

Mark your calendar

• Oct. 8-9
KPA/KPS Board of Directors Retreat
Natural Bridge State Park
Slade, Ky.

• Oct. 15
News Editorial Division Seminar
"School and Workplace Violence"
Holiday Inn Hurstbourne, Louisville

• Nov. 5
KPA Circulation Seminar
Hampton Inn, Frankfort

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

THE KENTUCKY

PRESS

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September, 1998
Volume 69, Number 9

The Official Publication of the Kentucky Press Service

CNHI's whirlwind growth includes KY

Company now owns 13 papers in state

By LISA CARNAHAN
KPA News Bureau

Ralph Martin has spent the last 17 months traveling the country doing what many newspaper people only dream of — if it was black and white and "read" all over, and for sale, he bought it...

well, almost.

And the buying spree isn't over. The company plans to double its size by the new millennium.

Martin, a former executive with Thomson Newspapers, has taken Community Newspaper Holdings Inc., (CNHI) from a little known company of 13 dailies and four weeklies in 1997 (that was originally based out of Kentucky but didn't own any Kentucky

newspapers) to one of the largest newspaper chains in America.

To date, the company owns 128 newspapers including some 23 publications (counting shoppers) in Kentucky. Deals on another 30 publications in the South, Southwest and Midwest are pending, according to Martin. By the end of this year to mid '99, Martin estimates CNHI will own more

See CNHI, page 7



Ralph Martin, president, CNHI.

Nominations being accepted for 1998, '99 vice president

Nominations and letters of application are being accepted until Sept. 15 for the office of vice president of the Kentucky Press Association for 1999.

Any KPA member may nominate any individual who meets the criteria set forth in the KPA bylaws for that position. Additionally, individuals interested in holding office in the Kentucky Press Association may submit a letter of application.

KPA bylaws state: "The only persons eligible for election to the office of Vice President are those who are currently serving as elected directors; those who have been elected to serve on the board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."

Nominations must be sent to: David T. Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, Ky. 40601.

All nominees consenting to the nomination and agreeing to serve if elected will be interviewed by the Nominating Committee once it has been determined that the nominee meets bylaw requirements.

Following the interview process, the Nominating Committee will recommend a candidate for vice president to the Kentucky Press Association and Kentucky Press Service Board of Directors. Following action by the board, the individual will be recommended for approval to the full membership of the Kentucky Press Association during the business session of the 1999 Winter Convention in Louisville.

Commitment to newspaper industry worthy of recognition

Committee to honor long-term service

By Stuart Simpson
Publisher

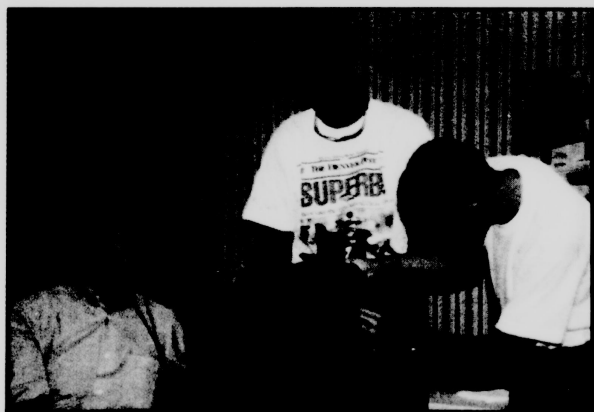
Somerset/Pulaski News-Journal

Just moments ago, the call you'd been waiting for finally came through. The commission has decided on a site for the new courthouse

and it's right smack dab in the middle of a residential neighborhood. This is news, big news for your community, and you've got the scoop.

Your fingers fly across the keyboard as you pound out the story —

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Slovakian journalists visited the KPA Central Office recently as part of a nationwide tour. See story on page 7

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Kentucky people, papers in the news

Vanderhoof named publisher at Ashland

Joe Vanderhoof has been named publisher of the Ashland Daily Independent.

A native of Flatwoods, Vanderhoof, 43, started his newspaper career in Ashland when he worked in the mailroom as a youngster. His wife, the former Jane Broughton, also worked at the newspaper in the circulation department.

During his 16 years at The Daily Independent, Vanderhoof served stints as assistant controller, circulation manager and general manager. He spent eight years at the Ottaway newspaper in Mankato, Minn., first as controller and, for the last four years, as pub-

lisher.

