Lebanon Enterprise and The Casey County News as a summer intern was certainly the most interesting summer



job I've ever had. In what other profession could I go to the homes of colorful people such as actor George Clooney's uncle, a rabbit farmer, a Survivor III contestant hopeful or a 96-year-old Sunday school superintendent? For brief moments, I was invited into the lives of a variety of interesting people, and was intrigued by the stories I was allowed to share with the community.

Although my father, Anderson News publisher Don White, has been in this business for 30 years, he never told me how interesting it can be to answer the phone at a newspaper office. From a lady who told me her daughter had "dug up" the biggest potato she'd ever seen to subscribers lamenting that they had not received their weekly paper, the person on the other end of the conversation rarely had a dull story to tell.

The staff of each newspaper I worked with also helped make my experience memorable. Springfield Sun publisher Janie Bowen has been supervising me since I was a 16-year-old, part-time, temporary, composition assistant at The Anderson News. While I was at the Sun, she made sure that every story I was assigned was interesting, and helped me learn to take better pictures for newspaper use. Janie is an excellent photographer and I appreciated her guidance.

Chris Hamilton at The Lebanon Enterprise provided a clear example of what it's like to be a journalist working in your hometown. From allowing me to shadow him during city council meetings to grabbing me to ride along on accident calls broadcast on the police scanner, Chris made sure I experienced every aspect of small-town

journalism. And no matter where we went, there was hardly anyone who didn't call Chris by name.

Teresa Rice, Lebanon Enterprise publisher, gave me useful feedback on everything I wrote. She was quick to compliment a well-written story, and also gave constructive criticism when needed. Teresa was great to work with, and I appreciated her guidance as well.

Although I only spent eight days of my internship in Casey County, I was there long enough to realize what a great publication the Casey staff produces. From my interaction with members of the community, I could tell that editor Donna Carman was another respected hometown journalist with excellent writing skills, who is well-known in her community.

Now that my internship is over, I'm preparing to complete my senior year at UK, where I'm majoring in public relations. Although I'm unsure about whether my first job out of college will be in journalism or public relations, one thing is for certain. My summer spent as a Kentucky Press Association intern has shown me that although the life of a community journalist has its ups and downs, the portfolio of stories I've written gives me a pride that people in few other professions are able to feel.

Donny R. Gerald
Tompkinsville News
Sophomore, U of L

My expectations of a career in journalism were fulfilled by my internship at my local newspaper. I was able to experience for myself how the world of journalism works and I couldn't have asked for a better place to see it for myself.



I had to make a few adjustments as with any job. My writing did have to be "toned down" a bit from what KERA had drilled into my head for the past years; but learning to write well did make my job a bit easier.

Learning to deal with people was also a big help to me. If any career requires excellent communication skills, journalism is that career. The way in which people convey what they want to say is one of the things that impressed me the most during this internship.

You can take anything that a person says and rearrange it a hundred different ways to give their statement a completely new meaning. This just proves that it takes a special kind of person to be the voice of many different people at the same time.

People may tell you that work-

ing at a newspaper in a small town would be boring — these people have obviously never done it. Covering a town about to go broke, a methamphetamine lab bust, and a visit from the governor, I always had plenty to write about.

There was always plenty to learn as well. The best lessons though, were the ones I could apply to every aspect of my life. I have a good feeling in knowing that I came out of this experience with something, aside from the large dent in my editor's car door after a small accident.

Amanda Richardson
The Pioneer News
The Spencer Magnet
Junior, Centre College

From shoot-outs to swine shows, my Kentucky Press Association internship has been a memorable one.



Initially I didn't expect to become such an integral part of the newspaper to which I was assigned. However, at both The Pioneer News in Shepherdsville and The Spencer Magnet in Taylorsville I was quickly absorbed into the everyday operations.

Through this internship I have reported on county fairs, drug busts, confrontational commission meetings and local bingo.

I've developed new insight on the intraworkings of small towns. I had no idea what went on behind the scenes in the open, yet poorly attended town meetings.

I am very appreciative of the experience and the knowledge I gained in the last 10 weeks. I am looking forward to bringing back all I've learned to Centre College in the fall where I'll be the co-editor of Cento, our college newspaper.

Andy Olsen
The Jessamine Journal
Sophomore, Asbury College

Carnies don't advise riding the Scrambler backwards with a camera to your face to get a good angle on the other speeding passengers. When I did it, I was sick for the rest of the day. But the picture was cool.



And why not try something new? As my internship fades, I've seen there are as many ways to approach a story as there are stories to write. Every reporter's day is a grab bag of unforeseen circumstances that require quick thinking, fresh ideas and genuine concern — even empathy.

To be sure, I have a lot to learn. A sophomore at Asbury College, I have plenty of time to keep practic-

ing journalism. That's good. Because in this field, class work alone cannot prepare someone for the melee of a real newsroom.

Luckily for me, I was able to spend 10 weeks with one of Kentucky's most amiable news staffs. They let me try many new things, only laughing occasionally at my expense. If the nature of reporting is always dealing with something unique, then I hope for more papers with open minds.

Beside some clips, I took something else from the Journal: a greater respect for the people who read it. For 70 days, I was at the mercy of annoyed police officers, nervous illegal immigrants, excited soccer moms and all types of "officials." Without their cooperation there would be no quotes or photo essays. They are the news, and to them I owe the most thanks.

Davy Rupsch
The Henderson Gleaner
Sophomore, WKU

What an awesome experience this has been! My summer here at The Gleaner was truly a wonderful opportunity to explore a career in journalism. Being from Henderson, I



thought that I had seen all it had to offer, but in covering various community-oriented stories, I have come to appreciate many of the town's good-hearted citizens, especially the younger generations, and their efforts to make this area a better place.

