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Official Publication of the Kentucky Press Service -- Vol. 63, No. 4 -- April 1992

In the spirits

Ad personnel to meet in Bardstown

Awards, lessons and a trip to Maker's Mark distillery are on tap when KPA's Advertising Division has its spring seminar April 16-17 in Bardstown.

Headquartered at the local Holiday Inn, the seminar will feature instruction by Bill McCartney, advertising director of the Selma (Ala.) Times Journal.

McCartney's subject is, aptly, "How to sell more advertising." He'll cover such topics as time management, using competition, turning calls into sales, goal-setting, situation control, problem accounts, developing new accounts, call-backs, how to be specific and cold calls.

His presentation begins at 1 p.m. on Thursday, continues through the afternoon and resumes at 8:30 a.m. on Friday.

David Thompson, KPA executive director, will discuss laws enacted by the 1992 Kentucky General Assembly that affect newspaper advertising during an 11 a.m. session Friday.

The annual advertising awards luncheon concludes the seminar.

The distillery tour is planned for Thursday evening.

Registration fee is \$45 for one day or \$70 for both days or \$25 for the awards luncheon only.

For information, contact division chairwoman Cheryl Wilcher at 502/465-8111 or Thompson at 800/866-1431.

New Era buys, merges two Princeton papers

The *Princeton Leader* and *Caldwell County Times*, two Western Kentucky weeklies, will merge on May 1 under the new ownership of the *Kentucky New Era*, a Hopkinsville daily.

The new publication, the *Times-Leader*, will be twice-weekly, with Wednesday and Saturday editions.

Chip Hutcheson III, owner and publisher of the *Princeton Leader*, has been named publisher of the new paper. Lowell and Louise Hobby, owners of the *Times*, are retiring. Hobby has worked with his paper for 51 years.

The staffs of both papers will be retained. Present combined circulation is about 9,000.

The *Leader* traces its history to 1871

when C.T. Allen founded it as The Princeton Banner, according to a recent article. He was succeeded by Richard McGregor and then by Nannie Catlett, who dubbed the paper the Twice-A-Week Leader.

It returned to weekly publication when purchased in 1940 by Gracean Pedley. John S. Hutcheson Jr. bought the paper in 1949 and was succeeded by his son in 1976. John Hutcheson's wife Betsy continues to be affiliated with the paper.

See Princeton, back page

Postal reprieve

The rule that's not

A new US Postal Service rule requiring newspapers to complete Form 3541's shaded area has been shelved for a while.

Originally scheduled to go into effect on March 14, the regulation has been delayed until March of 1993, to give mailers and postal employees time to iron out its inherent difficulties.

Bob Brinkman of the National Newspaper Association said news of the change has gone from USPS headquarters to local post offices and will appear in employee publications.

However, if you are having trouble convincing your local postmaster, have him or her call one of the following rate and classification centers: New York, 212/613-8676; Alexandria, 703/329-3660; Memphis, 901/576-2213; Chicago, 312/765-5293, or San Bruno, 415/742-9599.

No prestidigitation here

Recycling is complex, but vital

By Tim Webb
KPA News Bureau Intern

Is it magic? Or does some big machine turn tons and tons of old newspaper and magazine pages into recycled paper? Did you ever wonder what happened to that stack of newspapers you took to the recycling center last week?

As it turns out, if you could follow a piece of paper down the recycling trail from its original drop-off station to the distributor and on to the paper mill, you would find the process is more than magic.

Although that piece of paper is on its way to easing the problems of a society quickly running out of landfill space, it has to meet certain standards and go through several pieces of equipment and chemical processes before it gets back on the newsstand.

"Keeping people educated about recycling" is one of the more common problems related to recycling on a large scale, said Astrid Shield, public relations manager of Bowater Inc., which sells paper to several Kentucky newspaper printing plants. (Bowater's new recycling plant in Tennessee produces nearly 300 tons of recycled

fiber a day.)

"Many people think they can just take an old stack of newspapers and recycle them," Shield said.

Not so.

Newsprint needs to be less than six months old if most of the fiber is to be recovered by the recycling process, because old, worn paper tends to have

See Recycling, page 18



Quoteworthy

Madelynn Coldiron of *The State Journal* interviews Rep. Joe Barrows of Versailles after a recent vote. Now in its last days, the 1992 General Assembly is heating up as it winds down. (Photo by Tim Webb)

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WKPA meets, p. 16
Towles gains fame, p. 20
Mountain media to meet, p. 20

Shooting Kentucky

Every county is expected to be represented in the Kentucky Bicentennial pictorial book, *The Celebration of Kentucky*, being developed by KPA, the state Bicentennial Commission and Turner Publishing in Paducah.

And if you've ever taken a picture in your county that you're particularly proud of, why not send it in?

Photographers from KPA papers are being asked to submit photos for review by a panel charged with selecting the book entries. Each person may submit up to five color or black/white photos (no slides). The book will run about one-third color and two-thirds b/w.

The range is extensive. Guidelines indicate that scenes with people are preferable.

Deadline for submission of photos to KPA is May 1, with the book scheduled for publication in August.

Selected photos will also be used in KPA's annual exhibit at the January 1993 convention.

Entry forms and more information about the book are available from KPA executive director David Thompson, 800/866-1431.



Uh-uh-uh-uh

Take a kid and Kelley Warnick with a camera and you've got an award-winning photo. This one was part of a feature picture essay that earned a first place in KPA's 1991 fall contest for the Gallatin County News editor. The only thing wrong with it is that we couldn't run it bigger.

Two papers take national honors

The Lexington Herald-Leader and *The Kentucky Post* in Covington were recognized in the 1991 National Journalism Awards, sponsored by the Scripps Howard Foundation.

Maria Henson won the Walker Stone Award for her *Herald-Leader* editorial series on the inadequacy of legal protection for abused women.

The Kentucky Post was one of three finalists for the Roy W. Howard Award recognizing investigative journalism that benefits the public. Bill Straub, *The Post's* Frankfort bureau chief, wrote about connections between gubernatorial campaign contributors and the awarding of a construction contract for a Northern Kentucky University dormitory.

Henson's editorials led to court-ordered changes in the legal treatment of abuse cases and the institution of an attorney general's task force to recommend improvements to the state's handling of such cases. Straub's research resulted in federal and state grand jury investigations and proposed changes to the state's contract laws.

A joint entry by the *Herald-Leader* and Kentucky Educational Television (KPA Associate) was a finalist in the Service in Support of Literacy category of the competition.

J-teachers can learn and teach this summer

At least two Kentucky newspapers may take on scholarly help this summer through the Summer Residency Program of the American Newspaper Publishers Association Foundation.

The Daily Independent in Ashland and the *Paducah Sun* are among 33 papers nationwide that have agreed to employ journalism educators for the summer.

"The experience will enable educators to give their students an honest reflection of what is going on at today's newspapers," said ANPA Foundation chairman Charles S. Rowe. "Newspapers will have an opportunity to use a highly qualified temporary employee for the summer."

The residency can be a combination of a consultancy and internship for all or part of the summer, according to an ANPA Foundation announcement.

Educators may work in the newsroom, advertising, circulation, marketing and promotion, graphics,

telecommunications, business or finance departments.

Those interested in a residency are advised to contact the newspaper directly, giving information on the jobs or experience they desire and special skills and qualifications they have to offer.

Contacts at the Kentucky papers are: (1) Ashland, Russ Powell, 606/329-1717; positions in newsroom and graphics; (2) Paducah, Karl Harrison, 502/443-1771; newsroom, advertising, graphics.

Freedom of the press is one of the bulwarks of liberty and can never lie restrained but by despotic government. —George Mason

The Kentucky Press

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Thanks, judge

KPA members were in demand last month as judges of other state press association contests.

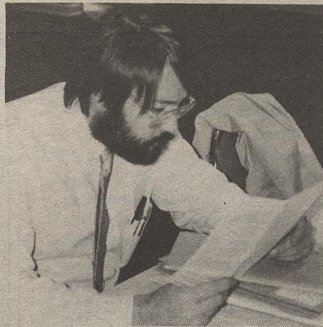
Convening in Frankfort to judge Virginia Press Association's advertising contest were Linda Morgan, *Lexington Herald-Leader*; Judy Lassiter, Kim Hupman and Kathy Young, *Springfield Sun*; Becky Whitson, *State Journal*, Frankfort; Peachie Armstrong, *Oldham Era*; Dee Ellis, *Trimble Banner*, Bedford; Bill Mudd, *Harrodsburg Herald*, Dave Eldridge, *Henry County Local*, New Castle; Bob Scott and Mitzi Gray, *Georgetown News&Times*, and Sabrina Bruce, *News-Herald*, Owenton.

Judging an editorial contest in Lexington for Kansas Press Association were Jerlene Rose, *Clay City Times*; Victoria Schreiner, *Sentinel-News*, Shelbyville; Phil Bowling, *Winchester Sun*; John Mueller and Harry Merritt, *Lexington Herald-Leader*; John Cannon, Mark Maynard and Paul Gottbrath, *The Daily Independent*, Ashland; Sacha De Vroomen, *The Kentucky Post*, Covington; Ron Bridgeman, *Jessamine Journal*, Nicholasville; Don White, *Anderson News*, Lawrenceburg; Rob Carr and Madelynn Coldiron, *State Journal*, and David Thompson and Pam Shingler, KPA central office. KPA staffer Sue Cammack helped set up both events.

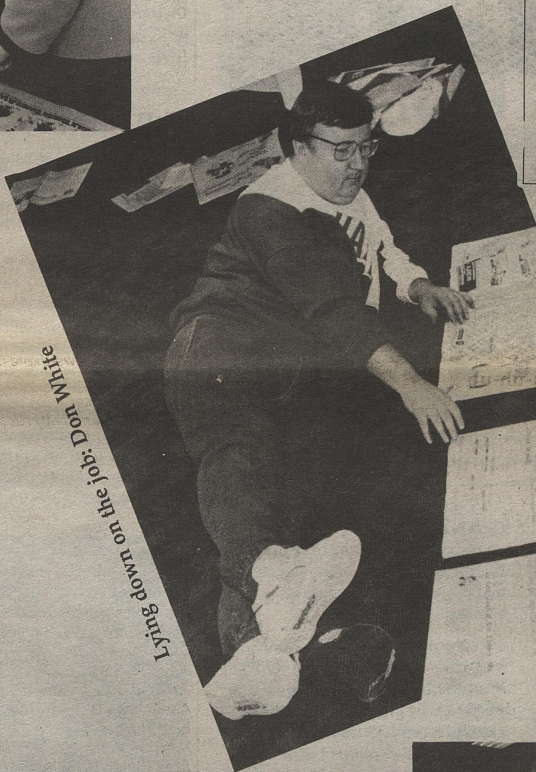
Photographers Cammack and KPA News Bureau Intern Tim Webb caught some of the judges in the act.



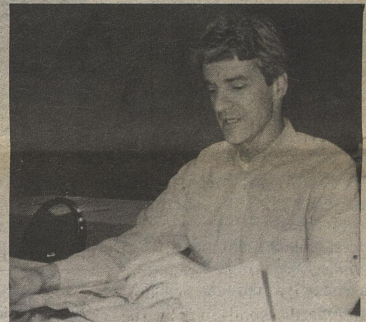
Becky Whitson, Linda Morgan



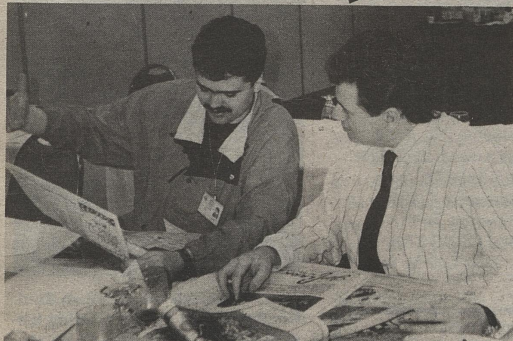
Ron Bridgeman



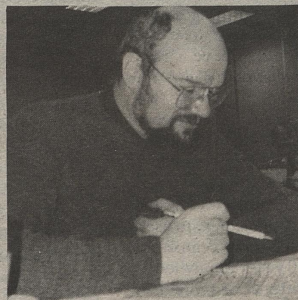
Bring down on the job: Don White



Paul Gottbrath



Rob Carr, Phil Bowling



John Cannon



Peachie Armstrong, Dee Ellis

Naming names

Compiled by News Bureau Intern Tim Webb

THOMAS BARR, managing editor of *The Pioneer News* in Shepherdsville, participated in a recent American Press Institute seminar on Editing the Weekly and Community Newspaper. The Reston, Va., session featured a critique of the newspaper by the 22 other editors from across the United States and Canada.

Two Kentuckians are among 65 nominating jurors for the 1992 Pulitzer Prize in journalism. They are **WILLIAM L. ELLISON JR.**, associate editor of *The Courier-Journal* in Louisville, and **SCOTT MCGEHEE**, vice president and general manager at the *Lexington Herald-Leader*.

BOBBIE FOUST, former editor of *The Herald Ledger* in Eddyville, has joined the news staff of *The Paducah Sun*.

Representatives of three KPA Associates are new officers in Lexington's Thoroughbred chapter of Public Relations Society of America. **LISA SMITH** of Blue Grass Airport is the group's secretary; **PAT GILL** of The Preston Group is treasurer, and **JOHN SCHARFENBERGER** of the University of Kentucky is a director at large.

The Corbin Times-Tribune has named **MIKE LYNCH** as circulation manager. Lynch was formerly district sales manager for the Zanesville, Ohio, *Times-Recorder*. He is a business graduate of Ohio University.

SHARON PERKINS has recently joined the staff of *The Harrodsburg Herald*. Perkins, a graduate of Centre College with degrees in government and English, has 11 years experience in advertising and graphics.

WKPA officers chosen in Paducah

John Lucas, publisher of *The Crittenden Press* in Marion, was elected president of Western Kentucky Press Association during the group's spring meeting, March 19-20 in Paducah.

Scott Dillingham of the *Dawson Springs Progress* is the new vice president, and Jed Dillingham, also of Dawson Springs, is treasurer.

During the WKPA business meeting, members voted to increase scholarship awards to journalism students at Murray State and Western Kentucky universities. Annual awards to each school go from \$200 to \$400.

GINA KINSLOW has been named assistant editor of the *Tompkinsville News*, covering local government, photography, features and helping in advertising. A 1989 journalism graduate of Western Kentucky University, she has spent two years with the *Glasgow Daily Times*.