He received his master's degree in business administration in 1981 from Marshall University.

"My goal and promise to the subscribers and the community will be simple: to produce the best possible 'local' newspaper each and every day," Vanderhoof said. He replaces John Del Santo who retired July 31.

Gross promoted to editor at Pikeville

David Gross has been promoted to editor of the Appalachian News-Express in Pikeville.

Gross joined the newspaper's staff last June as a staff writer and was promoted to associate editor in December.

A native of Breathitt County, Gross graduated from Morehead State University. He replaces Larry Martin who was named editor/general manager of a sister newspaper, the Hopewell News, a five-day daily paper in Hopewell, Va.

Foutz to lead several CNHI papers in state

Keith Foutz has been named publisher of the Grayson Journal-Enquirer, the Olive Hill Times, Carlisle Mercury, Greenup County News and Morehead Times.

The newspapers are publications owned by Community Newspaper Holdings, Inc.

Foutz spent the last several years with Boone Publications as general manager and marketing director. He has 23 years of newspaper experience. He replaces Ronald J. Caudill who retired but will continue with the company on a consulting basis.

the last 21 years as publisher of the newspaper.

Tinsley began his newspaper career in 1955 in advertising sales and was named ad director the following year. He continued in that capacity until he was named publisher in 1978.

Some of the accomplishments cited during Tinsley's tenure include implementation of a new pagination system and computer equipment that allows the newspaper to utilize full-color photographs daily. Tinsley also oversaw construction of the building that houses the newspaper, including the building design which was subsequently used by several other sister newspapers because it was considered so functional.

An open house was held at the newspaper in recognition of Tinsley's 44 years of service.

Hudson joins staff at Daily Independent

Beth Hudson has joined the news staff of the Ashland Daily Independent as a courts reporter.

Hudson, a graduate of Morehead State University, will monitor and report on court activity in Boyd, Greenup, Carter, Lawrence and Rowan counties and federal court in Ashland.

A native of Barbourville, Hudson previously worked for the Middlesboro Daily News, the Barbourville Mountain Advocate, the Corbin Times-Tribune and WYMT-TV in Hazard.

DeWitte named business writer in Owensboro

Dave DeWitte has been named business writer for the Owensboro Messenger-Inquirer. DeWitte, 42,

See PEOPLE, page 11

Waters named managing editor at Meade County

Jim Waters has been named managing editor of The Meade County Messenger. He comes to the newspaper from The Daily Advocate in Dayton, Ohio, where he served as news editor.

Prior to the newspaper business, Waters was news director of WBZI radio in Xenia, Ohio. He has a total of 10 years of broadcast news experience. His wife, the former Tracy Cox, is a native of Meade County.

Tinsley retires after 44 years at Glasgow

William J. Tinsley retired Aug. 21 after nearly 44 years at the Glasgow Daily Times. He served

Deaths

James W. Joseph

Former Kentucky Post city editor James W. Joseph died Aug. 21 of a heart attack.

Joseph filed his weekly column on that Friday, ironically about legendary sports writer Jim Murray who had died earlier that week of a heart attack. A few hours later, Joseph was also dead of a heart attack. He was 67.

He earned bachelor's and master's degree from Northern Kentucky University and in 1996 was named the university's Alumni of the Year. He earned his degrees later in life because family and job responsibilities prevented him from entering college until he was

47. He continued to work full-time in the newspaper business while completing his college work. He spent nearly 35 years in newsrooms including stints at the Portsmouth (Ohio) Times, the Fort Wayne (Ind.) Journal-Gazette and the Lancaster (Ohio) Eagle-Gazette. He came to the Kentucky Post in 1967.

"He was a savvy newsman. He knew news. He was a dedicated, loyal man, a perfectionist," said former Kentucky Post Editor Vance Trimble.

Joseph taught journalism classes at Northern Kentucky University and Troy State

See DEATHS, page 11

—The Kentucky Press—

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Readers won't be insulted by explanations

Coach's corner

By Jim Stasiowski



If you're so smart, tell me what "dumbing down" means.

Most newspaper reporters get it wrong. Based on what I hear in writing seminars, most reporters think dumbing down means to explain the basics.