Providing the community with news coverage, like that of a coffee plant opening, was a unique experience, but it was perhaps the stories I wrote for our Features and Gleaner Jr. sections that I enjoyed most.

One story that stands out was about an 81-year-old gardener, who is out of bed by 4 a.m. and didn't see his pillow until at least midnight every day. Having gone to his garden to interview him, it struck me that he was giving me more than just answers to questions for my story — he answered a few questions about life as well. Perhaps there is some truth to that saying that says people grow old but never grow up. He exemplified someone living life to its fullest and loving every minute of it.

Whether journalism is the field for me, I have yet to determine. One thing is for sure though — I have the utmost respect for journalists, especially those at The Gleaner. To get up and do what they do each day is something I admire, and I cannot think of another group of people I would have liked to share this experience with. They were each inspiring in

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Interns

Continued from page 6

their own way, and they made my time here a great one.

Thank you KPA and The Gleaner for the chance of a lifetime.

Allison May
Appalachian News-Express
Senior, Georgetown College

As I prepare to enter my senior year at Georgetown College, I am realizing more than ever I am about to take that dreaded step into the "real world" of work, bills, rent and the beginning of the rest of my life. My internship with the Appalachian News-Express has given me a taste of that world — and I like what I see.



The world of journalism is something I feel most people take for granted. As a journalist, the rest of the world, or at least the community you serve, expects correct, informative, interesting and prompt news from you. And that type of excellence is what I have had the opportunity to be a part of this summer.

While I watched and learned from some of the best journalists in the state, I was also given the opportunity to increase my knowledge of the profession by covering everything from breaking news to features and staff reports.

One of my favorite experiences during the summer was meeting Rodger Bingham — after all I am his biggest "surviving" fan. Meeting him played a big role in my decision to apply for "Survivor 4." The friends I made at the newspaper made that application process a breeze by doing such things as proofreading my application, starring in the video, performing the role of cameraman and editing the tape.

They went above the role of co-workers to make me feel at home in Pike County. I feel I now have new friends across the state. I also had the privilege of meeting and interviewing Patty Loveless, as well as writing a series of articles on influential women in Pike County.

The News-Express special section, "Progress," taught me many lessons about the world of the media. I learned how to manage my time in order to get stories for the regular paper finished in time, as well as complete special section stories. I also had the opportunity to discover new ways of investigative reporting and how to deal with the public in general.

I had two stories picked up by

The Associated Press — just imagine my excitement! I called everyone I knew and told them to check their local papers because my stories might be in there. When I opened the Lexington Herald-Leader and The Courier-Journal and saw the story I had written earlier, it was one of the biggest thrills of my life!

One of the most important lessons I learned through my internship experience was that Eastern Kentuckians are some of the best people I have ever met. People went out of their way to make me feel at home in Pike County — everywhere from the wonderful people I rented a house from to strangers I met when I needed directions.

I could not have asked for a better newspaper, better people or a better place to spend my summer.

Emily Blaser
Kentucky Standard, Bardstown
Junior, Lindsey Wilson College

I knelt on the soft, dirt floor of the barn. This shot of the boy brushing his cow would be great. I was admiring the way the light shone through the chinks of the wooden planks on the walls, when I noticed something nibbling on my back. A horse had decided to taste-test my t-shirt. This was all part of my internship experience at The Kentucky Standard.



My name is Emily Blaser. An English major, with a journalism emphasis, I'm entering my third year at Lindsey Wilson College. I'm from Louisville, but this summer I spent most of my time getting to know Bardstown and Nelson County.

During my time in the newsroom of the Standard, I sat at many different desks and tried doing the work of many different reporters. I did hard news, dealing with the city police department and the chamber of commerce. I did soft news, writing features about everything from a woman losing 100 pounds, to a local girl modeling in New York City.

I wrote obituaries and wedding announcements. I wrote a weekly column and took photos. During my internship, I went to my first county fair, stepped inside a factory for the first time and learned my way to Nelson County places I didn't even know existed until a few months ago.

The most lasting impression I will take from my 10 weeks in the "real" world of journalism is that newspaper reporters make a lot of friends — and a lot of enemies.

I learned that, though no one is perfect, journalists must try to be, and on a tight deadline, too.

Most importantly, I discovered that, even if I don't pursue a career

in newspaper journalism, I will definitely continue telling people's stories, through words and pictures.

Jennifer Sue Brown
Cynthiana Democrat
Senior, Morehead State

I don't think I can sum up my internship experience in just a few paragraphs. When I thought about working at the Cynthiana Democrat, I was terrified. I knew I would have to write news stories, but I've only written two or three during my college career.

I will be a senior at Morehead State University this fall and I will also be giving up my Sports Editor position. I have written sports all three years of college and have been Sports Editor for a year and a half. So, coming into this internship, I knew I was going to be doing many things I've never done before. I've always had my heart set on writing sports after I graduate, but I think that has changed now.

After working at the Cynthiana Democrat, I am considering a career in news writing. My self confidence has never been that great, but the people in the community and the Democrat staff have improved that a great deal. I have enjoyed every moment this summer and I couldn't have asked for a better staff to learn from. They have been absolutely wonderful to me and have taught me many new and exciting things I will take with me forever. I've learned about the many legal aspects of a newspaper, how a professional newspaper is actually run, how much work is involved and much more.

I surprised myself, actually. I had a negative attitude walking into this, but after these last 10 weeks, I now know what I want to do with the rest of my life. I can't wait to get out there in the real world of reporting!

I've been able to cover many different things during my time at the Cynthiana Democrat. I've been born and raised in Cynthiana, and knowing everyone made it much easier for me to adjust. However, I soon found out that I didn't actually know as much as I thought I did about this town. I covered Fiscal Court meetings, wrote features on police officers and firefighters, covered many school activities, but probably the best part was meeting and having lunch with Lt. Gov. Stephen Henry.