Associat-ing

Representatives of two KPA Associates pose in front of the photo exhibit during the association's winter convention in Frankfort. Both Keith Elkins, left, of Transylvania University and Fred Troutman of the state Economic Development branch are officers in the Associates Division. (Photo by Tim Webb)

Participating in a recent career fair at South Oldham High School were staff members of *The Oldham Era* in LaGrange: ad representative **VICTOR GIANCOLA**, reporter **NANCY WIEDMAN** and editor **KIT MILLAY**. Ad manager **PEACHIE ARMSTRONG** and Millay also spoke at a similar event at Oldham County High School.

Awards & such

•The International Society of Weekly Newspaper Editors is offering two scholarships to young weekly newspaper editors who would like to attend the society's annual conference July 8-12 in Colorado Springs. Each scholarship covers conference costs plus up to \$600 in travel expenses. Weekly editors who have been in the field less than 10 years are invited to apply. Send a letter of no more than 250 words describing your job, philosophy of community journalism, and why you want to attend, to Donald Brod, ISWNE, Journalism Dept., Northern Illinois University, DeKalb, IL 60115, by April 15.

BILL ELLISON, associate editor-administration at *The Courier-Journal*, is on the program for the 3rd annual Horvitz Seminar, sponsored by Ohio Newspapers Foundation, April 25 in Columbus. He will join Ohio editors on a panel to discuss "Excellence with economy."

BRYAN ARMSTRONG, state editor for *The Kentucky Post* in Covington, is this year's president of Kentucky Associated Press Editors Association. Also on the group's steering committee are **TOM CAUDILL**, assistant managing editor, *Lexington Herald-Leader*; **MIKE HERNDON**, executive editor, *Kentucky New Era*, Hopkinsville, and **BOB PEPALIS**, managing editor, *Corbin Times-Tribune*. **MARK MAYNARD**, *The Daily Independent*, Ashland, heads the Kentucky AP Sports Editors Association.

AP Editors to meet

Kentucky Associated Press Editors Association has slated its spring seminar for May 7 in Louisville.

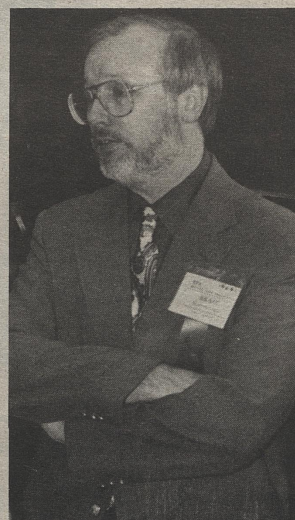
The morning session will be devoted to workplace health issues, including repetitive stress injuries, lighting, posture, etc. In the afternoon, Western Kentucky University professor Jim Highland will talk about extracting criminal records from the new statewide computer database, **SUSTAIN**.

Also, Kentucky AP Sports Editors Association will have its spring meeting April 17-18 in Louisville. For information on either meeting, call Ed Staats, 800/292-3560 or 502/583-7718.

Callatin County News publisher **DENNY KELLEY WARNICK** spoke on the changing status of women in Kentucky on Feb. 13 for a bicentennial program of the Warsaw Woman's Club.

The department of journalism and radio-television at Murray State University hosted the 19th annual High School Journalism and Broadcasting Workshop on March 9. Among MSU personnel making presentations to the visiting students were chairman **DR. BOB MCGAUGHEY**, **DR. JOHN DILLON**, **RODNEY FREED**, **ORVILLE HERNDON**, **JOE HEDGES**, **CYNTHIA HOPSON**, **BARRY JOHNSON**, **DR. ANN LANDINI**, **DWAIN MCINTOSH** and **DR. ALLEN WHITE**. From KPA newspapers were **CHRIS EVANS**, sports writer for the *Paducah Sun*, and **GREG TRAVIS**, editor of the *Tribune-Courier* in Benton.

Don't miss the Advertising Seminar, April 16-17 in Bardstown.



Associates Division chairman Brad Hughes takes a breather during the winter convention. He's with the Cabinet for Human Resources. (Photo by Tim Webb)

Pick ups

The *Sentinel-News* in Shelbyville purchased 10 boards in December for the first Habitat for Humanity house built in Shelby County. Editor Duanne Puckett affixed the newspaper's name to each board and provided food for the volunteer builders, including senior staff writer Victoria Schreiner.

Two Kentucky newspapers won awards in the recent Internal Communication Competition sponsored by the Newspaper Personnel Relations Association. *The Courier-Journal* in Louisville took third place for employee newsletters/magazines in its size category for "Courier Comments." *The Lexington Herald-Leader's* "Inside" was cited in the category Above and Beyond, special recognition for innovative approaches.

The *Lexington Herald-Leader* has also won a citation from the Associated Press Sports Editors in its annual competition. The paper was recognized in the category of Special Sections, papers under 175,000 circulation.

The staff of the *Troublesome Creek Times* in Hindman recently received a certificate of appreciation from DARE for the paper's drug information publication.

Folks in Bardstow can expect a change in how *The Kentucky Standard* will be delivered in the future. "By the end of April we hope to have introduced carrier delivery to all our subscribers living in Bardstown and surrounding rural routes," publisher Steve Lowery said. The transition from mail to carrier delivery allows customers to receive their paper early each morning.

The *Corbin Times-Tribune* raised subscription rates on March 1 because of rising delivery costs, according to publisher Joe Hardwick. Home delivery and tri-county mail increased to \$7.50 per month and all other mail subscriptions went to \$8 per month.

Databank

The Times of his life

Deadline: *A Memoir. Life of James Reston* provides a look at his life and some of the more colorful figures of Reston's time, such as Harry Truman, Joseph McCarthy, Dean Acheson and Adlai Stevenson. The book also offers some New York Times shop talk and views on today's reporters. He also tells how the CIA tried to use Times' reporters and how he dealt with Kennedy during the Berlin crisis of 1961. Reston, in later chapters, gives his prescription for the new American order, including reducing all moral posturing by congressmen and columnists as much as possible under the first amendment. Random House, 201 E. 50th St. New York, NY 10022. (E&P)

In memoriam

E.A. Armstrong

The former owner of *The Oldham Era* in LaGrange, Eugene A. "Gene" Armstrong, 70, died Feb. 28.

He joined his father, Earle Armstrong, in operating the LaGrange Times in 1950, a year before its merger with the Oldham Era. After the paper's sale to Landmark Community Newspapers in 1973, he remained as advertising manager until his retirement in 1988.

Under his leadership, the Era advertising staff won 38 KPA awards, including four top honors for Best Use of Advertising.

Active in the community, he was named Oldham Countian of the Year in 1986 by the local Chamber of Commerce. (See an editorial tribute to Mr. Armstrong in the *Kentucky Views* section of *The Press*.)

C. J. Daniels

Clarence Jackson Daniels, 71, formerly with *The Mountain Eagle*, died Feb. 2 in LaFollette, Tenn.

According to his obituary in the Whitesburg paper, the University of Kentucky graduate had edited and published many newspapers in Kentucky, Tennessee and North Carolina. A World War II veteran, he survived the Bataan death march and was held prisoner by the Japanese for more than three years.

Cyrene Dear

Cyrene Bakke Dear, vice president of Gleaner and Journal Publishing Co. and mother of company executive Walt Dear of Henderson, died March 1 in Washington, DC. She was 95.

For many years she was a Washington correspondent and columnist for Dear Publications, predecessor of the Gleaner company, which owns several papers in western Kentucky. Her writing included reports of her study missions abroad with the National Newspaper Association.

Frederick Emerson

Fred Emerson, a 30-year veteran of the staff of *The Central Record* in Lancaster, died Feb. 23 after a brief illness. He was 59.

He began his tenure with the newspaper as a press man and printer. When the paper shifted to offset, he worked with printing and distribution.

W. Howard Lacy

Longtime *Kentucky New Era* employee W. Howard Lacy, 83, died Feb. 26 in Hopkinsville. His affiliation with the newspaper dated to 1918 when he was a paper carrier on one of only five city routes.

He joined the regular staff in 1929

in the production department, eventually working as pressroom foreman and building superintendent. In the 1950s, he became the paper's official photographer and, in retirement, continued as a substitute darkroom specialist.

The veteran newspaperman represented the New Era in a promotion recognizing newspaper carriers last year. The promotion won a national award for the paper.

Tommy McCutchen

Tommy McCutchen, former sports editor for the *Manchester Enterprise*, died Feb. 7 of a heart attack. He was 41.

Lela Powell

Lela Vice Powell, 82, first editor of the *Menifee County News*, died in February in Mt. Sterling. She was also a former teacher and social worker.

Richard P. Pratt

Richard P. Pratt, 69, a noted national journalist who retired to Versailles in 1978, died Feb. 23. He had edited newspapers in Colorado, South Carolina and Illinois, as well as the *Journal of the American Medical Association* and *Medical Economics Magazine*.

At his retirement, he was director of communications for the American Bankers Association. He also co-authored a Time-Life book and wrote a syndicated column.

Darrell Sifford

Nationally syndicated columnist Darrell Sifford, a former editor at *The Courier-Journal*, drowned last month while snorkeling in the Caribbean. He was 60.

He was copy editor, then night editor at the Louisville newspaper between 1962 and 1966, when he joined the staff of *The Charlotte (NC) News*. He went to work in 1976 for the *Philadelphia Inquirer*, from where he wrote his Knight-Ridder syndicated column on human relationships. He was the author of three books.

Mark Wathen

Mark Thomas Wathen, 102, retired stereotyper for the Lexington Leader, died March 22 at a Cynthiana nursing home. He worked for the Leader for 27 years, retiring in 1955.

S.C. Van Curon



Former KPA president and Pulitzer Prize nominee Samuel C. Van Curon, 80, died March 17 in Frankfort. His journalism career spanned six decades and included stints at the *Harlan Daily Enterprise* and *The State Journal*.

He wrote a regular political column, with Todd Duvall, that was run by many Kentucky newspapers.

In 1957, during his 16-year tenure with the Harlan paper, he was nominated for a Pulitzer Prize for his coverage of a devastating flood. He was editor of *The State Journal* from 1959 until his retirement in 1976.

He served as president of KPA in 1967 and shared the Most Valuable Member Award with Edwards M. Templin in 1966. A former head of the Capitol Press Corps, he was described as an "early, vigorous and effective advocate" of the state's open records and open meetings laws.

A graduate of Oklahoma State University, he worked for papers in Texas and Oklahoma before coming to Kentucky. (See an editorial tribute to Mr. Van Curon in the *Kentucky Views* section of *The Kentucky Press*.)

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Local news

Who is the Kentucky Press Association?

By Pam Shingler
Press editor

Harrodsburg Herald

You can't go to Harrodsburg without confronting the state's rich history. After all, the Mercer County town is the site of Kentucky's first permanent settlement, Fort Harrod, today recreated for a closer look at what life was like on the 18th century frontier.

Nor can you visit the Harrodsburg Herald without sensing an aura of the past.

That's not to say the newspaper is living in the past. No, you'll find the latest in production technology here, along with a philosophy of progress and growth. But there's a healthy respect for history and its recording.

The paper is housed in a building that dates to the early 1800s and is listed on the National Registry. Occupying a significant part of a city block, the building is shared by the Herald's press, job printing operation and office supplies business.

The 107-year-old newspaper has been in the same family since 1916 when Daniel M. Hutton purchased it. (He was KPA president two years later.) His daughters grew up at the newspaper office, and one, Jane Bird Hutton, devoted her life to it.

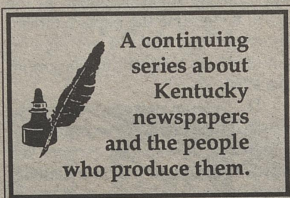
Starting as a regular staff member after her graduation from Kentucky Wesleyan College in 1935, Miss Hutton — as she was known to everyone — took over when her father died in 1952. She successfully ran the newspaper and its related businesses until her death in 1990 — the last year from her sick bed.

Succeeded as publisher by her sister Mary Elizabeth Hutton Pyles, Miss Hutton, nevertheless, remains the paper's guiding light. General manager Bill Randolph speaks of the late publisher in tones of awe, and his voice frequently chokes with emotion.

"She was the dean of journalism in Kentucky as far as I'm concerned," says Randolph, to whom Miss Hutton was mentor, friend and surrogate mother. "She was one super lady."

Her love for her employees and theirs for her can be counted in the longevity of the staff, which includes 24 full-time and three part-time employees. June Wiley, a perky, young-looking 71-year-old, started as a typesetter on March 11, 1943. Now working with layout and design, she remembers earning \$6 a week for a six-day week and being squirted by ink from the old machines.

Walk on through the plant and you'll find half a dozen em-



ployees who have been with the Herald for 20 or more years. With only 11 years at the paper, Randolph is a comparative neophyte. "She honestly loved the people who worked for her," he says.

students at seven schools to publish school papers. "We have to train these kids to read a newspaper," says Randolph. "If we get kids interested in third or fourth grade, then as adults they'll have a habit of picking up the Harrodsburg Herald."

In May, the newspaper will co-sponsor a forum of judge-executive candidates, and it is a regular backer of Ft. Harrod Drama Productions, the Ragged Edge Theatre and Harrodsburg's Main Street projects.

Even these community service projects are part of the newspaper's history. Miss Hutton, who was one of

historic facts, from people who never have much of an opportunity to express themselves," the general manager says.

Apparently, that's what history-minded Mercer Countians want. Randolph says the paper's 6,300 circulation amounts to 88 percent penetration of the county.

The Advocate-Messenger

Although the Advocate-Messenger and its forebears trace their origin to the end of the Civil War, the daily in stable, prosperous Danville didn't have a permanent home until 1985.

The newspaper had moved from



Almost half a century at the Herald

June Wiley is proud to let you know she joined the Harrodsburg Herald staff in March of 1943. Here she relates some of the changes she's seen to general manager Bill Randolph. For instance, when she began, she made \$6 a week for six days a week as a typesetter.

The staff members returned the love in a way she would have appreciated, taking care of her 18-year-old cat until it died a year after its master.

An exceptionally good businesswoman, Miss Hutton left the paper in solid financial condition, enabling it to continue her dedication to the community, Randolph says.

For instance, the paper recently paid for two street lights in Harrodsburg's relighting project. By putting memorial plaques on the lights in honor of Miss Hutton and her father, Randolph hopes to spur other businesses to do likewise.