That's not so. "Dumbing down" means to summarize simplistically a complicated issue, as if the writer has no confidence readers can understand anything deeper than "See Spot run."

In other words, if you asked me, "Why are the Arabs and Israelis always at odds?" and I answered, "Religion," I'd be dumbing down the answer.

Reporters, who hate to write detail, think they are dumbing down a story if they do what we get paid to do: explain. For instance, I read a story about a company that granted an "easement" through its property for a city-maintained jogging and hiking trail.

The story was 18 inches yet didn't define "easement." The reporter used "easement" as if readers would automatically get it. And most no doubt either knew the definition or could deduce it. After all, the word implies an easing, and the description of the path through the private property fills in most of the rest of the puzzle.

But the writer could have simply added: "Granting an easement means the company still owns the land, but allows the city to use it for the public good."

Some reporters will tell me, "That's dumbing down." I say it's exactly the opposite: It's wising up our readers, it's allowing readers to grasp a useful term. Understand, I'm not in favor of using jargon. But although "easement" has the sound of jargon, it's really a precise word that, if understood, smooths out a story for the reader.

(Contrast "easement" with the pure jargon, "infrastructure," a cop-out word, a vague reference to something imprecise. The next time you see "infrastructure," ask the writer what it means, specifically. His or her answer will start: "It's, you know ...")

No writer likes explaining the basics. There is no skill, writers reason, in defining "easement," or in spelling out what "infrastructure" refers to, or in reminding readers how long the sewer project will take, or in explaining in every follow-up story why the mayor was indicted. We look at such detail and think it's beneath us.

And dumbing down seems the perfect excuse to avoid it.

But it's a bad excuse. We writers avoid explaining because we already understand the issue. But readers, we must realize, haven't read it 1,000 times. They might never have read it. If they haven't read it, and your latest story doesn't explain it, those readers stop reading. They not only stop reading, they get angry at us for talking over their heads.

We are in the explanation business. We

don't write for those in the know; in fact, we write for those not in the know, we write for people who want to learn about their little corner of the world. When we target the in-the-know group, we're taking on a royal attitude, as if we're better than the silly, superficial readers who pay less attention to news than we do.

Reread my explanation of "easement" and ponder this: If you knew what an "easement" was, would that sentence make you stop reading? Would you be insulted that I had defined it?

I doubt it. It's a brisk, clean, easy sentence. It doesn't clog up the story.

I was reading a trade publication called "Business Insurance," a newspaper for insurance professionals. Meg Fletcher, a staff writer, was explaining how one small company had reduced accidents. First she wrote:

... (Programs reduced the company's incident rate 62%, to 3.9 in 1997 from 10.3 in 1993.)

As I read that, I thought: People in the insurance business will understand "incident rate," so the fact I do not understand it isn't important. But then Meg wrote:

The incident rate ... is the number of injuries that require reports to (OSHA) per 100 full-time workers.

If "Business Insurance" should explain "incident rate" to insurance pros, then a general-circulation newspaper should explain "easement" to a broad audience of taxpayers.

I'm your reader. You're not smarter than I, you just know more. Tell me what you know.

See READERS, page 16

Slovakian journalists seek First Amendment information

Although they were television — not print — journalists, when it came to learning about America's First Amendment, newspapers were the source of information.

A trio of journalists from Kosice, Slovakia recently visited the U.S. as part of a tour arranged by the U.S. Information Agency/TV in Washington.

Owner of Slovakia's TV NASA, Marcel Dekanovsky, who also serves as a reporter for the station, his son and a cameraman for the station, Ivan Dekanovsky, and cameraman Peter Szoke, made the trip.

Media attorney and KPA General Counsel Jon Fleischaker and Max Heath, vice president of Landmark Community Newspapers, Inc., and a former KPA president, greeted the foreign journalists at the KPA Central Office, the only newspaper-related stop on the tour.

Fleischaker told the group that newspapers in America had historically been the primary defenders of the First Amendment. He said "First Amendment law" made up a large part of his practice, ranging from defending reporters' rights to gather information, to defamation claims. He pointed out that although he primarily represented newspapers, his clients also included several broadcast stations.

"There is far less tradition, and they (radio and television stations) are far less likely to place the importance on and spend the money to fight the First Amendment battles," said Fleischaker.

Kentucky's Open Meetings and Open Records Law is a good one, according to Fleischaker, especially in comparison to surrounding states.