I was also able to cover an arraignment of a woman who kidnapped a 6-day old infant. I thought the whole court experience was really interesting.

I can't say enough about my experience and the staff I worked with. I'm so thankful the Kentucky



Press Association gave me the opportunity to get out in the real world and learn more about the newspaper business. I will graduate in May 2002, and I will take this experience with me to whatever newspaper I work for. This experience has strengthened my attitude about a career in journalism and I thank everyone involved for helping me with this internship.

Jennifer Rogers
Danville Advocate-Messenger
Junior, EKU

I am a junior at Eastern Kentucky University. My internship at The Advocate-Messenger in Danville has helped me more than I ever expected. The staff here has been helpful, and I always felt comfortable asking questions.



I've met a lot of wonderful people and done some very exciting and very funny things — seeing my first ever dump truck rodeo, watching the Mother Calling Contest at the county fair, talking to a 100-year-old man who still drives his car and mows his own lawn. My entire internship has been wonderful — and entertaining!

Jennifer Sewell
Ashland Daily Independent
Senior, Morehead State

While interning at The Daily Independent in Ashland, I gained a great deal of hands-on reporting experience — more than I could ever list on paper. The transition from a college weekly newspaper to a daily newspaper proved to be a challenge at first. Producing an article or two per day caused me to worry at times. But with the encouragement and patience of other reporters and the local news editor, I learned to adjust.



For a feature story, I interviewed four sets of twins who were all graduating from the same school. Keeping their names and faces straight made this the most interesting interview I conducted. I also adjusted to working late and early. I learned covering city council meetings has the potential of being both entertaining and unbearable.

I learned the people of Ashland and surrounding areas really enjoy reading the Independent. Some of the calls and e-mails I received certainly reflected this. I realized reporters here have a passion for their product and the people they are informing. And I believe some of their passion and enthusiasm has rubbed off on this college student.

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LEGAL NEWS & VIEWS

AG: KSU violates Open Records Act

By BETH CRACE
State Journal Staff Writer

Kentucky State University violated the state's open records law when it withheld documents State Journal reporters already had been allowed to inspect, the attorney general has ruled.

The latest violation marks the third time since March the attorney general has found the university did not properly comply with requests for records from the newspaper.

The latest opinion stems from a request the newspaper filed April 30 seeking the personnel files of professors Albert Assibey-Mensah and Andrew Smith. Following the request, Melanie Halliday, KSU's open records coordinator, told reporters they could inspect the files.

On May 9, reporters examined the personnel files and asked for copies of several documents. Assibey-Mensah and Smith were granted tenure by the KSU board of regents in April, even though there were strong faculty objections to the action.

After the newspaper had inspected Assibey-Mensah and Smith's files, they were sent to KSU attorney William E. Johnson. Johnson determined certain items, such as personnel evaluations and a letter of reprimand, should be removed, citing statutes which prohibit public inspection of formal merit evaluations.

KSU President George Reid said through a spokesman the university's response to the request resulted from advice provided by Johnson and refereed all questions to him.

Johnson did not return a phone call seeking comment of the matter.

The attorney general, in the opinion rendered in June, said the violation occurred when KSU refused to supply copies of records after inspection had been permitted. The opinion noted, only in

rare occasions when records are released by someone other than the records custodian, can documents already examined be withheld.

Under law, public agencies must respond to open records request within three days. KSU should have had the files reviewed within this three-day time frame, the opinion noted.

"In the interest of avoiding a recurrence of this incident," the opinion said, "we encourage KSU to discharge its duty to review the records before the three day deadline for response has expired and inspection is permitted. While we recognize that the university's haste may have been prompted by its commitments to meet the three-day deadline, accuracy should not be sacrificed for speed," Assistant Attorney General Ayne L. Bensenhaver wrote.

KSU has a history with non-compliance with open records request from The State Journal.

Twice in March, the attorney general ruled the university failed to properly respond to requests made by the newspaper in January and December. The latter prompted the attorney general's office to refer the matter to the Department of Libraries and Archives.

The State Journal then filed a lawsuit seeking records from KSU that the newspaper claims were illegally withheld under the state Open Records Act.

The suit filed in May sought a ruling enforcing a state attorney general's order that KSU provide to the newspaper its attorney billing records and other documents.

The suit is pending, and KSU's attorneys are trying to satisfy the issue by providing records sought in the open records request.

Meanwhile, KSU has 30 days to appeal the attorney general's latest opinion dealing with the two professors granted tenure.

Court: Batteries, film tax exempt for papers

By MARK R. CHELLGREN
Associated Press

Film and batteries used by newspaper photographers are tantamount to materials used in manufacturing production and not subject to sales and use tax, the Kentucky Court of Appeals ruled July 20.

The decision by a unanimous three-judge panel of the court upheld a position taken by the Herald-Leader in a dispute with the Revenue Cabinet. The Board of Tax Appeals had sided with the newspaper.

"We agree with the trial court that the news events are the 'raw materials' used in manufacturing a newspaper and so photographing those news events is part of manufacturing in this case," Judge William McAnulty wrote in the ruling. "The Herald-Leader is not only selling the physical product of the paper and photographs, but is selling news and feature items."

Materials used in production generally are exempt from the

state's 6 percent tax, with the theory that the finished product is taxed at its full value. Companies often argue that various items should qualify for the exemption.

A Supreme Court ruling last year threw a scare into state budget makers when justices said the exemption should apply to all companies. The ruling prompted a series of requests for exemptions, including for such items as pizza ovens. The 2001 General Assembly closed the loophole, which officials said could have meant the loss of up to \$200 million a year in revenues.

McAnulty said that the decision may appear to broaden the definition of manufacturing in the law, but he said no definition can be "all-embracing."