The newspaper staff also helps

the major promoters of Shakertown's renovation, was awarded the Edwards M. Templin Memorial Award for community service in 1976.

The newspaper also clings to its heritage in other ways, Randolph says. "We adhere to old journalism practices, and we still run lots of community news from correspondents," he explains. "We turn down very little that's brought in. We give the readers what they want."

A recent addition to the editorial pages is a column called "Reflections on Mercer County," submissions from local folks about their memories. "In 50 years, this will be a major source of

rented quarters to rented quarters throughout the historic city during its own history before buying and renovating a former car dealer's building. Uh, uh, don't scoff. Wait 'til you see what's been done with this building.

Redone with advice from a newspaper architectural consultant, the 22,000-square-foot building is a showcase of beauty, efficiency and common sense.

For instance, the first thing you see when you walk in the front door is the classified advertising desk — placed there because research shows that the majority of people who enter

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a newspaper office come to place a classified.

Likewise, circulation offices are near the front, reflecting the second most common reason people come in.

Editorial and display advertising areas follow in the tour. A huge room allows lots of space, but individual workstations lend a personal element.

In the back where few outsiders venture are photography and layout areas, and to the side and back are the press room and loading dock.

Along the way are such amenities as a formal conference room, interview room, dining room and even employee showers.

And whether it's the after-hours, automated classified phone system or the color presses, everything is as clean and modern as can be found in any newspaper facility.

It's also a place populated with smiling, cheerful employees and an energetic, peppy publisher, Mary Schurz, who also happens to be KPA president this year.

Not bad for a 12,000 circulation daily with a 13,000 circulation Sunday paper, the Kentucky Advocate.

Though proud of the paper's facility and its penchant for community service and winning awards, Schurz modestly avoids the credit. "I am blessed with a good staff and I believe in delegation," she says. "Plus, the company believes in investing in its properties."

The company that owns the Danville paper is Schurz Communications of South Bend, Ind. — and, yes, there's a connection. It is operated by Frank, Jim, Scott and Mary Schurz, the children of founder Franklin D. Schurz Sr.

The company also owns seven other newspapers, four television stations, two radio stations, two cablevision companies and a shopper chain.

The Danville publisher had been a writer for Associated Press in New York for 10 years when she decided to enter the family business.

When the family bought the Advocate-Messenger in 1977, Schurz became the student of Enos Swain, the paper's longtime editor. Swain, who was KPA president in 1953 and winner of the Edwards M. Templin Award in 1977, had joined the paper in the 1940s, soon after it was created by the merger of The Kentucky Advocate, founded in 1865, and the Danville Daily Messenger, founded in 1911.

From her colorful mentor, Schurz learned more about publishing and editing and "where all the skeletons were hidden in Danville," she relates, eyebrows a-crinkle.

Just a couple of years after she took over the paper, Schurz hired John Davis away from a Kansas City newspaper. The Danville native has



Classified briefing

Publisher Mary Schurz talks with Carol Warren about the Advocate-Messenger's new classified ad program where clients can call in after hours and record their ad message. The lobby is an appropriate place to promote tee-shirts and other items for the annual Brass Band Festival.

now been editor for about 13 years. He is one of 52 full-time and 20 part-time staff members.

With a circulation area that includes Casey, Garrard, Lincoln, Mercer and Boyle counties, The Advocate-Messenger is firmly committed to service. It is involved in a Newspaper in Education program and sponsors an annual spelling bee, with local businesspersons as contestants, to promote literacy.

By far the paper's most notable

community splash, however, was kind of an accident — an idea that grew to have a life of its own. The two-year-old Brass Band Festival, sponsored by the paper, has drawn thousands of musicians and community band aficionados from all over the country to Danville.

Schurz says the festival has its roots in an old-fashioned political rally the paper sponsored four years ago. To make the event seem more historically authentic, a Centre College

musician was asked to "throw together a band," the publisher says.

That first band included the local coroner, college students and area residents who hadn't picked up an instrument since high school. "The town thought the band was wonderful," says Schurz, whose paper now sponsors both the local band and the festival.

The band, now more polished, performs three concerts a year in a local park, and the third annual festival is already being planned for June 13-14.

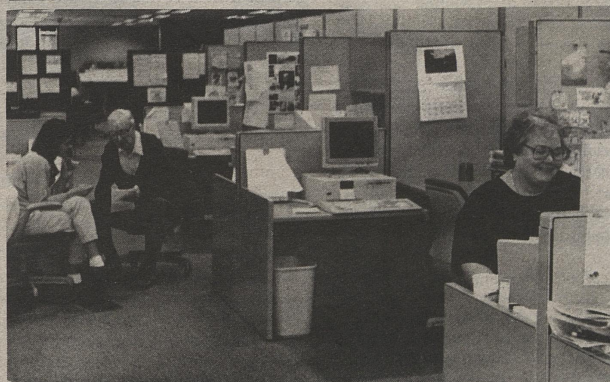
Casey County News

If you think just big city papers have "foreign" correspondents, think again.

The Casey County News regularly gets news items — even ads — from community correspondents in Cincinnati suburbs where many local people relocated years ago.

Around 1,000 of the paper's 6,000 paid subscriptions go to the Ohio border metropolis, according to general manager Randall Vaught. At one time about 15 copies were sent to a store, for over-the-counter sales, in an area heavily populated by Casey Countians.

Get this: One transplanted Kentuckian who was running for city council in the Cincinnati suburb of
See Local news, page 8



Dealing, but no wheeling

A car dealer's building was transformed into offices for the Advocate-Messenger a few years ago. The spacious newsroom is just one of the pluses of the renovation.

Local news: Who is KPA? from page 7

Elmwood bought an ad in the faraway Liberty paper — because that's the paper many of his potential voters read.

To these outlanders, the newspaper, which features another dozen or so community correspondents, is like "a letter from home," says editor Maleena Streeval.

Roots obviously run deep in these rocky and rolling hills of south central Kentucky. All of the paper's five full-time staff members are from Casey County, as is one of its two part-time staffers.

Vaught was working in Louisville when he responded to then-owner Fred Burkhard's ad for a typesetter in 1972. Back at his hometown paper, he has seen the transition from Linotype to Compugraphic to Macs.

When Vaught started, the paper had never "sold" ads. "If the ads didn't walk in the door or get called in over the phone, they weren't in the paper," he recalls. About the time Landmark Community Newspapers bought the News in 1975, Vaught became its first ad salesman and was promoted to his present post in 1984.

Streeval free-lanced for the paper during her high school years before going off to Eastern Kentucky University. But she "never dreamed of coming back home" — not because she didn't want to, but because she didn't think there'd be an opening on the staff for her.

In 1984 when she was working at the Jessamine Journal, however, the editor's position opened and she was tapped.

Both Vaught and Streeval had the opportunity of working with the colorful Burkhard (KPA president in 1963). Although he gave up editing the paper in 1975, the Kentucky Journalism Hall of Famer was available to counsel, commiserate and cajole until his death a couple of years ago.

Burkhard had taken over the Casey County News in 1947 when it became a chore for Otis C. Thomas, the son of the man who started the paper in 1904, John Henry Thomas. Vaught says a group of local businessmen who didn't want to see the paper dissolve recruited Burkhard, the son of German immigrants to Casey County, from a paper in Kansas.

Burkhard's penchant for speaking his mind and provoking the local power brokers made his columns must-reading for everyone in the county. "People wanted to buy the paper to see what Fred said about them," laughs Vaught.

The old master told Vaught he expected to have 20 percent of the people mad at him all the time. If Burkhard were still writing in these litigious times, Vaught says, "We'd be



The Casey crew

The staff of The Casey County News gathers in the Liberty office for a "family" photo. They are, from left, Earl Randolph, Randall Vaught, Terri Lee, Donna Carman and Maleena Streeval. The paper boasts a community correspondent in suburban Cincinnati.

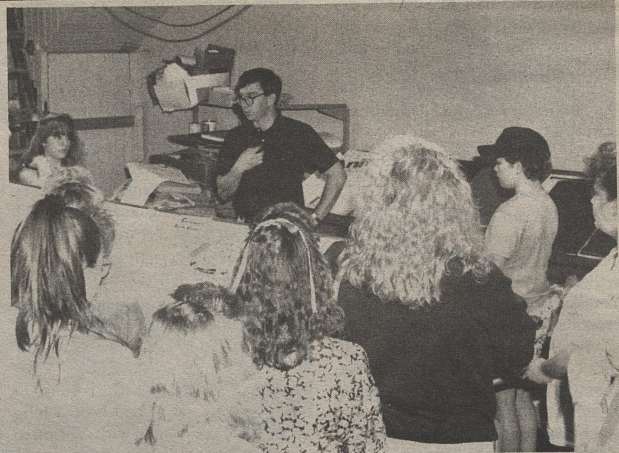
in court every day over some of the stuff he wrote."

The general manager adds, however, that Burkhard was a boon to the community, pushing, without public credit, for developments ranging from roads to historical landmarks.

Vaught and Streeval like to believe they're continuing the tradition, though tempered somewhat. The editor's columns often carry a sting for old line politicians, but the paper is in the forefront in promoting local education and the county's farming and small manufacturing industries.

Staffers pitch in to put out the tabloid for the annual Casey County Apple Festival, and the paper's mast proudly proclaims that the county is "home of the world's largest apple pie." Tobacco, dairy cattle and, appropriately, farm gate manufacturing are highly touted.

The county is also the childhood home of Kentucky's immediate past governor and first lady. "Everyone in Casey County was proud of Wallace and Martha (Wilkinson)," Streeval explains. The paper was under pressure at times to print only "good news" about the couple's controversial term, but the editor believes the paper came through with its integrity intact.



It's elementary

Tom Moore, Interior Journal editor, speaks to Broughton Elementary School 8th graders about news writing. (Interior Journal photo)

The Interior Journal

Do you ever pass through towns thinking, If I were to win the lottery, I might settle here and finally write that book?

Well, Stanford is that kind of town. Ample streets. Neatly kept, old homes set far back from the road on large lots. An ancient, red brick courthouse dominating the downtown landscape.

A row of circa 1890 storefronts, with frilly wood trim, along the main street. A spick-and-span pool hall where lawyers and farmers congregate for lunch and where you can send your kids, without qualms, when school is cancelled on account of snow.

And friendly people who speak to strangers on the street and invite them

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into their conversations as if there's no such thing as a stranger.

Nice, huh? That's what Tom and Sharman Moore thought — and still do — when they bought The Interior Journal seven years ago. When they made the decision to buy a weekly paper, they looked at one in Northern Kentucky and then this one, in rural Lincoln County about 10 miles south of Danville.

"We liked the town," says Tom, the paper's publisher/editor.

The route to Stanford was a circuitous one. The husband and wife both grew up in Ashland, and Tom's family roots are deep in Pike County in far eastern Kentucky. After they were graduated from the University of Kentucky, they moved to Bowling Green where Tom worked for the Daily News and Sharman got a master's degree at Western Kentucky University.

Then it was on to Chicago with Tom writing for a suburban paper and Sharman teaching and then doing promotional work for a national organization.

In the tradition of the legendary "tramp journalists" who moved from place to place, Tom landed a job as business writer with the prestigious St. Petersburg Times in Florida. Sharman settled in to "trying to be the perfect mother."

But Tom nursed the dream of owning his own paper — despite a colleague's advice to the contrary. Veteran newsman Al Smith steered the couple to look at the Lincoln County paper whose owners had filed for bankruptcy, and the rest, as they say, is history.

Of course, it hasn't been that simple. "The first year was bad," Tom says, an exclamation point clearly aspirated.

The books were in worse shape than the new owners had suspected. Tom admits to using a credit card to cover the payroll in the early months.

Plus, running a weekly was tougher than the daily veteran has envisioned. "I was used to working 50 hours a week at St. Pete," Tom recalls. "But here, at first, if I got home at 11 at night, I'd think it was a short day."

Sharman remembers those early days when the trip to the printer in Columbia amounted to "family night," the only time the couple and their two youngsters could get together for dinner without office demands.

"At first, I thought I'd be home with the kids and come to the office to help out a few hours a week," says Sharman, co-publisher and advertising manager. "The part-time job quickly turned into 80 hours a week."

"I would never do it again," declares Sharman. Then she immediately adds, "But I'm glad I did."

Never having worked at a news-



Inside the Interior Journal

Folks at the Interior Journal in Stanford like their Christmas portrait, so here 'tis. They are, from left, Tom Moore, Bonnie Kolasa, Sharman Moore, Brian Thompson, Sabrina Hall, Nancy Leedy and Gina Cooper. (Interior Journal photo)

paper before this venture, Sharman learned to sell ads, to lay out a paper and to write journalistically. "Tom hates to write feature stories, so I became a feature writer," she explains. Now she handles all the paper's special sections, selling the space, writing the copy and pasting up the pages, often coming in on weekends to escape interruptions.

Perseverance, hard work and a quality product have made the investment pay off. The paper now has five full-time and two part-time employees, and, despite rate increases, all of the subscribers, about 4,000, are paid up — at least half were not when the Moores took over. Subscriptions have remained steady, but over the counter sales have increased dramatically, Tom says.

Sharman is quick with an explanation. "A lot of that was because of Tom's editorials. It had been a long time since people had had a reason to read the paper."

Tom admits that he "continually hammers" at some issues. He has even taken a city council to court over a closed meeting. He dropped the case when the judge agreed to get copies of the Open Meetings Law to the council members.

The Moores have also become an integral part of their adopted community, with active membership in just about every organization from Chamber of Commerce to Forward in the Fifth, in addition to a couple of old-

line bridge clubs.

But while the Moores are the driving force in the Interior Journal's present, the paper also has a rich past. The name dates to 1872. (Yes, the masthead and the office window say 1860, but that's another story. Call Tom.)

Its founders, D.W. Hilton and F.J. Campbell, wanted the paper to cover the "interior" of the state. That was a fitting dream since Lincoln (named for Revolutionary War hero Benjamin, not Abraham) was one of Kentucky's three original counties, stretching from the Virginia border well into the west. (Stanford, by the way, was the state's second permanent settlement, founded in 1775, one year after Harrodsburg.)

Some of the state's preeminent journalists have published the Interior Journal, including William Pulaski Walton, who ran it during the last quarter of the 19th century, before becoming editor of the Lexington Herald. Others have been E.C. Walton, a powerful Democrat around the turn of the century; Shelton Saufley, later of the Richmond Register and 1924 KPA president; and Dick Ferguson, who worked stints with the old Hearst International Pictures and the Courier-Journal.