"It's much better than Tennessee's and far better than Indiana's or Ohio's," said Fleischaker.

"In Kentucky's situation, at least for the most part, there is full recognition (by the courts) of media rights," said Fleischaker. "But there's a lot of work that goes into that and it's a constant fight."

Heath pointed out that the Tennessee newspapers owned by his company did not have the level of protection Kentucky papers enjoyed.

Fleischaker explained that this need for a "constant fight" was an example of the importance of an aggressive and progressive state press association.

Dekanovsky asked Fleischaker for an example of how the Kentucky courts had upheld press freedoms.

Fleischaker recounted the recent incident in Russell County involving a public official who sued the local newspaper, claiming its



Max Heath, left, vice president of Landmark Community Newspapers, Inc., met with Slovakian journalists Marcel Dekanovsky, Peter Szoke and Ivan Dekanovsky to discuss the First Amendment protection enjoyed by newspapers.

editorial position had caused him to lose the election.

A local jury found in favor of the then former judge-executive and awarded him \$1 million in libel damages. A Kentucky Court of Appeals overturned the verdict, however, and the Supreme Court refused to hear the former public official's appeal.

"The court systems here have recognized the right of newspapers to give their opinion," said Fleischaker.

Dekanovsky said in his country there is currently "unlimited freedom" of the press. He said the new-found freedoms had resulted in some "extremes," which he described and

journalists who reported the news without objectivity. But he noted stations like his own, independent and free from government intrusion, were growing in number and size.

Heath provided the group with an overview of the functions and various services offered to KPA member newspapers.

"KPA is one of the most progressive and active state press associations in the country," said Heath. "Almost every new president establishes a new service for members during his/her year at the helm," he said.

Can newspapers make money with online services?

Interactive Insider

By Peter M. Zollman



With all of the hype about new media, the one question that gets asked most often is: "Can we make money at this?"

The answer, emphatically, is "Yes."

Thomson Newspapers reports profits in its online operations will top \$2 million this year. Morris Communications, based in Augusta, Ga., also expects seven-figure profits — more than \$1 million. Freedom Communications says several of its newspapers are operating their interactive services in the black. Even some television stations and radio stations report profits, although theirs are measured in much smaller numbers.

How are they doing it?

With one notable exception — Thomson Newspapers — none of them are making

money with advertising alone. Banners and links aren't enough. "Multiple revenue streams" is the key to profits online. You've got to do more than just sell banners and links, and raise the rates a buck or two on your classified ads.

What are some of the potential revenue streams?

- Electronic commerce: This is the smallest revenue stream for most sites right now. But don't ignore it, or in a few years you'll feel the pinch. It's a great way to develop your Web site to its highest level - allowing readers to tap onto your archives (and pay you for them); buy a book when they read the review online; pick up a souvenir from your paper's online store (and marketing department); pay for their subscriptions; bypass the phone room and place their own classified ads, and much more. Learn by doing! If you have a Web site, be sure you offer your own products and services through it, so you can sell e-commerce to your advertisers with the knowledge that you're making money on it, too.

- Internet Service Provider: If you haven't gotten into this business by now, it may be too late. But it's still worth careful consideration.

Many papers find it lucrative. Even if you don't want to be bothered with the technical nitty-gritty, you can brand it and sell it and let a company like Infi.Net do the hard work.

- Internet/computer workshops: These serve several functions — educating your readers, promoting your online newspaper, making your ISP top-of-mind for readers/users. And they can be a real money-maker. For consumers, you can charge a few dollars and have big classes. The Charlotte (Fla.) Sun-Herald has hosted more than 50,000 people in its Internet classes. The Washington Post and the Boston Globe hold seminars for retailers and other small businesses. Attendees pay for the privilege; sponsors pay marketing fees, and the paper gets a ready-made online advertising prospect list.

- Classified ads: These are a must if you want to protect (and improve) your paper's financial health in the future. They generate 30 to 40 percent of all page views on most newspaper sites.

My study for the Newspaper Association of America (www.digitaleage.org/oci_report/business) shows a number of ways smart newspapers are

See ONLINE, page 15

NNA announces new electronic rights program for community newspapers

Partnerships will allow smaller papers to tap resources of the Web

The National Newspaper Association has announced a new electronic rights program that will permit community newspapers to tap into new markets through partnerships with third-party information providers.