The case, which dates back several years, may be moot in some respects. Many news organizations, and virtually all of the larger ones, now take digital images instead of film.

Survey: Number of subpoenas to news organizations down

The number of subpoenas that media organizations received in 1999 fell to an average of 3 per media outlet, down from 4.6 in 1997, according to a new survey. But journalists around the country still found subpoenas for their work burdensome.

Television stations continue to be the most vulnerable to subpoenas, said Lucy Dalgish, Executive Director for The Reporters Committee for Freedom of the Press.

Of the 1,326 subpoenas that were reported by media outlets, broadcasters received 71 percent (936) and print organizations 29

percent (390). Newspapers averaged 1.2 subpoenas per outlet. Nearly half of all the respondents, 46 percent, received at least one subpoena.

Shield law states averaged 3.4 subpoenas per media outlet in 1999, down from 4.7 two years earlier. Non shield law states averaged 2.3 subpoenas, a drop from 4.3 subpoenas per outlet in 1997.

The survey is available online at: <http://www.rcfp.org/agents>

(Reprinted from *Legal Update*, a publication of the *Pennsylvania Newspaper Association*.)

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Brammer

Continued from page 1

relaxed: He likes to interview sources in their environment, so they are more at ease. If people are more comfortable, they are often more willing to open up to a reporter, he explained.

Sold

Continued from page 1

ownership until 1990. Davenport served as editor and publisher from 1969 until 1990.

"This was an excellent opportunity for us not only to streamline the strategic goals for CNHI in newspaper and market size, but give The Times Journal back into the hands of local ownership," said David Thornberry, regional publisher for CNHI. "David Davenport has Russell County in his heart and mind at all times. His goals for The Times Journal will continue the long-earned, sacred trust to which newspapers must adhere regardless of challenges and market seasons. No one will take more pride and care of Times Journal than Dave Davenport."

"You're just being human with these people, and you're getting them to talk," he said.

Brammer told the students they should get excited about every story they write, no matter how long or short. He said even after 25 years as a reporter, he still gets "pumped up" about every story he does.

"I still get a kick," he said. "I love my job."

Davenport said several new features and changes have been planned, including revamping the style and composition of the pages to a "more open, easier to read style newspaper."

"We look forward to again being a part of The Times Journal, and especially at this exciting time for Russell County," said Davenport. "With two new industries to open this year, the continued increase in tourism, and the expanding business community, the next few years appear to be very promising for Russell County."

Don Perry has joined The Times Journal staff as news editor.

"With an experienced news editor such as Perry, this will allow me to serve as publisher while also continuing my real estate interest as broker with Lake Cumberland Directory and Real Estate," said Davenport.

the daily paper a good value at 50 cents or less.

- The median household income for daily buyers is \$48,700; on Sunday, it's \$49,900.

- On average, consumers spend an additional \$8.05 on other products when buying the daily paper and \$17.26 on Sunday. Grocery store averages were higher than convenience stores in both cases, with totals of \$18 for daily purchases and \$24.27 on Sunday.

- Men lead women as weekday purchasers by a 3-2 margin, while women lead men by the same 3-2 factor on Sundays.

- Sunday single-copy buyers are regular readers. Seventy-one percent said they usually buy four issues every month; another 13 percent typically buy three out of four.

MORI Research, of Minneapolis, conducted the survey for NAA in five markets: Dayton, Ohio; Jacksonville, Fla.; Hartford, Oklahoma City; and Reno, Nev. In Each market, the study looked at buying behavior on one Sunday and one weekday. On Sunday, the survey focused on grocery-store sales and during the weekday, it looked mainly at convenience store sales. More than 50,000 questionnaires were inserted directly in single-copy newspapers. Over 4,300 customers sent in the completed form.

NAA

Continued from page 3

Similarly, of those that indicated being influenced by the paper's front page, 47 percent were in the 18-to-34 range, 41 percent in the 35-to-54 and again, only 11 percent were over 55. "Clearly, this represents an opportunity for the newspaper industry to reach younger readers and prime consumers," said John E. Kimball, NAA senior vice president and chief marketing officer. "The results of this study show that younger consumers tend to make their decision about buying the paper on the spot, and that is where newspapers have to reach out to them."

Among the survey's other findings:

- If a local newspaper isn't available in the first place a customer looks, many single-copy buyers will give up looking or buy a competitor's edition. Fifty percent reported encountering sellouts in the past month. Twenty-three percent said they usually don't bother looking further. Twelve percent usually buy another newspaper.

- Fifty-six percent of respondents reported being annoyed that their paper was sold out.

- Seventy-five percent consider

Burning

Continued from page 5

Belkin, the FireWire 6-Port Hub.

You may remember the time when most of the devices we bought to hook up to our Macs were of the SCSI variety. A few years ago we started moving toward USB, offering several advantages. The most noticeable was the ability to share a standard that could be used on both Macs and PCs (meaning more choices and lower prices).

A couple of years ago Macs began to include a FireWire option. My first FireWire device was an 8 GB hard drive which is a little larger than a pack of cigarettes. Since then I've added FireWire CD burners, scanners, video cameras and external hard drives. The main advantage is that FireWire is tremendously faster than SCSI or USB. All of a sudden, those two FireWire ports on the back of my G4 aren't enough anymore.

Belkin comes to the rescue with its FireWire 6-Port Hub. Normally all I want to know about a hub is "does it work?" Yes, this hub works. In addition, it's extremely stylish (something we're not used to in these types of devices). The 6-Port Hub makes access to your peripherals quick and easy, with one port on the front of the hub (to hook into your computer) and five ports on the inside of the connector bay.

Belkin products are available through most catalog vendors and major computer retail stores. The MSRP is \$99.99, but I've found it for around \$89 from several vendors. For more information go to www.belkin.com.