Faced with that kind of legacy and after years of struggle to survive, Tom Moore can still lean back at his desk in the cavernous 1890s building and say: "I can't imagine anything else I'd rather do." And you believe him.

The write words

From the Illinois Press Association Bulletin come these daffy-nitions, especially for writers, from Robert W. Dunn.

- Biofeedback — a behavior training program that teaches us how to recall that first lead that was really the best one.
- Flush pile — the pile of articles that you never quite finish, but are unwilling to discard.
- Migreditor — the elusive editor who drifts from one newspaper to another.
- Mug abuser — someone who does everything with a coffee cup but drink from it (fills it with pencils & pens, stuffs it with phone messages, receipts,

- etc.)
- Passhole — an editor who, upon receiving your article, pushes it off to an overworked underling.
- Plotshot — the person at a party who has wonderful ideas for novels, but has never written one.
- Predator — an editor who thrives on stalking out every mistake — large or small — in your article.
- Prosecrastination — a behavior common in some of us who, even when we receive an assignment early, put off its completion to the last minute.
- Voidian slip — the act of leaving a space (dots, lines, etc.) when the word you want escapes you.

Media Class Held in Washington, D.C.

by Robin Keach

While most students from Eastern Kentucky University went to sunny Florida for their spring break, a class of eighteen Mass Communications students took a media tour trip to Washington, D.C.

Dr. Glen Kleine, dean of the College of Applied Arts and Technology, said, "This class is an academic experience which teaches the students about the intricate relationships between the media and politics."

The tour began Monday, March 15, at the National Press Club Building, where students attended Freedom of Information Day.

The first press conference was hosted by the Committee to Protect Journalists and highlighted the attacks on the press worldwide.

The second press conference, "Trash for Cash," was a forum focusing on whether or not the First Amendment can be used to justify supermarket tabloid type coverage of political candidates.



Jeff Stinson, a reporter covering the Bill Clinton for President campaign for Gannett News Service, discussed the alleged Clinton-Flowers affair.

photo by Paul Douglas

After the press conferences the students met with Mary Ann Roser, Washington correspondent for the *Lexington Herald-Leader*. Roser gave some insight on issues of interest in Washington.

Following a Press Club speech by Dan Rather the students were given a tour of the National Press Club Building by EKU graduate Ray Walker, sports editor of Knight-Ridder News Service.

On Tuesday, students were given a tour of *USA Today* by Theresa Harrah, an EKU graduate, who is the Entertainment Editor for Gannett News Service.

Greg Watts, a senior journalism major, said, "My favorite part of the trip was the internship. I interned at *USA Today* in their graphics department."

Another student, Kerry Sigler, said, "I loved having a chance to talk one-on-one with higher government officials."

The students prepared for the trip by reading and viewing C-SPAN tapes about top Washington reporters. At the conclusion of the tour they also must complete pre-approved research on Washington media, and they will also write an opinion paper on a lecture that will be given by Helen Thomas, White House Bureau Chief for UPI, at 8 p.m. on April 6 in the Singletary Center for the Arts on the University of Kentucky campus.

1992 WASHINGTON MEDIA TOUR ITINERARY

Monday, March 16

- Freedom of Information Day - National Press Club Building
- * Committee to Protect Journalists press conference on attacks on the press worldwide.
- * "Trash for Cash: Are We Taking the First Amendment Too Far?" a forum on presidential politics
- * National Press Club Luncheon, Dan Rather, CBS managing editor and anchor
- * Presentation of the National and International Freedom of the Press Awards.
- * Comments by Ray Walker, Sports Editor, Knight-Ridder / Tribune News, News Wire. Walker, an EKU journalism graduate, recently covered the Winter Olympics in Albertville.
- * Tour of Knight-Ridder / Tribune News, News Wire press offices in the National Press Club Building.

Tuesday, March 17

- * Tour of *USA Today*
- * Theresa Harrah (EKU graduate), Entertainment Ed., Gannett News Service
- * Jeff Stinson, a reporter covering the Clinton for President campaign for the Gannett News Service
- * Visit with Ms. Souad Ayoubi, Head of Press Office, at the Syrian Embassy on the role of the press officer and a briefing on the Syrian position on middle eastern and other issues.
- * Tour of Ketchum Public Relations, one of the top ten PR firms in the world

Wednesday, March 18

- * Observation of C-SPAN Call-in Show with Brian Lamb and Informal Tour
- * Meeting with U.S. Senator Mitch McConnell and his press officers
- * Tour of *Voice of America*
- * Extensive Interview with U.S. Senator Wendell Ford in his office.

Thursday, March 19

Mini-Internship Day

The following Eastern Kentucky University students spent the day on the following assignments:

- Suzanne Black - NBC-TV, News
- Jeremy Bonfiglio - Congressman Hal Rogers, Press Office
- Laura E. Burchett - Whitman Walker Clinic, PR Office
- Sabrina L. Bush - American Advertising Federation, PR Office
- Paul A. Douglas - Children's National Medical Center, PR Office
- Amy Etmans - Knight-Ridder Tribune News Wire, News
- Jeannie S. Herron - Interface Video, Videography
- Gene D. Howard - Sen. Wendell Ford, Press Office
- Robin C. Keach - Marriott Hotels World Headquarters, PR Office
- Ernest L. Lucky - Gannett News Service, Entertainment News
- Susan G. Reed - USA Today, News
- Libby Rlgrish, Burson-Marsteller, PR Office
- Ted D. Schultz - USA Today, Sports
- Kerry L. Sigler, Murphy and Demory, Ltd, Governmental Affairs Consulting
- Nicole Voorhees, Cystic Fibrosis Foundation, PR Office
- Janet Warford - C-Span, Video Crew
- Greg Watts - Gannett News Service, Graphics Network
- Sara B. Williams - American Cancer Society, PR Office

Friday, March 20

- * Attended the 31st annual Government Affairs Conference of the National Newspaper Association General Session featuring Secretary of Education Lamar Alexander (former Governor of Tennessee and President of the University of Tennessee at Knoxville) and Secretary of Veteran Affairs Edward J. Derwinski.
- * Visit with a Press Officer at the Israeli Embassy on the role of the press officer and a briefing on the Israeli position on middle eastern and other issues
- * Tour of the Information Age Exhibit and Printing History Exhibit at the Smithsonian.

66 Journalists Killed or Missing in 17 Countries

International Attacks on Journalists

by Libby Rigrish

Students from Eastern Kentucky University attended a press conference sponsored by the Committee to Protect Journalists (CPJ) focusing on "Attacks on the Press: A Worldwide survey."

Anne Nelson, Executive Director of CPJ, James C. Goodale, Chairman of the Board of CPJ and Kamran Khan, chief correspondent, *The News*, Karachi, Pakistan; contributor, *The Washington Post* participated in the panel.

The press conference was held to increase awareness of the danger faced by journalists around the world.

Kahn, who was stabbed several times as a result of his attempts to cover political corruption in

Pakistan, received the International Freedom of Press Award for his journalistic courage.

A wide variety of international journalists were present at the press conference. Students were able to participate in a press conference in which a Lebanese journalist raised questions about the role and safety of journalists in the Middle East. Questions were also raised by journalists from Poland and Mexico.

Dr. Kleine, dean of the College of Applied Arts and Technology at Eastern said, "Our students felt fortunate to attend such an international event. Many were unaware of the risks that journalists face. They would never have had the opportunity in Richmond to hear about problems facing international journalists."

- BRAZIL: *Valdeci de Jesus, Radio Alvorada
- COLOMBIA: Diana Turbay, Hoy por Hoy; Antonio Ortiz, La Noticia; Julio Chaparro, El Espectador; Jorge Torres, El Espectador; Jose Libardo Mendez, Voice of the Jungle
- Carlos Rodriguez, Voice of the Jungle
- Artenio Hoyos, La Voz del Ariari
- Rodrigo Ahumada, Radio Galion
- Rafael Antonio Solano
- Henry Rojas Monje, El Tiempo
- ETHIOPIA: John Mashai, Visnews
- GUATEMALA: Anson Ng Yung, Financial Times, Business International
- HAITI: Jacques Siméon, Radio Caraibes; Felix Lamy, Radio Galaxie; MonLouis Lherisse, Television Nationale d'Haïti
- INDIA: Amar Nath Verma, Hind Samachar; Mohammed Shabam Yaki, Al Safa; Kamala Saikia, Assam Tribune; Jagpal Singh, Daily Ajit; Ghulam Rasool, Udayam
- IRAQ: Gad Gross, Newsweek; Nicholas Della Casa, BBC; Charles Maxwell, BBC; Rosanna Della Casa, BBC
- ISRAEL AND THE OCCUPIED TERRITORIES: Omar Shahine, Qol Yisra'el
- MEXICO: Victor Manuel Orpeza, Diario de Juarez; Gabriel Venegas Valencia, Televisa
- PAKISTAN: Mian Abd Arrahid, Nawa-i-Wagt, The Nation
- PARAGUAY: Santiago Leguzamon, Radio Mbunucaya
- PERU: Arsenio Palacios Zapata, Ojo; Luis Morales Ortega, Radio Tacna; Gustavo Zuniga, Radio Cultura; Jose Angel Guillen Chacon, Radio San Ramon; Melissa Alfaro, Cambio; Cirilo Ore, Expreso
- PHILIPPINES: Mesino Paulin Toling, Pangasinan Bay Monitor
- SOVIET UNION: Ivan Fomin, Znamya
- AZERBAIJAN: Salayn Aiskerova, Melodyozh Azerbaidzhana; Valery Demenitov, Mirostoye Gosudari
- Milostoye Gosudari
- Leonid Lazarevich, Radio Mayak
- LATVIA: Andris Slapins, filmmaker; Gvido Zvagnis, cameraman
- THAILAND: Visoon Kavayapanik, Thai Rath
- YUGOSLAVIA: Nick Vogel, photographer; Norbert Wenzler, photographer; Egon Scotland, Sueddeutsche Zeitung; Sijepan Penic, Glas Slavonje; Goran Lederer, Croatian Television; Zarko Kacic, Croatian Television; Djuro Podgorac, Croatian Television; *Kremzdy Kurmyzy, Soviet TV and Radio; *Victor Nogin, Soviet TV and Radio; Nikola Stojanac, Croatian Television; Pierre Blanchet, Novost Observer; Damien Ruedin, Radio Suisse Romande; Jansf Cohajic, Vecernje Novosti; Peter Byrsky, photographer; Milan Zagazac, Vecernje Novosti; Zoran Amidjic, Belgrade Television; Stresin Ilic, Belgrade Television; Bora Petrovic, Belgrade Television; Fawo Urgas, photojournalist; Zivko Katicevic, Worldwide TV News
- UNITED STATES: Fritz Dor-WKAL and WLQY (Miami)

U.S. Secretary Urges College Tuition Increase

by Libby Rigrish

Kerry Sigler, an Eastern Kentucky University honors student, asked U.S. Secretary of Education Lamar Alexander whether higher education reforms could be realized during a period of tight budgets during a press conference at the 31st annual Government Affairs Conference (GAC) sponsored by the National Newspaper Association. Secretary Alexander responded by suggesting that schools should consider increasing their tuition to achieve educational reforms.

EKU students also heard U.S. Secretary of Veteran Affairs Edward J. Derwinski give a presentation at the GAC.

Max Heath from the Landmark Newspapers in Shelbyville and Phil Todd from the *Jackson County Sun* met briefly with several EKU students during the GAC.

EKU Students Query Kentucky Senators

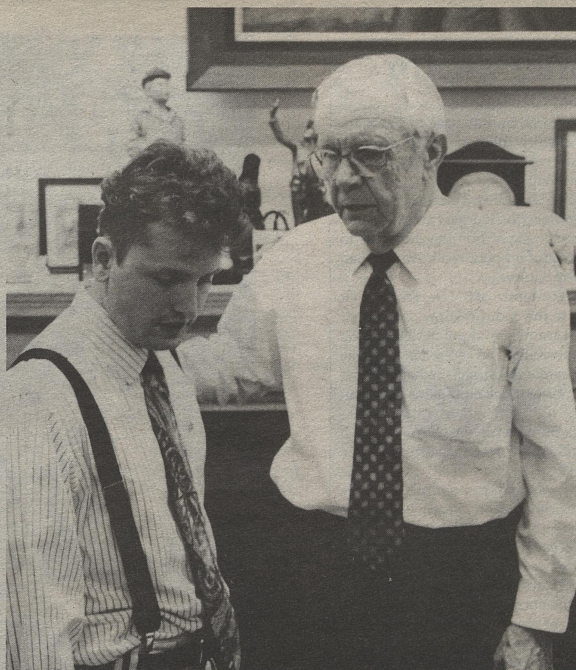
by Libby Rigrish

Students from Eastern Kentucky University's Department of Mass Communications visited with Kentucky's United States Senators Wendell Ford and Mitch McConnell on March 18.

Senator Ford, responding to student questions about whether the Senate Rules Committee would seek testimony from Nina Totenberg and Timothy Phelps about withholding their sources in the Anita Hill case, said he would be recommending to the committee that the issue not be pursued. Senator Ford, the Rules Committee Chairman, explained that what happened was illegal and that whoever leaked the story from capitol hill has committed a serious offense.

Ford's position was that there was no advantage of pursuing the journalists and it is in the hands of the committees attorneys whether or not to subpoena Totenberg or Phelps. He cited other examples when journalists were jailed and journalists refused to identify their sources. He predicted that these journalists would do the same.

The *Louisville Courier-Journal* reported on March 26 that "Ford won't require source' disclosure."



Gene Howard, an ECU public relations major, worked for one day in Senator Wendell Ford's Press Office. photo by Paul Douglas

Ford was also asked about the recent check bouncing scandal in the U.S. House of Representatives. He stressed that the senate did not have a bank. He added that several senators had in the past recommended that they have a bank and that he opposed the idea so consequently the senate had no bank.

Senator McConnell met briefly with the students, but he left after a few minutes indicating that he had a policy meeting with Senator Robert Dole. Subsequently the students met with his press secretary Scott Sowers. Sowers is the former press secretary of past Republican party chairman Lee Atwater. Sowers assignment on McConnell's staff is to handle national media. Another staffer handles Kentucky media. Sowers denied that Senator McConnell was seeking the U.S. vice presidency in 1996. Sowers said that Senator McConnell would only seek reelection as Senator of Kentucky.