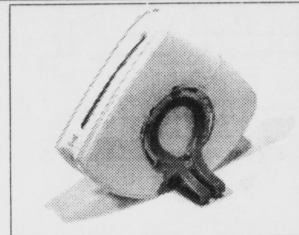
Three New Books of Interest

Other than hardware recommendations, I receive more questions about helpful books and resources than any other subject. I'd like to recommend three new books this month:

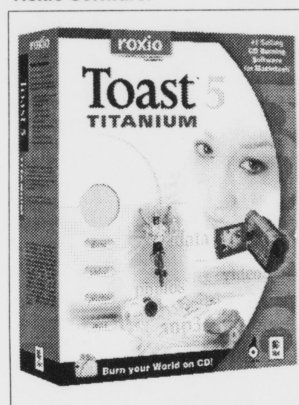
- "The Little Mac Book" (Seventh Edition, Peachpit Press). Robin Williams has written more than a dozen best-selling and award winning books. She has influenced an entire generation of computer users in the areas of design, typography and desktop publishing. "The Little Mac Book" is an indispensable guide for Mac users. It's especially useful to folks who wouldn't consider themselves "experts."

"The Little Mac Book" may not offer as much assistance to the serious guru, but is valuable to most users in a newspaper environment. MSRP is \$19.99. It's available through most larger bookstores or online at www.peachpit.com.

- "Mac OS X Little Black Book" (Coriolis Group) by Gene Steinberg is a great reference for guiding users through the critical information needed to use Apple's



The Belkin FireWire 6-Port Hub (above) is more stylish than most peripherals. Below: Toast 5 Titanium is now available from Roxio Software.



Unix-based operating system. This book offers common sense strategies for installing OS X, as well as tips and tricks to harness its powerful features. Mac OS X is tricky — I still haven't figured out how to trash some folders I created under an earlier system. I've found this book an indispensable resource for helping me through an "almost painless" upgrade to Mac OS X. MSRP is \$29.99. "Mac OS X Little Black Book" is available through most larger bookstores or online at www.coriolis.com.

- "Adobe Photoshop 6.0 Studio Techniques" (Adobe Press) by Ben Willmore is a fantastic reference for photo editing using the latest version of Photoshop. Using a CD tutorial, this book goes beyond conventional step-by-step instruction and provides the kind of insight and information that will help the user truly understand Photoshop. It's a great reference for a Photoshop novice, as well as an experienced user. MSRP is \$44.99.

"Adobe Photoshop 6.0 Studio Techniques" is available through most larger bookstores or online at www.peachpit.com.

(Kevin Slimp served as director of the Institute of Newspaper Technology from 1997-2000. He has been very active with newspapers of all sizes as a consultant and trainer since 1993. He serves as Director of Communications for the Holston Conference and Adjunct Professor of the University of Tennessee School of Journalism. He can be reached by email at kslimp@tnpress.com.)

Editors: Newsroom 'policies' need careful scrutiny

Coach's corner

By Jim Stasiowski



You should have seen the managing editor's face.

I was doing a seminar with copy editors, and I questioned something about the way a writer had written an attribution. That touched off a discussion of attributions. One of the examples we discussed used the phrase "in a telephone interview."

A copy editor said, "That's our policy, to use 'in a telephone interview.'"

Silence followed. Everyone looked at the managing editor, whose eyes widened, cheeks reddened and head jerked back as if he had just plowed his car into bridge abutment.

Eloquently, he said, "It is?"

At a different newspaper, I was talking to reporters about being creative. I had walked around the community, and I had come up with a story idea about a small clothing store displaying this curious window sign: "Bikini fitting by computer."

I urged the reporters to look for such oddities and write about them.

A reporter raised his hand and said, "Our policy is that we don't write stories about individual stores, because if we do, a competitor will call and demand a similar

story."

The managing editor wasn't in that session, but as soon as it ended, I went to his office and asked if he had a prohibition against writing about individual stores.

"That," he said, "is not a policy in my newsroom."

Through studious research, I have found that most newsroom policies do not exist.

I was coaching a reporter who had gone to a flower show. The reporter did what most reporters do in that situation: She had mingled aggressively, she had talked to a half-dozen people displaying flowers, she had forced all of them into the story.

As a result, she had no cohesive story; instead, she had three paragraphs each about six people, all from different backgrounds, all quoted as saying superficial things about flowers.

I said, "Instead of doing three paragraphs on six people, pick one really interesting person and tell his or her story. Show me what that one person has achieved or overcome."

"Oh no," she said resolutely. "Can't do that."

"Why not?" I said.

"Around here," she said, "we have to cover a lot of different communities. It's well-known that if you go to a fair or show or something, you better put a lot of different people in the story. Otherwise, readers complain we're ignoring their communities."

I said, "That's a policy?"

She said, "Well, everybody knows that's how you do a story around here."

"So it's not a policy," I said.

"It's the way we do stories, and if you don't do them that way, you hear about it."

No wonder good writing struggles so desperately to break into newspapers. We have policies, real and imagined, that make a good story the equivalent of a prisoner of Alcatraz. "Sure," we say each day to the good story, "you can get into the newspaper, provided you first break out of your cell, climb the electrified fence, avoid machine-gun fire, swim a mile through a 10-knot current, survive the sharks and don't freeze to death in the cold water."

Editors, you have newsroom policies you have never heard of. We are in the communications business, but we never talk to each other about such things. Frustrated reporters blindly are following non-existent policies and turning in conforming, but dull, stories to tortured editors who wonder, "Why do reporters continue to do this to me, day after day?"

Most so-called policies started as temporary expedients. An exasperated editor, tired of debating with a reporter, firmly said, "Just do it this way," and from that moment, the editor's one-time argument-ender became an all-time command.

Memo to all managing editors: Invite each reporter, copy editor and supervising editor to submit to you a list of all newsroom policies.

Then have a meeting at which

you either affirm or debunk each one.

Gasp! Some dire fate, I am sure, awaits the newsroom that actually goes to the trouble of having specific policies. No doubt our armies of libel attorneys will rise as one to recommend we have only vague and preferably indecipherable policies so we easily may confuse a jury.

I suspect many in the newsroom will oppose my plan for clarifying policies. Many will prefer we continue with dark, mysterious, even occasionally contradictory policies on which we may fall back so that when a reporter or editor tries an innovation, we may shoot it down without resorting to the inconvenience of logic.

THE FINAL WORD: Like a lot of newsroom policies, sometimes a word sounds right, but doesn't pass the test of closer scrutiny.

"Benson's designs were competent, but not as artful as her best work," a critic wrote in a review of an exhibition.

"Artful" seems correct, but it is a poor usage. "Artful" has the connotation of cleverness or cunning, not merely the skillful use of art. A smooth con man is "artful," a successful forger is "artful," a politician's evasive answer is "artful."

If you're describing an admirable skill, the word you want is "artistic."

(Writing coach Jim Stasiowski welcomes your questions or comments. Write to him at 5812 Heron Drive, Baltimore, Md., 21227, or call 410-247-4600.)

People

Continued from page 2

Trotter named ME at Register Register

Joe Trotter was named the new managing editor at the Richmond Register in July. Trotter, who was promoted from his position as news editor at the paper, replaces Matthew Tungate.

Trotter has more than seven years of experience in journalism, including assignments at the Madison (Ind.) Courier and as Editor at the Clay City Times. He has also served as a copywriter in advertising.

Trotter is the son of George W. Trotter, former publisher of the Lebanon Enterprise and The Kentucky Standard in Bardstown and former Executive Editor for Landmark Newspapers, Inc.

Trotter has won awards for his feature writing, column writing and photography. He was recently honored by the Eastern Kentucky School of Business and the

Richmond Chamber of Commerce as Small Business Journalist of the Year.

In 1996, Trotter provided research and contributed photography to the book "Little Lost Angel," by the late Michael Quinlan. The book told the story of the murder of 12-year-old Shanda Sharer at the hands of four teenage girls in Madison, Ind.

Davidson retires from Todd Co. Standard

Linda Davidson retired from the Todd County Standard at the end of June after serving the newspaper for 29 years as typesetter. She had also been the paper's receptionist since 1991.

Harrison joins news staff at Madisonville

Lori Harrison is the newest addition to the Madisonville Messenger's news staff. She received a bachelor's degree in journalism from Western Kentucky University and a master's degree

in journalism from Indiana University. She has worked at the Cordon (Ind.) Democrat and the Times-Mail in Bedford Ind.

Before coming to The Messenger, Harrison worked in the publication office at Transylvania University.

Stone honored by Dept. for Technical Ed

Sandra Stone, a reporter for The Meade County Messenger, was honored by the Department for Technical Education for her outstanding support and service to vocational-technical education through her work with the Meade County Area Technology Center.

Stone and seven others were honored at an awards ceremony in Frankfort June 6.

Former Ky. editor receives press award

Former Russell Springs Times Journal managing editor Ed Cahill was awarded the prestigious Edward J. Meeman Award for

excellence in editorial writing in the annual University of Tennessee-Tennessee Press Association State Press Contest in June.

Cahill is editor of the Celina (Tenn.) Statesman. His winning entry consisted of three editorial columns he wrote. He also won a fourth-place award for best news story.

News-Enterprise debuts new website; English hired as online sales rep

The Elizabethtown News-Enterprise has launched a new website — CkCars.com. The site, which debuted with 60 car dealers and over 2,500 cars, allows viewers to search for vehicles only in Hardin County.

Matt English, a resident of Radcliff, has been hired as an online sales consultant for the new website. English will sell the various online directories and manage the product as well as sell used car dealer print ads into the newspaper's classifieds.

Associate interns gain experience on the job

(Editor's note: For the last six years, the KPA Associates Division has given summer internships to Kentucky college and university public relations/advertising students. The students spend 10 weeks with a KPA Associates Division member based in Kentucky. The Associates typically give one internship with a state government agency and two internships with private sector public relations firms. The KPA Associates Division internship program is modeled after the Kentucky Journalism Foundation intern program for newspapers, and has shown similar success in getting students interested in a public relations career.)

LeAnn Wood Kentucky League of Cities Senior, WKU

The Kentucky League of Cities provided me with the educational internship I needed to develop more in the field of Public Relations. Because I am currently a senior at Western Kentucky University, my highest priority was to learn about the "real" world aspects of my career, and this internship reached my expectations in that respect. Indeed, during my first day I was indoctrinated by fire when I was handed a phone and told to contact the media for an important event.

Also, I learned the weighty importance of office politics, how to work effectively with public relations firms and printing businesses, and received instruction in the delicate practice of networking.

The experience strengthened my attitude toward a career in public relations and it impressed upon me the need for communications in the corporate sphere.

Suzu McGrew KET Junior, Murray State

My experience at KET this summer has been jam-packed with variety.

By exercising all of the public relation/market-



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Interns

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Kevin Martin Mt. Sterling Advocate Sophomore, EKV

My experience at the Mt. Sterling Advocate was the most fulfilling opportunity I've ever had. I never thought that I would enjoy working in my hometown, but there's a lot more to the eye when you are a photographer.



Being a photographer, I had the chance to meet many people that I would have never met as a lawyer, a teacher or even an athlete. Throughout the past 10 weeks, I have met and photographed Gov. Paul Patton, Lt. Gov. Steve Henry and more than 200 members of the Rolling Thunder biker tour.