EKU Washington Media Tour
 Composed by:
 Libby Rigrish, senior public relations
 Contributions from:
 Paul Douglas, senior public relations
 Robin Keach, senior public relations

Let sun shine on public affairs

Paducah Sun

Approval by the Kentucky House of Representatives of stronger open meetings and open records laws rates applause not only from news media, but also from all citizens who believe government agencies should be fully accountable for what they do and how they do it.

Notice is taken, however, of efforts — some successful, some not — to weaken the legislation. They indicate an unfortunate residue of reluctance by some officials to make access to public business as easy as it ought to be.

For instance, an amendment by Reps. Charles Ceveden of Wickliffe and Martin Sheehan of Covington was approved. It would require an agency that broke the law to pay the challenger's legal fees only if the infraction was deliberate. That would introduce a hard-to-prove element into proceedings and allow the governmental body to take refuge in the claim of inadvertence.

A violation is a violation and requiring an agency that crosses the line to pick up the costs of the citizen-whistleblower would not be a terrible imposition on government, particularly in light of another amendment that was adopted, one to relieve the public body of the burden of proof in open meetings law challenges.

An amendment that failed, offered by Rep. Bill Ark of Hodgenville, would have required anyone obtaining copies of public records to pay for the agency's staff time. The lawmaker apparently ignored the fact that the agency belongs to the public. The effect of this amendment, and possibly its intent, would have been to discourage people from seeking public records; fortunately, the House did not buy it.

The legislation as it stands, despite the little crimps added in the House, has much to commend it and should be adopted. Major improvements over the present law include outlawing discussion by public bodies in small groups in order to avoid a quorum and allowing open records to be requested and obtained by mail. Currently, application must be made in person, which obviously presents a nearly impossible obstacle to many Kentuckians.

The whole idea of sunshine laws is to remove the barriers between the public and its government, and every step in that direction merits support.

Kentucky views

Editorials from across the commonwealth

Mourning a former editor

The State Journal, Frankfort

For 33 years, the byline of S.C. Van Curon appeared on this page of *The State Journal*, from 1959 as the newspaper's editor and daily columnist and, since his retirement in 1976, as the author and, in recent years, co-author of a weekly political column that also appears in 10 other Kentucky newspapers.

Van, as he was called by everyone who knew him, died Tuesday at King's Daughters Memorial Hospital, 11 days after undergoing serious surgery and following a tough battle with other infirmities. It was characteristic of him that he chose to undergo the risk of surgery, despite long odds because of his poor health, rather than put himself and his family through a futile fight with cancer.

Perhaps it was Van's boyhood in Oklahoma in the depths of the Depression that gave him the strong will to fight declining health to the end. Certainly, it was that formative experience that shaped his views on government and politics. It was the pioneer spirit of his ancestors, that individual responsibility and self-reliance are the cornerstones of society, that guided him through a career in journalism that began at the age of nine and extended from the Oklahoma prairies to the mountains of Harlan County and to Kentucky's capital city.

Pragmatic rather than dogmatic in his views on government, Van set tough standards of performance for those elected to high office. Yet, when asked to judge the performances of nine governors who served since he arrived here in 1959, he insisted they must be viewed according to the time of their service and the resources available to them to move Kentucky ahead. He could find legitimate fault in each, but he also could recite equally their various accomplishments as he viewed them.

A staunch believer in the independence of Kentucky's legislative branch of government, Van also knew and commented on its shortcomings. He was an early and important supporter of bills that became the state's Open Meetings and Open Records acts nearly 20 years ago. From his home during the current legislative session, he pushed a long-standing effort to require all local property tax assessments to be published in a county's newspaper.

The people's right to know all they can about their government and the officials they elect was a crusade Van waged throughout his long career. The people of this community and the people of Kentucky are more knowledgeable today because of that effort.

Governor's lunch a unique experience

Georgetown News & Times

There was another unusual event in Frankfort last week. Kentucky's new governor did something else that was unheard of during the last administration. Gov. and Mrs. Brereton Jones had lunch with the media — at the Governor's Mansion.

The governor invited several representatives from community newspapers, as well as the two leading daily publications, for an informal question and answer session followed by lunch in the downstairs dining room. It was a unique gesture by a man who has taken some pointed jabs from those same people during the first few months of his administration.

To his credit, Jones did not set any ground rules as to what type of questions could be asked. He answered every question he could, and when he needed information, he had help. Cabinet Secretary Kevin Hable, Chief of Staff Diana Taylor, Finance and Administration Secretary Joe Prather and Press Secretary Frank Ashley were on hand to lend support and information.

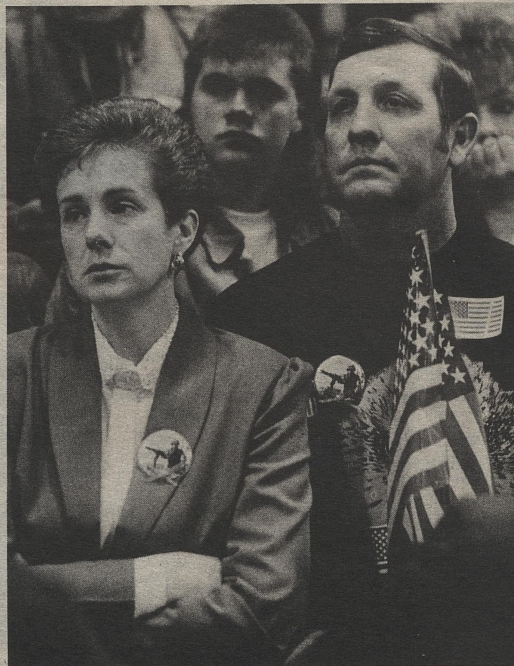
The governor was quite frank about the recent personnel matters that have caused much of the bad press. He supported the decision for Parks Commissioner Mark Lovely to hire his wife and continues to stand by that decision. Jones said that the Karen Liebman situation, where she was supposedly named director of marketing and advertising for the Tourism Cabinet without being qualified, was more a matter of misunderstanding and incomplete information than anything else.

As for the ethics code controversy, Jones said he has given administration officials in conflict with the code 60 days to either give up their leases or resign their positions. And they are not waiting for those officials to come forward. Jones' staff is reviewing employee files to see what officials hold state leases to get the situation resolved.

Jones admitted that there will be some problems with personnel appointments. He pointed out the recent controversy over a 22-year-old being appointed to a \$39,000-a-year job in the Human Resources Cabinet. The young man's salary was reduced to \$27,000 a year after it received much criticism across the state. He added that "there's going to be some that fall through the cracks." Still, there's probably thousands of state employees with several years service who would love to fall through a crack with a \$27,000 landing.

Jones does have one thing in his favor — his wife. Libby is a very engaging and gracious lady. She is quite knowledgeable of and seems genuinely concerned about the state's problems. Although she will lend her support to several projects, don't expect here to don a uniform or lead an army or run for office on her own.

The governor's wife appears comfortable in her role as first lady and major supporter of her husband. And, she has enough charm to soothe the ruffled feathers of even the most hardened and cynical news person. Given the relationship between the governor's office and the news media during the past administration, that could have a dramatic effect on how this administration is portrayed.



Another 1991 fall contest award winner by Kelley Warnick, *Gallatin County News*, speaks for itself.

Modest milestone of growth, change

By Loyd Ford
The Lake News, Calvert City

It's really not a landmark week in any other real sense. But, for us at The Lake News, it is more than worth mentioning that this week's edition is the 400th consecutive issue of The Lake News. We realize that unless you are somehow in the news business you can't fully comprehend the amount of work it takes to reach this milestone.

I suppose that I could have broken down the individual hurdles, like the hundreds of thousands of miles driven, the number of tons of newsprint printed and delivered, the hundreds of meetings covered and advertising accounts called on, but all of that is history. What really matters is what we do today and what we're making plans to do in the future.

We have plans, I assure you of that. For some time now we have been lucky to

have the most modern and up to date typesetting equipment available. Last year we upgraded a wide range of bookkeeping and circulation computer programs. Sometimes the changes we make are not really apparent to our readers and particularly not in those two areas, but the upgrades have helped things here considerably.

In the coming months The Lake News will make changes that will be much more visible to our readers. The visible part of our operation will have what we think are some nice changes. We hope that some of the things we do will reinforce with the community the depth of our commitment to provide a quality newspaper for the lakes area.

Growth of The Lake News is, of course, important to us, and we hope important to the community. Certainly a great deal of

the opportunity for growth depends on the amount of real growth that takes place in the lakes area. However, we assure you that we at The Lake News realize that good community growth is both important to us and to the people in our community. We believe that The Lake News has demonstrated far more commitment and active involvement in community growth than any other single member of the local media. We assure you that our level of commitment for growth will not diminish in the future.

Finally, we would like to say that we will continue to be assertive in our editorial opinions. We shall also strive to provide a platform for honest discussion of community topics, and we will provide space for letters and opinions that meet our legal requirements, regardless of whether we agree with their authors or not.

Most favor revamped laws

Commonwealth Journal, Somerset
Congratulations to state Rep. Danny Ford, R-Mt. Vernon, for voting "yes" on the Open Meetings and Open Records bills which overwhelmingly passed the House of Representatives.

Rep. Tommy Todd, R-Nancy, voted "yes" on House Bill 106, the Open Records Law, but did not cast a vote on House Bill 16, the Open Meetings Law. . .

A "yes" vote on both bills indicates the legislator believes that government's business is your business and you have a right to know how your tax dollars are spent.

A legislator who casts a "no" vote is simply saying that he doesn't think you are smart enough to understand what government is doing and it's none of your business.

. . . The new Open Records and Open Meetings bills are efforts to put some teeth into the laws. They would make it easier for the public to acquire information from public records and make it harder for government officials to sneak by the intent of the existing laws.

The bills are opposed by the Kentucky Association of Counties, the Kentucky League of Cities and the governments of Louisville and Lexington.

We're not totally convinced that the new bills have the wholehearted support of local government officials in Somerset and Pulaski County, despite a newspaper survey that indicated otherwise.

Why? The answer is in the oft-repeated comment by public officials: "There are just some things that government must do in private."

Translated: "The public doesn't have sense enough to know what's good for them . . . but we do."

Or maybe better said: "If the public knows everything we're doing, we can't line our pockets without a big fuss."

Proposed laws nearer to reality

Daily News, Bowling Green

Only one word can be said about the passage of two bills Tuesday in the Kentucky House of Representatives — "Bravo!"

By near unanimous votes, members of the House proved they are listening to citizens of the commonwealth. They for-

warded bills improving Kentucky's "sunshine laws" for open public meetings and records to the Senate with most key features intact.

Tuesday's votes were 86-7 on House Bill 16, which would amend open meetings law, and 91-2 on HB106, which would update the laws on open records.

A key provision of the open meetings bills would make it illegal for members of a public board or commission to deliberately negotiate in small groups, avoiding any gathering of a quorum.

A feature of the open records bill would, for the first time, allow copies of records to be requested and obtained by mail. Anyone wanting to inspect public records under current law must apply in person.

Under both bills, people excluded from a public agency's meeting or denied access to an agency's records would have two options: an appeal to the attorney general or to the local circuit court.

The two bills, if made law, would give the public greater access to meetings and information used in deciding everyday business of government.

In this latest effort, the House took a great step to make better Kentucky's sunshine laws, which are, among the best in the United States.

In the light of other matters that the legislature and governor have made progressive reforms on — education, restructuring the appointment process of university boards and attempts to bridle runaway campaign spending — the House approval of open records and open meetings bills puts Kentucky in rare form.

But lawmakers' jobs aren't finished. The open meetings and open records proposals must now be passed by the Senate and forwarded to Gov. Brereton Jones for approval. Jones and his staff have been a driving force behind getting the legislation through. . .

These bills are important. Again, we urge all of you to let lawmakers know you favor improvement of Kentucky's sunshine laws by passing HB 16 and HB 106.

. . . Remember, these bills when made law will help us all.

Our citizens may be deceived for awhile, and have been deceived, but as long as the presses can be protected, we may trust to them for light. — Thomas Jefferson

Armstrong's death is big loss for community, newspaper

Kit Millay, The Oldham Era, LaGrange

The newspaper business has lost a good man with the death of Gene Armstrong. Gene died last Friday at age 70. Although he suffered the effects of a 1989 stroke, it did little to change his peppery personality.

Gene retired from the Era in 1989 as its advertising manager. He logged 37 years with this newspaper and owned it from the early 1950s until 1973 when it was purchased by a chain, Landmark Community Newspapers.

He loved to talk about being a jack of all trades in this wonderful, crazy business — of setting type, selling ads, writing stories and taking pictures, all in the same day.

He truly missed the days when newspapers weren't at all bashful about blasting those perceived as wicked and about championing all local causes. Gene was always telling stories about the news folk he once worked with — Dawson, Goranflo, Corum, Aultman.

Gene was a man full of stories and local lore. He loved sports, especially University of Kentucky sports, and considered game days rather sacred.

As a newspaperman, he was an advocate, whether it was his continuing push to keep this newspaper in touch with its readers, or the personal touch he had with its advertisers.

Gene believed in giving his advertisers the very best of service. As a going-away gift, the newspaper staff gave him a mock version of the front page, featuring his retirement story and a large ad for Stoess Hardware. Gene was pleased. A front page advertisement is an ad man's dream, after all.

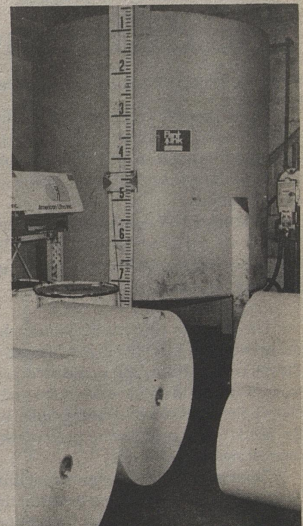
Another love was cooking. Gene loved to cook. He also loved to grocery shop, especially for bargains. Many times, Gene would plan his rounds to include supermarkets with coveted dinner items on sale. He was known to get very excited when shrimp was on sale.

Gene was a man of strong opinions. He didn't always like the way things were done — at this newspaper and elsewhere. Gene was not one to mince words. If he didn't like it, you would hear about it. I often did.

He also had a wry and dry wit, as the Rev. A.L. Meacham pointed out Monday during Gene's funeral service. Meacham, a Baptist, was talking to Gene about his membership as a Presbyterian. "I'm a dry land Presbyterian," Gene said. "It takes a lot less water for us than you Baptists." All around the packed room you could see smiles through the tears. Yes, that sounded just like Gene.

It will be odd to no longer see Gene take a stroll through the office, full of witticisms and news tips.

We'll miss the rascal.



What's that old saying? Beware of folks who buy ink by the tank? This one is at the Advocate-Messenger press room in Danville.

Items

Rush to be NNA chief

Lawyer/journalist Tonda Rush has been tapped to succeed David Simonson as head of National Newspaper Association, effective May 15. Simonson, current executive vice president, will remain as special consultant until his retirement is effective at the end of the year. As part of a reorganization, Rush will hold the title of president and chief executive officer. She is now vice president/state relations at American Newspaper Publishers Association and is former director of the Freedom of Information Center at the Reporters Committee for Freedom of the Press. She is also a former weekly newspaper manager and daily newspaper reporter.

Inland offers 4-in-1

Four one-day seminars on newsroom improvement are set for May 13-16 in Kansas City, Mo., and sponsored by Inland Press Association. On tap are "Newsroom management," May 13; "Getting more from newsroom computers," May 14; "Copy editing in the electronic age," May 15, and "Survival by design," May 16. The seminars are available individually, in combinations or in complete package. Contact Elaine Lange, 708/696-1140.

Classifieds top topic

Inland Press also plans a seminar on "Building market share for classifieds" on May 7 in Perrysburg, Ohio (suburban Toledo). Regaining classifieds from books, using telemarketing and Audiotext, and new tactics and new categories are among

discussion topics. Call Lange at the aforementioned number.

RSI, back injuries reported by SNPA

The newsroom is the most likely place to experience repetitive strain injuries (RSI), according to a recent study by Southern Newspaper Publishers Association. Of 104 respondents to an SNPA survey, 36 reported a total of 203 cases of RSI during 1991. More

than 40 percent of those were in the news/editorial department. At 16 of those newspapers, the condition led to surgery. For back injuries, the mailroom had the highest score, with 130 injuries reported by 36 newspapers. Circulation departments recorded 64 back injuries and the pressroom 55.

INFE takes over bureau

International Newspaper Finan-

cial Executives has completed the asset purchase of ANPA/Credit Bureau Inc., the credit and collections subsidiary of American Newspaper Publishers Association. The result is the creation of Media Credit Bureau Inc. (MCBI), a subscriber-based service providing credit information from its database on advertisers to newspapers, broadcast outlets and magazines. It also monitors and reports fraudulent advertising.



A dead-of-night search led to an award-winning photo for John Bramel, editor of the *Lebanon Enterprise*, in KPA's 1991 fall contest.

The difference between editing and censoring

(From *Bulletin of Wisconsin Newspaper Association*)

From time to time a newspaper editor makes a decision not to publish a political cartoon, a syndicated cartoon strip, a column from a syndicated columnist, a story from a writer, or some other creation.

When this becomes known to some of our readers, we get letters to the editor calling us censors of free expression and telling us we should be ashamed.

Hogwash.

The job of an editor is to choose what to put in the newspaper and how to modify and arrange the parts to be appealing to the newspaper's readers. The skill of an editor is the ability to choose the right stories, photographs, etc., to meet the needs of the readers and present them in an interesting way.

Chief Justice Earl Warren wrote this about editors in a case involving a broadcasting station and the Democratic National Committee in 1973:

Nor can we accept the Court of Appeals' view that every potential speaker is the "best judge" of what the listening public ought to hear

or indeed the best judge of the merits of his or her views. All journalistic tradition and experience is to the contrary. For better or worse, editing is what editors are for; and editing is selection and choice of material. That editors — newspaper or broadcast — can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress provided. Calculated risks of abuse are taken in order to preserve higher values. The presence of these risks is nothing new; the authors of the Bill of Rights accepted the reality that these risks were evils for which there was no acceptable remedy other than a spirit of moderation and a sense of responsibility — and civility — on the part of those who exercise the guaranteed freedoms of expression.

Every day there is more information discarded in any newsroom than what gets published in the paper. The character of the newspaper is molded by the editor who decides what to publish and what not to publish. This is the essence of a free press.

Newspapers are not common carriers or

public accommodations. We are not required to publish everything that comes in the door. We must throw away a lot of stuff just because we don't have room to print everything. Our papers become more valuable the better we edit them for our readers.

Censorship, on the other hand, is power exercised by an external person or group forcing an editor to publish or not to publish something contrary to his or her journalistic judgment. That means that if a reader or a group called "citizens for a better newspaper" had the power to force an editor to print or not print something, that reader or group would be exercising censorship. That destroys the free press.

If a reader wants to see something that you rejected at your newspaper, listen to that reader's request. It might help you to be a better editor. If you still choose not to print the kinds of things the reader requests, tell that person to find a publication that is edited to his or her liking. But don't ever, ever, ever let an editor be called a censor.

Remember the mobiles

If you're planning a home improvement or energy section, don't forget that more and more readers are living in mobile homes, single or double. The US Department of Energy has published *Your Mobile Home Energy and Repair Guide*, with economical and effective methods of reducing energy costs that you could probably use in an article. For info on how to get a copy, call Elaine Mader, 202/586-2207, or Bill Ives, 303/936-7000, ext. 227.

Contest prep

We've all been there. It's time for contest entries to go in, and you know you've done some good stuff, but you can't remember when exactly. You spend days looking through back issues. The Pawhuska (Okla.) Daily Journal-Capital has a better idea — a "Contest Drawer." Any edition that has a story, photo, layout, ad or press work that's prize worthy is marked by the appropriate department head and filed. Besides having a store of standouts, the editor can periodically review what's in the drawer to see if some contest categories are lacking.

Honor roll call

The Jennings (La.) Daily News, at the urging of a local car dealer, publishes a tabloid every six weeks during the school year featuring local students on school honor rolls. Each student's mug shot and name is run by school. Interspersed are name-recognition ads from local businesses. The section is an obvious keeper for parents and other relatives. (SNPA Bulletin)

Goody, goody

Classified ad sales reps at the Abilene (Texas) Reporter-News prepared and delivered "goody baskets" for auto dealers advertising in the paper's new "AutoMart" tabloid. In the baskets were car-shaped cookies, coffee, coffee mugs, a cap with the paper's name and the first edition of the tab. (presstime)

Bio babies

The Texarkana (Ark.) Gazette recently started a weekly feature called "BIO" that celebrates the accomplishments of area natives. Described as extensive and detailed, the feature will include articles on business leaders, musicians, scholars, athletes, actors and other successful individuals. (Arkansas Press Association Bulletin)

Car lot

The Monroe Valley (Calif.) Butterfield Express recently came up with an idea to generate ad sales and promote the area's auto industry. It hosted a new car show in the parking lot of the newspaper. To generate advertising revenues, the paper created an eight-page tabloid for the event. Each dealer who bought an advertisement in the tab could then bring three cars to the show. Jerry Hurwitz, advertising sales manager, 714-242-7614. (Ideas)

And the winner is...

The New Haven (Conn.) Register found a way to increase vending sales by placing rack cards in the paper boxes with localized election results. Frederick Fedesco, circulation manager, 203-789-5200. (Ideas)

"Self-portrait"

The Gainesville (Fla.) Sun publishes an annual special section called "Self-Portrait of North Central Florida" that generates additional revenues from inactive advertisers. Featured are lots of pictures and copy about life in the area. Nickie Kortus, 904/374-5060. (Ideas)

People pleaser

How do you show employee appreciation? The Bozeman (Mont.) Daily featured a different employee each Tuesday for 24 weeks in a quarter-page, four-color ad. The ads included a biography of the selected employee, along with the message, "This employee really cares about readers." Rosi Slater, 406-587-4491. (Ideas)

Idea exchange

Focus on 2000

The Walla Walla (Wash.) Union Bulletin is getting a jump start on the future, by tracking the class of 2000. Every fall the newspaper asks students in the class of 2000 a series of questions about a wide range of topics and then publishes their answers along with their photos and a brief biography. The students, now 10 years old, provide interesting insights into how young people view the world around them. Managing editor Rick Doyle, 509/525-3300. (Ideas)

'Caring' for readers

In its "Lifetimes" section The Albuquerque (NM) Tribune recently published a 12-page broadsheet "Day Care Guide." The guide carried capsulized information about all the day care centers in the Albuquerque area according to geographical location. The guide covered what to look for in a day care center, child adjustment, child care tax credits and the pros and cons of in-home day care. Assistant features editor Scott Gullett, 505/823-3626. (Ideas)

Stressing stress

The Reno (Nev.) Gazette-Journal has come up with an idea to help reduce stress. It publishes a weekly business feature, "Stress Buster." Each week, the newspaper asks local business leaders how they most effectively handle stress. Then one reply is selected and printed as a "Stress Buster" on the cover of the business section. Executive editor Ward Bushee, 702/788-6200. (Ideas)

Classified kids

The Milwaukee (Wisc.) Journal/Sentinel has created a classified section for kids only. "Classified Ad-Ventures" helps kids make money by selling and trading baseball cards, video games, toys, etc. Classifieds manager Harvey Schaefer, 414/224-2000. (Ideas)

Reading extravaganza

The Reading (Pa.) Eagle and the Reading Times gave a boost to their local Newspaper in Education program by helping make Reading the reading capital of the world. The two sponsors presented a major reading program in celebration of National Young Readers Day. The program hosted 3,400 children in a gymnasium with celebrities reading stories and several mascots acting them out. (Penn. Newspaper Publishers Assn. Press)

Word power

Kids are encouraged to read all types of material from newspapers to textbooks, in an NIE program called the "Word Market," sponsored by the Seattle (Wash.) Times. The young readers enhance their vocabulary by marking and looking up words they come to that they don't know. They then look up the definitions and write them on word cards and collect the cards to use as bargaining power to win prizes at a "Word Market Auction." PR manager Frances Malone, 206/464-2346. (Ideas)

All in the family

Fort Wayne (Ind.) Newspapers devotes an annual special section to showcase the area's family-owned businesses. The tabloid sections allow local business owners to talk up their family and company histories and to give readers a taste of what the Fort Wayne business community was like during the past 100 years. Chris Vosmeier, 219/461-8336. (Plus Business)

Bank on it

Folks at the Monterey (Calif.) Herald have found an idea they can take to the bank. Literally. The Herald has entered a contract with the local bank to have the bank's logo printed on the poly bags that keep the newspaper dry in bad weather. The plastic ad has brought the paper some success by enticing other community businesses to want an ad on the bags, a paper representative said. (Minnesota Newspaper Association)

Personals for secretaries

For Secretaries Week, the Antelope Valley Press (Palmdale, Cal.) sold a page of block ads with messages from area companies to their secretaries. The \$40 cost per ad included a \$10 gift certificate for the secretary at a new restaurant. On the morning the ads ran, newspaper staffers hand delivered full tearsheets and the gift certificates to each secretary. Retail sales manager Debbie Dragon. (Plus Business)

Ideas from Inland

(Reprinted from *The Inlander*, Newspaper of the Inland Press Association Inc., Feb. 24, 1992)

Front pagers

The Paola (Kan.) Miami County Republic offers front page advertising in a "message board" color bar running across the bottom of the page. It gives readers the opportunity to send special messages to friends, family or customers.

From Ken Bronson, Inland President: **Special section ideas:** "Weeder's Digest," focusing on gardening, lawns, flowers, landscaping, patio, pool, etc.; a Social Security section with instructions on determining how much reader has paid in, what to expect, timetables, how to stories on filing, retirement planning, etc.

News story ideas: Where to get them — (1) Your news staff. Ask them to contribute each week to a story idea bank. (2) Other employees at the paper. Make an effort to let everyone in the building know you are vitally interested in what they see, hear and do. (3) Readers. Let them know you're open to their story ideas. (4) Other newspapers. Scan them every day and steal every idea you can. (5) The wire service. Almost every wire story you choose probably has a local angle. (6) Advertising in your paper. Display ads, classifieds, legal ads and public notices can all provide ideas for stories.

(March 17, 1992, edition of *The Inlander*)

Fighting crime

The Bedford (Ind.) Times-Mail sold a crime prevention book in conjunction with Crime

April 1992, *The Kentucky Press*, Page 15

Prevention Week, in which individual businesses "sponsored" a police officer. A photo and short bio of each officer was included, along with articles on preventing crimes. General manager Bill Schrader, 812/275-3355.

Safety tips

The Hendricks County Flyer (Plainfield, Ind.) runs a full page "Community Concern" page with spot color each month with messages about safety, drinking and driving, etc. Signature sponsors sign up for one year at \$10 per month. Each month's theme coincides with a timely issue, such as tornado safety in March, responsible drinking in the prime high school prom month of May.

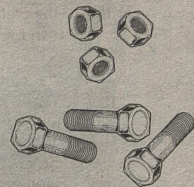
More from Bronson:

Story ideas: Absentee agricultural land ownership — check on the situation in your area, foreign investments, impact on local farmers, etc.; A Day in the Life of... (1) a delivery person — ride along. (2) a handicapped person — visit with persons who function with a handicap, then spend a day living like they must, i.e. blindfolded, in a wheelchair. (3) a veterinarian — spend a day, compare health care for humans with animals. (4) a football coach — shadow a coach for a day, at home, off duty.

Promotions for May

Month-long events

American Bike Month, Asian/Pacific American Heritage, Better Sleep, Correct Posture, Foot Health, Freedom Shrine, Better Hearing, Mental Health, Arthritis, Allergy/Asthma, Barbecue, Duckling, Egg, Good Car-Keeping, High Blood Pressure, Photo, Physical Fitness & Sports, Sight-Saving, Older Americans, React, Revise Your Work Schedule, Steelmark, Touring Theatre, May 1 — Law Day, Loyalty Day, May Day, Tuba Day, May 2 — Clean Air Week thru May 8, May 3 — Weeks: Amer. Home, Goodwill Industries, Jewish Heritage, Medic Alert, Family, Pet, May 4 — Weather Observer's Day, Thank You School Librarian Day, Nurses Week, May 7 — Day of Prayer, Paste-Up Day, May 8 — V-E Day, World Red Cross Day, Harry Truman Birthday, May 9 — Astronomy Day, May 10 — Mother's Day; Weeks: Alcohol/Drug Related Birth Defects, Hospital, Nursing Home, Transportation, Police, Small Business, May 13 — Employee Health & Fitness Day, Receptionist Day, Third Shift Workers Day, May 15 — Defense Transportation Day, Peace Officers Memorial Day, May 16 — Armed Forces Day, Bloggers Day, May 17 — Weeks: Senior Smile, World Trade, May 18 — Museum Day, Salvation Army Week, May 19 — Newspaper In Education International Day, May 20 — Weights & Measures Day, May 22 — Maritime Day, Internat'l Pickle Week, May 24 — Rural Life Sunday, May 25 — Memorial Day, Missing Children's Day, May 28 — Workers Memorial Day, May 29 — John F. Kennedy Birthday



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Panel says ad people need more, better training

The need for better training of sales staff was a common thread during a panel discussion on advertising at the spring meeting of the Western Kentucky Press Association, March 20 in Paducah.