The main goal of my internship was to learn more about the newsroom atmosphere and polish up on my photojournalism skills. Shortly after I started this summer, I was informed that the sports editor would be taking a three week vacation and that the publisher wanted me to fill in for that time. So, for the last three weeks of my internship I designed the sports section, wrote stories and, most importantly, communicated with people who I had never had contact with before.

Overall, my time here at the Advocate has given me a broader view of the newspaper business. I have seen the pros and cons of working for a newspaper, and I know after 10 weeks of doing the real thing that this is my calling in life.

Marci Owen The Fulton Leader Junior, Murray State

I am currently a junior at Murray State University. During my internship at The Fulton Leader, I have learned many new skills and sharpened those already acquired.



Being at a weekly paper has given me the opportunity to do a variety of things that might be limited at a larger paper, including taking my own photos, which I had never done.

Being in a small town, I have realized how important the newspaper is to the community, which has strengthened my belief in the importance of my work.

The most interesting experience I had at The Fulton Leader came with coverage of the Fulton-South Fulton Relay for Life, which

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is a big event in the area. As a lead in to the event, I was assigned to do a profile of a cancer survivor.

David Beach, the survivor, had the most interesting story I have ever heard. I believe it will stay with me for years to come.

The Fulton Leader staff as well as the Fulton-South Fulton community were very welcoming. That, and the experiences I have had while there have made this internship far exceed my expectations.

Melissa Stoneberger Murray Ledger & Times Junior, Murray State

It wasn't easy getting up a 7 a.m. or establishing a bedtime for myself knowing that all my friends could sleep in, but I have to say that my internship was a summer worth spending.



I interned at the Murray Ledger & Times as a special sections reporter. It was my job, along with my editor Eric Walker, to dig into the nooks and crannies of Calloway County. I went all over the area, allowing me to meet new people and see places I didn't even know existed. I am now able to quote random Calloway County facts to all my friends and family at the drop of a hat. And believe me, there's nothing that makes them happier.

This summer, along with enhancing my photography skills, I learned that journalism was a profession of extremes. Extreme excitement or extreme boredom. Some days I would do three interviews and numerous phone calls and throw in a few extra chores along the way, while others would seem to drag by, with a few phone calls to make and plenty of time to read other newspapers or check headlines on the internet. (Fortunately, or unfortunately, those slow days were few and far between.)

If there's one thing I take back from this internship it is a new view of the community. I've seen a different side of the area working here rather than just being a student.

Micheal Compton Bowling Green Daily News Junior, WKU

I interned for eight weeks at my hometown paper, the Daily News, in Bowling Green. I chose to stay close to home because I plan to work there once I graduate and my first child was born on May 8, 2001.



I normally write sports and movie reviews at the College Heights Herald at Western Kentucky University, so this internship gave me a chance to

branch out and work the news desk.

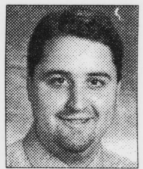
I'll admit I was nervous at first, but I found that, as the internship wore on, the more I wrote the more confidence I had in my abilities.

I'm not sure how many stories I wrote this summer, but I would say between 50 and 60. I have copy that I am truly proud of, and I think I have more than proven my ability as a newspaper man.

While looking for an internship for the summer, I found that a lot of papers told me I needed more experience on the news side. Well, after this summer I more than have that experience. I still plan on starting in sports someday, but I know now that I can start anywhere needed. I think I am valuable to any section of the newspaper, and for that reason alone I have KPA to thank.

Patrick Avery Owensboro Messenger-Inquirer Senior, UK

I never would have thought I could go from one place to another so quickly when I heard a call over the scanner just after lunch one Friday afternoon.



It took just five minutes for me to get from my cozy cubbyhole desk to a blazing fire at the corner of Triplett and Third streets in Owensboro.

Without any warning, Dan, the editor, said to go out there. So I grabbed my pen and pad and ran down the hallway to the exit door. I jumped in the car with a photographer and we jetted to the scene. I got there and had no clue of what to do. So I just talked to whomever was standing outside. I eventually got to the lady who had just moved into the apartment upstairs in the building that was on fire.

The first floor was an auto paint store so the fire department was trying to keep the area clear in case of an explosion. But I had to stay there and get the story. I stayed close to the girl who was watching most of her stuff go up in flames from the side of the street. It was only two days ago that she and her boyfriend moved into an upstairs apartment after she got a job at the paint store.

She was crushed and her tears flowed from her reddened eyes. A little phased by her emotion, I told myself I had to talk to her, and I did. She was open, though not completely coherent. I managed to get the story out of her and several other workers at the paint store, the fire chief and the manager at the tire store across the street.

I learned a lot by just going out and doing it that day, after all, my dad always shells out the advice "90 percent of life is just showing

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Associate

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ing/promotion techniques I've learned in the classroom at Murray State University, I am more prepared for the demanding and rewarding work scene.

Every week it seemed that I had something new and challenging to complete. From the first day on the job I was handed assignments and included in the important meetings. I felt like one of the "team" from the very first day.

The most interesting project that I was involved in was the live studio audience taping of "Barbara Kingsolver Talks with Kentucky." This event illustrated the hard work and dedication that it takes to be successful when reaching the entire state.

More than 300 audience members poured into the KET studio to

laugh and share in the finale of the inspiring project: What If All Kentucky Reads the Same Book? — and I was in the front row to enjoy the event with them.

The staff of KET is friendly and helpful, and I feel fortunate to have had the opportunity to be associated with this well-known television station. Walking in the hallway, people are quick to exchange a smile and say "Good morning," these are the things that I appreciate the most. I have made friends in the promotions department and all over the building, and I can use the wisdom they have passed along to me in the future.

Overall this opportunity has given me an added boost of confidence that I will succeed in the "real world" after my school days are over.

Many thanks to the staff at KET and to the KPA for making my internship experience possible.

Interns

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up." So I guess you can say I was thrown into the fire that day; no pun intended.

Jamie Vinson
The Winchester Sun
Junior, EKU

I will return to Eastern Kentucky University in the fall as a junior journalism major, and resume my duties as managing editor of the student newspaper, The Eastern Progress.



My experience as an intern at The Winchester Sun greatly exceeded my expectations. The staff welcomed me with open arms and helped answer any questions I had throughout my 10-week internship.

I was very impressed with the atmosphere and work ethic of the newsroom. Sun reporters work diligently each day to bring news to the Winchester community, which will serve as an inspiration for me when I return to school in the fall to report campus news.

I was most fascinated by a story I wrote only two or three weeks into my internship regarding a bridge built in Clark County. It was only one of five of its kind in the nation. I was able to actually visit the construction site and learn about the construction of the bridge.

I was most impressed with how reporters handle daily work in such a fast-paced environment. Working at a daily newspaper was a big adjustment from a weekly newspaper. I learned how to better manage time and stay on top of things.

Overall, my internship has strengthened my attitude in pursuing a career in journalism. I now have a better understanding and appreciation for professional journalists and the work they do.

Trysh Lynan Holmes
Georgetown News-Graphic
Senior, UK

Four inches does not do my internship justice. I learned so much more than I can fill this space with.



The most important thing I learned at the Georgetown News-Graphic was the value of a small community. I have been a big city girl all my life, Scott County was a big change for me. Unlike a big city, I found that it didn't take long to meet people. It seems everyone knows everyone else. Kind of like Cheers, Georgetown is a place where everybody knows your name.

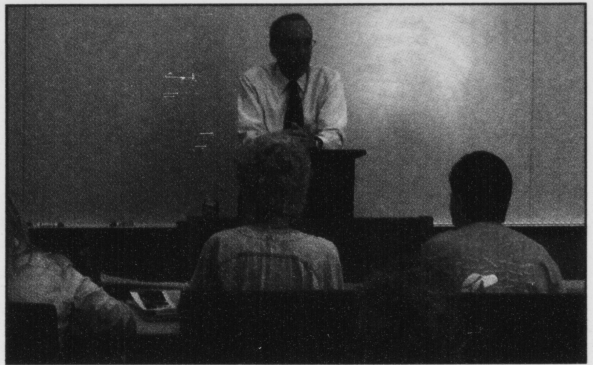
It was a nice feeling to be accepted into the community as a regular, not just an intern, reporter. That acceptance I found made the job easier, but also allowed me to make friends I won't soon forget.

Matt Mulcahey
Recorder Newspapers
Senior, UK

During my internship with the Community Recorder in Northern Kentucky I learned that the environment of a small town weekly newspaper is extremely laid back and enjoyable. And that as much time is spent waiting for calls to be returned, looking up fantasy league



What's public and what's not



Jon Fleischaker, KPA General Counsel, spoke to the KPA Journalism Boot Camp about Kentucky's Open Meetings and Open Records Laws. Fleischaker authored the original Open Records Law and co-authored the Open Meetings Law in the mid 1970s. He also played a vital role in rewriting the laws in the early '90s.

baseball statistics and discussing the merits of "Get Shorty" as is actually spent on work. But I also learned that it takes a lot of stories to cover all the local happenings of small communities. In fact, I do believe I'm a bit burned out. So the answer to the question "What have I learned during my internship" will have to be answered in the form of a list.

1) It is possible to have an unhealthy obsession with professional wrestling.

2) Girls fast pitch softball is actually pretty entertaining.

3) A story about a man with unusually large radishes is enough to make it into a small newspaper.

4) I'm no good at taking pictures. (Unless you're definition of a good picture is a bunch of corn with no people or kids making goofy faces.)

5) Mice actually do fall for those sticky traps rather easily.

6) There is no breakfast that stimulates creative writing more than cherry coke and peanut butter crackers.

7) Just because someone is the sports editor doesn't mean they're any good at basketball.

8) People at college newspapers are way too uptight.

9) Dress codes are for lawyers and accountants and neckties should be confined to those occupations.

10) Being paid to write sure beats working for a living.

Liz Baldi
Oldham Era
Carrollton News-Democrat
Senior, U of L

So, what do you want to be when you grow up? A doctor? A lawyer? A journalist? For me, the answer to this



burning question was never easy. I had always toyed with the idea of being a writer, but never quite really knew what kind of writer I wanted to be. Did I want to write books? Work for a magazine? Or, did I want to be an investigative reporter, deep in the trenches, fighting for truth and justice?

This summer I had an opportunity to do an internship with Landmark Community Newspapers Inc., working at two papers, the News-Democrat in Carrollton, and the Oldham Era, in La Grange. It was an eye-opening experience and I learned many life lessons of Journalism 101.

Lesson 1: A mother's grief is endless when you misspell her deceased son's name — twice. My professors had always stressed "Get the correct spelling of every name!" Although I had listened intently, this seemed to be one of those mistakes that just had to be learned the hard way. However, it was a lesson well learned, as I never made it again.

Lesson 2: Politicians have an incredible propensity for lying to everyone, and an insatiable appetite for infidelity.

Lesson 3: There is no such thing as too much detail.

Lesson 4: If someone's child won a pageant, you better run a picture. If someone's child won a contest, you better run a picture. If someone's child played little league, you better run a picture. It may seem tedious, but in these small communities, people live to see their kids name make it in the paper.

Lesson 5: It takes team work to get a paper out, no matter how large or small the paper is. Everyone plays in integral part.

The past 10 weeks were a blast. I made new friends, I was exposed to new experiences and I had fun. Most importantly, I finally figured out what I want to be when I grow up; a doctor.