"Some salespeople don't know their paper's circulation or the population of their city and county," said panelist Gloria Davis, KPA's advertising director.

Major accounts get smarter during a recession.

Jana Thomasson

Bob Adams, Western Kentucky University professor and advisor to the College Heights Herald, concurred and went a step further. "Sales reps need to be informed about what the customer has to sell. Go into a store and look around before trying to sell an ad. Salespeople need a plan."

"Major accounts get smarter during a recession. They have learned to negotiate a little better," Paducah Sun advertising manager Jana Thomasson added.

Davis advised newspapers to "provide better service" to agencies and to all advertisers. "Newspapers used to be the only outlet for ads, but not any more," she said.

Reinforcing that fact was Ben Jent of Western Kentucky Factory Outlet Mall in Eddyville. For the type of "recreational shopping" his business attracts, Jent listed his top advertising media, in order of importance and use: outdoor, brochures, direct mail, periodicals, television, newspapers, and word of mouth.

Jent added, however, that newspapers remain the strongest medium for individual stores within his complex. "Most of our managers know

nothing about layout. They need help. Give them suggestions and clean up their spelling," he said.

In a discussion about collections, methods varied. *The Kentucky New Era*

in Hopkinsville has a full time person whose job is to keep track of collections for ad accounts, according to ad manager Taylor Hayes. Thomasson said that at the Paducah paper each

sales rep is expected to "keep an eye on" his or her own collections.

Also on the ad panel were Dr. Ann Landini and Dr. Bob McCaughey of Murray State University



Across state lines

Frances Baccus, right, former publisher of the *Herald-Ledger* in Eddyville, came out of retirement to attend the March 20 meeting of the Western Kentucky Press Association and talk with two Illinois visitors. Coming across the river for the spring session were Clyde Wills and Jeri Reynolds of the Metropolis (Ill.) Planet. Wills, who literally grew up at the *McLean County News* in Calhoun, is president of Illinois Press Association.

Landini: You can do your own research

What do your readers want to know? What do they think about your paper? How can you capture or maintain their interest and loyalty?

You can get the answers through simple research, and it doesn't have to cost an arm and a leg, said Murray State University journalism professor Dr. Ann Landini during a presentation to the Western Kentucky Press Association at its March 20 meeting in Paducah.

"The time is past when we can sit around and dictate what our readers will read," said Landini, who helped students design and conduct a readership survey for the MSU student newspaper last year.

Although her focus was on a formal survey of readers, the professor cited other methods of research, including content analysis, in which you measure column inches of ads or column inches by writers or inches devoted to different community groups, and focus group research, in which a representative group of readers is

brought together to discuss the paper's coverage and impact.

She outlined steps to take in conducting a survey of readers or your community, which can be done by random phone calls or person to person interviews over several months.

1. Name the problem. Do you want to find out about your readers, to measure public opinion, why people don't read your paper, etc.?

2. State in question form what you want to learn from your study.

3. Decide the "design" — how you will conduct the survey. By phone? In person? By mail?

4. Work out the logistics. When will you do the survey? From what office? Who will do it? Who will be surveyed? Who will not be?

5. Draft the questions. Will they be open-ended or closed-ended?

6. Pretest the questionnaire to find out if it will measure what you think it measures.

7. Interviewing. Train, brief and orient interviewers. Have demonstra-

interviews.

8. Field work — the actual interviewing and verification.

9. Process the data you collect.

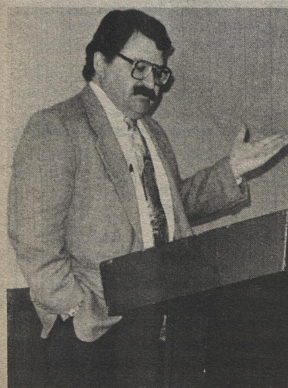
10. Analyze the data you collected.

11. Interpret the information you gathered. What does it mean? What decisions can you make from it? Does it answer your original question?

12. Evaluate and plan for follow up research.

Also on the WKPA program were Dwane Tucker, Paducah manager of South Central Bell, who spoke on newspapers and the information explosion; Bill Bartleman, political writer for the Paducah Sun, who talked about the 1992 General Assembly; and computer experts Gross Magee and Ed Rikel, demonstrating new technology.

The press has a right to try to get information, and the government has a right to try to keep certain of it secret. —John Merrill



Capital connection

Bill Bartleman, political writer for the *Paducah Sun*, talked about the 1992 General Assembly during WKPA's luncheon meeting March 20.

Ad sales profile

Arnold DeLuca, ad sales training consultant, recently surveyed newspapers around the country on their ad sales staff and training programs. Here are some findings:

- 39% of sales staffs are high school grads
 - 44% have some college education
 - 15% are college grads
 - 2% have advanced degrees
 - 91% of the publications have no formal ad sales training program
 - 81% of the publications have the sales manager/publisher do the sales training
 - 81% of sales personnel do their own creative work, while 78% also do their own layouts
 - 91% of the sales people write their own ad copy
 - 80% of the people hired for ad sales positions don't have print media experience
 - 2% were rated excellent in time management, 15% good, 39% average, 31% fair, 13% poor and 6% very poor
 - 87% of the respondents have no time management training for sales personnel
 - 57% of the respondents don't train their sales personnel in telemarketing
 - 57% of the management people training sales staff have no previous training experience
- (Suburban Publisher Bulletin)



Camera shy

When Dr. Bob McGaughey of Murray State University doesn't want his picture taken, he just aims his camera and shoots the photographer. Enjoying the scene is Karl Harrison, executive editor of the Paducah Sun. Both were attending the WKPA meeting at Paducah's Executive Inn.

PostScript . . .

Pam Shingler
Editor, The Kentucky Press

History and progress are two of those things that have to be viewed from a distance to have their impact felt. When you're in on their making, it's hard to gauge the effect on your small life.

My grandmother's life, for instance, began about the time Mr. Bell and Mr. Edison were harnessing sound and electricity. She was a youngster when the Wright brothers sputtered their first flight, and she was probably a teenager before anyone in Pike County owned a car. She was alive when radio was introduced, when the first television broadcast, and when movies added sound.

When she died, cars, planes, phones, light bulbs, radio and television had all ceased to be marvels.

I got to thinking about this after hearing a talk by South Central Bell's Dwane Tucker at the Western Kentucky Press Association meeting last month. Concepts such as fiber optics and voice activated computers are upon us, and

I'm not even sure I understand what they are, much less how they work.

Already, with the right equipment, we can pay bills and order merchandise by computer. Tucker explained that by the turn of the century, we'll be able to see the grocery store shelves on our computer screen, pick out what we want, place the order and the supplies will be delivered to us.

More and more, we read of people who work at "regular" jobs, but they don't leave their houses. Simple computer connections allow them to do everything at the kitchen table that they could do at a fancy desk in a downtown office building.

Thinking about it, I believe I could probably do at least half of my job from home. Couldn't you? And we wouldn't have to shower if we didn't want to or wash our hair or get out of our bathrobe?

The sad and scary part is that we seem to be moving farther away from each other. We read about the trend to-

ward cocooning — individuals and families retreating into their homes with infrequent interaction with other human beings.

I can chart that in myself over the last 10 years. It seems to be getting harder and harder to make friends or, even, to establish social acquaintances. Everyone else is rushing home after work, closing the door and shutting everyone else out — just like me.

Boy, does it make me feel old! I can remember w-a-a-a-a-y back when houses had front porches that folks sat on as soon as the weather got the least bit warm. And their sitting there was a signal to neighbors to stop in for a spell and to chat, gossip, interact.

I wonder what mamaw had to give up for the efficiency of the automobile, the speed of the telephone and the voice of the actors.

Speaking of what the world's coming to, did you note that the National Newspaper Association has appointed a woman as its new president and CEO? That means that the country's two top newspaper organizations — NNA and ANPA — will be headed by women.

Talk about going to hell in a handwagon. What do you reckon is going to happen to this gentlemen's club called the press?

With any luck, perhaps it will become more sensitive to the centuries-old tradition of excluding and discarding some of its best and brightest workers.

Unfortunately, I'm afraid Tonda Rush of NNA and Cathleen Black of ANPA are exceptions to the rule. Their ascension, while cause for celebration, does nothing to help the woman who's passed over for publisher or editor or advertising manager simply because she doesn't demonstrate the slap-em-on-the-back, didya-see-the-game mentality that precipitates acceptance. And it doesn't help the efficient, accurate, hardworking, young reporter whose ideas are ignored and whose skills are seldom praised because she's a woman and women simply don't count in the grand masculine scheme.

Paducah Sun political writer Bill Bartleman made some interesting comments about the Frankfort political scene at the WKPA meeting: "The General Assembly

got big and out of control while the media were spending too much time watching Wallace Wilkinson," he observed.

In another pointed observation, he offered that one of the reasons the "major papers" have not been tougher on the legislature might be that the legislative leaders have been pretty successful in endearing themselves to the reporters. Those reporters, he implied, may have become a little too close to the "good old boys" who run things.

From what I've seen, we have a monster on our hands, and it's called the House of Representatives. Most days it's a disgusting and frightening sight, puffed up with itself, greedy, sleazy and, I hope, unrepresentative of its constituency.

He without benefit of scruples/ His fun and money soon quadruples. — Ogden Nash

I myself have never been able to find out precisely what feminism is. I only know that people call me a feminist whenever I express sentiments that differentiate me from a doormat or a prostitute. — Rebecca West

Recycling process not magic, from page one

"snowflake"-like fibers that wash away during the cleaning process, she said.

Thomas Heil, buyer for Jefferson Smurfit Recycling in Louisville, the industry's largest collector and marketer, agrees that the public needs to become more informed on recycling.

she said, in that out of 100 tons of paper about 80 tons can be recovered. However, Bowater produces nearly 60 tons of sludge a day, created from the leftover waste and ink, that eventually go to the landfill.

Paper companies not only try to reduce the amount of sludge created,

People go, 'Oh, we're recycling now, we'll never have to cut another tree.' And that's not true. — Astrid Shield

"People think because they have newspapers, junk mail, phone books and magazines they can throw it all together. In their estimation, paper is paper," Heil said. But, the quality of paper is very important when it comes to recycling.

If there were magic involved in regenerating paper, it would definitely be in the flotation process that separates ink from paper.

As one ton bales of paper make their way down a conveyor belt, their holding wires are snipped, and a mass of loose papers is dumped into a pulper, similar to a giant kitchen blender, before going through a series of chemical processes.

The flotation, Shield said, is a liquid process that causes ink to separate from paper and attach to the bubbles floating to the top.

Other steps in the cleaning and washing processes take out glue, staples, string, dirt and other foreign particles that manage to survive the recycling voyage.

"The whole goal for us is to recover as much paper as we can from the wastestream," Shield said. "So the cleaner it is, the dryer it is, then our ability to recover more paper goes up, because we create less sludge."

Bowater has a high recovery rate,

but also try to find ways to recycle it.

Southeast Paper, the largest manufacturer of 100 percent recycled newsprint in North America, is experimenting with sludge in a pond reclamation program, turning the sludge into a concrete-like substance. The company also dries and burns its sludge as a fuel, Neala Hoch, Southeast's public affairs representative, said.

Contrary to popular belief, recycling will not do away with virgin paper altogether. Recycling is not a one for one exchange.

"People go, 'Oh, we're recycling now, we'll never have to cut another tree.' And that's not true," Shield stressed.

A breakdown of fibers during the process prevents one-to-one usage. Because of the chemical breakdown, recycled paper is created by a mixture of both virgin and recycled pulp.

Even at its best, recycled paper may only contain 20 percent old newsprint, Shield said. The amount of old newsprint used in the recycling process depends on its sturdiness.

With escalating problems with landfill space and state legislators threatening stiffer solid waste laws, recycling mills around the country are experiencing huge increases in the



An employee of Bowater's Calhoun, Tenn., plant displays a copy of Business First, a KPA Associate printed at Landmark's Shelbyville press. Along with the bin of papers behind the workman, the Louisville paper is to be recycled and used again in another run — perhaps this very paper you're holding. (Photo courtesy of Bowater Inc.)

production of regenerated paper.

Twelve more newsprint mills are scheduled to come on line by 1994, adding to the 22 existing plants, according to a report from California Newspaper Publishers Association.

The Environmental Newspaper reports that recycled newsprint manufacturing capacity will have risen from about 2 million tons in 1989 to more than 7.3 millions tons by 1993.

Jefferson Smurfit handled nearly 4.2 million tons of recyclable material

last year.

"Nobody wants a landfill in their backyard, so we have to conserve what we have," Heil of Smurfit said.

As the cost and lack of landfill space continues to spawn recycling, the supply and demand of recycled paper still hinges on availability.

Many newspapers across the country are recycling in some form or fashion. But getting access to recycled paper at an affordable rate is still a problem for some.

See Recycling, page 19

How newsprint is recycled

1 Newsprint is brought in on trucks and unloaded onto a conveyor belt. Conveyor transports newsprint to pulper.

2 In pulper, paper is immersed in water and torn apart by rotating steel blades. Chemicals are added to dissolve ink. Water and fiber solution (called "slurry") is now about 1 percent fiber.

3 Slurry is pumped into continuous pulper, where debris is screened out. Slurry is then moved into reservoir for intermediate and fine screening. It then goes to three-stage washer where ink is suspended in water and drained away to waste treatment plant.

4 Fiber slurry is formed into paper. It is sprayed between two fabric belts, which remove water. Paper moves in a continuous sheet at 45 mph. Paper is still quite wet, about 15 to 18 percent fiber.

5 Paper goes to presser. Steel rollers squeeze the paper, which is held by blanket-like belts, three times. Paper is now 42 percent fiber.

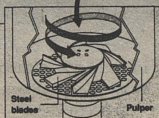
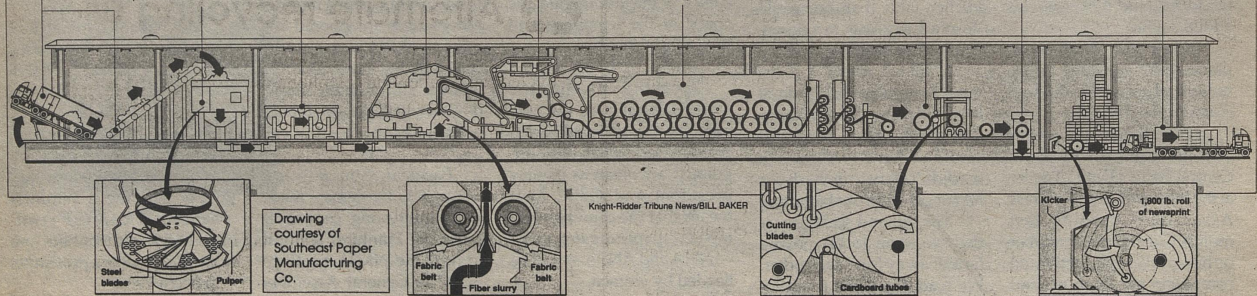
6 Paper crosses unsupported to dryer, where belt carries it around heated cans, each 6 feet in diameter. Dryer temperature is 250° F. Paper is smoothed between steel rollers during the last phase of drying. Paper is 92 percent fiber.

7 Paper is smoothed again outside the dryer. Still moving at 45 mph, it is wound onto large reels.

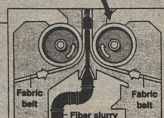
8 Large reels go to the winder, which cuts the paper into various widths and winds it onto cardboard tubes.

9 Rolls of paper are passed down by elevator to conveyor belts to be wrapped, bar coded, crimped and stacked. Electronic eyes activate kickers that push the rolls to proper storage areas.

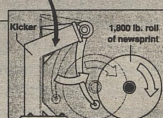
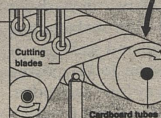
10 Rolls of paper are loaded for delivery by truck or rail. The entire recycling process from slurry to sheet of paper takes a matter of minutes. In 1988, 13,986,000 tons of newsprint were consumed in the U.S. Of that, about 4,500,000 tons or 33 percent was reclaimed.



Drawing courtesy of Southeast Paper Manufacturing Co.



Knight-Ridder Tribune NewsGILL BAKER



Voices from the past

Excerpts from the March 1929 edition of The Kentucky Press (Volume 1, No. 3)

The Daily Independent's editor J.T. Norris could not contain his excitement over the KPA board's decision to have its 1929 summer convention in Ashland. Hying his city, Norris promised a grand time at the "new, up-to-the-minute hostelry," the Henry Clay Hotel. He also planned a tour of American Rolling Mill Co. (ARMCO), a golf outing at Bellefonte Country Club, and an "automobile sight-seeing trip through the Eastern Kentucky industrial region, crossing into West Virginia and Southern Ohio." Norris promoted train travel to the convention: "Good roads and favorable train schedules on the Chesapeake and Ohio railway will be found to render the journey much less a problem, even for those in the western part of the state, than might be imagined. The distance from Lexington is less than one hundred and thirty miles and

the drive or train run can be made comfortably in four hours."

Press editor Victor Portmann announced the annual newspaper contest. A new division, "Community Service," was being added to the divisions which included "All-around paper," "First page" and "Best editorial." The new division was to recognize papers that had led the way in economic and social development.

People news: Portmann announced the arrival of a "bouncing, eight pound son, Stanley Roy Portmann, on March 21. He may be an editor himself some day." . . . Wilson P. Hogard, editor of the Crittenden Press, Marion, died at a Paducah hospital following an operation. He was "a loyal member of the state association and . . . publisher of one of the best newspapers in the state." . . . The University of Kentucky chapter of Sigma Delta Chi professional journalism fraternity initiated two newspa-

permen at its annual founders day banquet on April 17 in Lexington: Judge Robert W. Bingham, Louisville Courier-Journal, and J. Herndon Evans, Pineville Sun. . . Mrs. M. H. Holliday of the Jackson Times is recuperating from a major operation in Lexington. Her husband is editor of the Hazard Leader and daughter Frances is editor of the Jackson paper. . . Col. Robert S. Porter, newspaper correspondent of Paris and "one of the best known newspaper men in the state," celebrated his 70th birthday.

Reprinted from the Carlisle Mercury is a tongue-in-cheek poke at KPA president Jim Allen. "The editor of the Cynthiana Democrat is disporting himself on the sands of Florida beaches this week, enroute to Havana. . . To be more descriptively exact, the bachelor president of Kentucky's Press Association is more than likely comporting himself with his accustomed dignity amid the distracting and enchanting charms of

golden sands and maids au natural. . . And just as likely his voyage to Havana will be for the purpose of drinking in the sea air instead of baccardi and watching the schooners sail into the harbor instead of hoisting 'em over the bar. For along with Enoch Grehan, Marse Jim Allen can do more hinting at deviltry and riotous living in print and furnish less in performance than any man who ever dabbed with the blue-black fluid that is supposed to make millions think."

Editor Bowmar of the Woodford Sun, Versailles, defends the 9-column, 'blanket size' of his paper in the following article: "It is all right to take the city dailies apart, one member of the family reading one sheet and one another. Probably no one reads any issue of a daily paper through. But the subscribers to a community weekly usually have a personal interest in everything it contains, and they want to read it all. Also, they like to find things in the same place every

time. Very few weeklies print all the pages at once, like a daily, and their news frequently gets scattered. You have to look for the same classifications in different places. The Sun is all in one piece, and you have got it all when you hold it in your hand. Some time ago I took some fine Kentucky weeklies and checked them against the Sun for the number of different items and the variety of local news. No doubt I was a prejudiced judge, but according to my figures, in the amount of strictly local news, the Sun beat 'em all! We concentrate our energies on the careful gathering, and the equally careful editing, of local news to an extent that is, I think, not quite usual. We try to give a good birdseye view of general happenings, but the Sun's subscribers take it first of all to know what is going on in Woodford. We 'edit' news as laboriously as if the Sun had a million readers."

Legalese

In Kentucky

•Whitley County Fiscal Court has approved a settlement regarding the right to publish legal advertisements in a dispute between the Times-Tribune in Corbin and the News Journal in Williamsburg and Corbin. Details of the settlement, however, were not publicized because of a joint agreement between the two papers. The court action apparently ends a lawsuit. *And elsewhere*

•The Florida Department of Health and Rehabilitative Services has agreed to pay the Tampa Tribune \$44,250 in legal fees that the paper spent to sue for access to secret files on the handling of abuse cases. A circuit court ruled the files public and the department liable for legal fees. (Florida Press Association Bulletin)

•The St. Petersburg Times is helping the city of St. Petersburg and the Chicago White Sox baseball team see that secrecy with public records doesn't pay. The city and team must reimburse the Times \$100,000 in legal fees from a lawsuit which resulted when they refused to provide access to public records concerning the team's possible move to St. Petersburg.

With freedom of the press goes the freedom to read or to close the book, and it will linger so long as we retain the power to say no. —W. Curtis Bok

Recycling conserves resources, from page 18

Experts note that the building of new mills by 1995 will help remedy the problems of location and supply. This will also enhance the cost effectiveness of recycling, Hoch of Southeast said.

Both Bowater and Southeast say the cost of recycled newsprint and virgin paper is comparable.

It's my generation, over 40, that we have to beat in the head and say look we can't leave our children with a total mess. —Thomas Heil

"We have always wanted our sheet to compare to any sheet, whether it be a recycled sheet or virgin sheet," Hoch said.

The cost of recycled paper can range from 10 percent higher to about equal with virgin paper. Varying recycling prices usually depend on several factors, including location and transportation, and different types and grades of paper also make a difference.

Don Spear, commissioner of Kentucky's administration finance cabinet, said he expects the price of recycled office paper the state uses to drop below 10 percent and even lower as more recycling mills are put on line.

Prices will remain higher in some places because the demand for recycled paper is greater than the supply, Heil said. Recycled paper in

Northeast may only be 5 to 6 percent higher, because of more recycling mills in the region, he added.

Some publishers find themselves stuck with higher prices because of long term contracts they can't get out of, Hoch said.

Recycling's popularity will continue to grow in the future, as more landfill laws and regulations are passed, making it more economically feasible to recycle. Currently, it is cheaper for people on the East coast to collect recycled material and ship it west, than to put it in their own landfills, Heil said.

"It is much better to put a little effort into it, and get something for it, rather than have to pay to throw it

away."

Because recycling is handled in tons, some believe small offices cannot generate enough paper for the recycling effort. Heil said Jefferson Smurfit encourages small businesses to pool with other nearby offices to increase their output. Employers are now starting to include the word RECYCLING as part of the corporate culture.

As the 21st century peeks around the corner, recycling is no doubt becoming the path of the future.

"Our children . . . will be the ones to lead the recycling effort," Heil said. "It's my generation, over 40, that we have to beat in the head and say look we can't leave our children with a total mess."



Alternate recycling uses

- *The Vernacare Corp. of Canada makes bed pans from recycled newspaper and telephone directories. The pans are flushable after use.
- *The Michigan Press Association says a chemist with Prime Resource Corp. has been awarded a patent for his synthetic fire logs made from recycled newspaper and milk jugs.
- *Litter for dog kennels.
- *Safari Industries of Wichita, Kan., has introduced a barbecue grill fueled by the black ink from 10-12 crumpled sheets of newspaper.

Towles named to UK honor list

KPA's 1982 president is one of three journalists to be inducted into the Kentucky Journalism Hall of Fame this year.

Donald B. Towles, vice president for public affairs for *The Courier-Journal* in Louisville, is the only print journalist selected to join the elite club during ceremonies at the University of Kentucky on April 9.

Also selected were the late Harry C. Barfield, president and general manager of WLEX-TV in Lexington at the time of his death last October, and Phyllis Knight, retired broadcast personality with WHAS radio and television in Louisville.

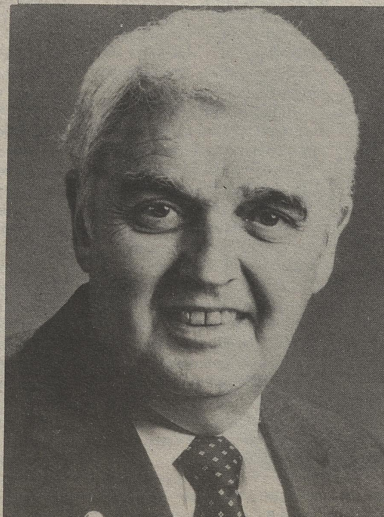
The UK honor gives Towles a clean sweep of Kentucky's newspaper awards. He merited KPA's Most Valuable Member Award in 1971 and the *Lexington Herald-Leader's* Edwards M. Templin Award for community service in 1986.

An international leader in newspaper marketing and promotion, he was twice president of the International Newspaper Promotion Association and is credited with starting the Kentucky Journalism Hall of Fame.

Barfield, who co-founded WLEX in 1954, was a past president of the Kentucky Broadcasters Association and winner of its top award, the Kentucky Mike Award.

Entering broadcasting at the age of 17, Knight won two Golden Mike Awards from McCall's magazine as Outstanding Woman in Radio and

Television. Her interview show, "Small Talk," ran for 13 years and she served as executive director of the WHAS Crusade for Children.



Don Towles

The three will be honored during UK's annual Joe Creason Lecture, which this year will feature UPI White House bureau chief Helen Thomas.

Also to be honored are the first inductees into the Kentucky Advertising Hall of Fame, David Carter, founder and president of David E. Carter Inc. of Ashland, and Thomas W. Baker, founder and president of Baker Communications in Lexington. Their induction will take place also on April 9, during the UK Journalism School's Alumni Dinner.



Phyllis Knight



Harry C. Barfield

Princeton papers to merge in May

from page one

Lowell Hobby's uncle, the late Homer W. Nichols, started *The Times* in 1925, and Hobby joined the staff in 1941. He and Gid Pool bought the paper in 1968, and Hobby became sole owner in 1972, at which time his wife became advertising manager.

"I'm still in good health, and I want to do some things I've been wanting to do — play golf and travel some," Hobby is quoted as saying.

Hutcheson said the demands of publishing a newspaper with a small staff made the decision to sell more attractive.

The merger of the former competitors is not expected to be difficult. "We have been competitors, but we are friends," Hutcheson said. "I believe that all of us would say we've tried to treat each other fairly."

The new paper will be operated in *The Times'* Washington Street office and will continue Hobby's job printing business.

New Era president/publisher Robert C. Carter said his plans for the paper include adding color and a weekly school feature, with the possible institution of a readers advisory committee.

Men are never so likely to settle a question rightly as when they discuss it freely. —Lord Macaulay

EKLC topic

Are media fair to mountains or 'fair to middlin'?

Can the media do a better job in accurately chronicling the successes and shortcomings of Eastern Kentucky and its people?

That's the leading question Ron Daley expects to hear addressed in an "intensive" session on "East Kentucky and the Media" during the annual East Kentucky Leadership Conference in late April in Ashland.

"Many Eastern Kentuckians believe the state media ignores the good stories about the mountains, while concentrating on problems and failures in the region," said Daley, in an invitation letter to area newspaper, radio and television personnel. A planner of the conference, Daley is publisher of the *Troublesome Creek Times* in Hindman.

In addition to discussing this issue, Daley said participants "will explore ways that the local media can share information about newsworthy developments in the region."

Veteran newsman and commentator Al Smith will moderate the session, and Ed Knight, retired corporate media director and journalism professor, will serve as facilitator.

On hand to answer questions about their papers' coverage of the region will be representatives of *The Courier-Journal* and *Lexington Herald-Leader*, both of which are located outside the region but sell papers and

have bureaus in the mountains.

The session is set for 9:30-11:50 a.m. and 1:30-2:30 p.m. at Ashland Plaza Hotel.

It is free to media representatives,

but they are asked to register in advance. Call Daley at 606/785-5134 or co-planner A.V. Rash of Kentucky Power Co. at 1-800-777-6937.

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