NNA President Dalton C. Wright, president of Lebanon Publishing Company in Lebanon, MO, stated, "Studies show that the local content produced by community newspapers has tremendous value in today's information marketplace."

However, most community newspapers do not have the resources and expertise to tap these markets.

This new program permits NNA members to reach new customers by partnering with information companies that do have the resources and expertise."

Under the program, community newspapers can license the electronic distribution of their local content to third party information providers.

In exchange for providing this license, the newspaper will receive royalties and marketing information based upon the demands for

its information.

NNA will assist newspaper members by negotiating the agreements and facilitating the distribution of royalties.

Wright noted, "This is a win-win situation for everyone. The community newspaper can receive revenues and marketing information at no cost."

The third-party information provider can provide more value to its customers. And customers will have better and more efficient access to the content produced by community newspapers."

The first third-party agreement has been negotiated with Burrelle's Information Service. NNA Executive Vice President and CEO Kenneth B. Allen said, "We are pleased that our first partnership agreement is with Burrelle's, a company that has long been active in distributing newspaper content. We look forward to entering into similar agreements with other information providers."

Participation in the program is free for NNA members. Newspapers interested in additional information on this program should contact Michael Cullum, NNA manager, membership services, at (703) 907-7926 or mcullum@nna.org.

Information providers interested in this program should also contact Michael Cullum.

Coming This Fall...

Thursday, October 15

Holiday Inn Hurstbourne Lane, Louisville

10 a.m. to 3 p.m.

KPA News Editorial Seminar

"Covering School and Workplace Violence" — featuring Tommy Preston and a panel discussion with newspaper staff members and education representatives who have been involved in school and workplace violence situations.

Thursday, November 5

Hampton Inn, U.S. 127, Frankfort

9 a.m. to 3:30 p.m.

KPA Circulation Seminar — topics include Maximizing Postal Benefits, Postal Automation, January rate increase (with Max Heath); Newspapers in Education; lunch with postal officials and a question and answer session about postal problems; increasing single copy/over the counter sales; using Uniform Product Codes to increase circulation; Promotion and Marketing Newspapers.

Mark your calendars and watch your mail for details on these KPA seminars

Tint blocks: A 'good' reason to use them doesn't exist

Design is Everything

By Edward F. Henninger



Read this column in the dark. Go ahead...turn off all the lights and read this column.

That's not really a bright (pardon the pun) idea, is it? We can't read in the dark, can we?

Then why do so many of us insist on printing our stories "in the dark"? I'm referring to tint blocks, those blobs of color we run over text type that makes the story almost unreadable.

Woody Hayes, the late coach of the Ohio State Buckeyes football team, was an evangelist when it came to the ground game. It's an understatement to say that Hayes abhorred the forward pass. He said: "There are four things that can happen when you pass the football — and three of them are bad."

Ditto for tint blocks...with a catch. There are four things that can happen when you use a tint block...and all of them are bad.

Tint blocks:

1. make text difficult to decipher.
2. are always badly conceived.
3. are often badly reproduced.
4. are a design crutch.

In more detail:

1. Tint blocks make text difficult to decipher because we are asking readers to look at that type through a "smokescreen" of color. Sometimes, the color we use is just a gray

screen. So, we are asking readers to read black against gray. Just doesn't make much sense, does it? When the color becomes more intense or darker, such as a dark red or dark green, reading the story becomes a near impossibility.

2. Tint blocks are always badly conceived. If you've decided that you just have to use a tint block over a story, you've already made that first critical mistake. Regardless of the color you use, you've already erred — and the reader will pay the price for your error. I can think of no situation in which a tint block over a story is a positive move. Tint blocks can work well over graphics, tabular material, infoboxes and the like — but they do not work over text that is in story form. Worse, some newspapers now use tint blocks in screens that fade from one color to white — or from one color to another! This is taking poor visual thinking to the extreme.

3. Tint blocks are often badly reproduced. Presses at most newspapers just cannot do screens well. The screens either become muddy and uneven — or they tend to disappear. Yet, we continue to make the attempt...and we continue to fail. Asking a newspaper press to handle tint blocks well is like asking your four-year-old to do algebra. The kid may be willing, but just can't handle the task.

4. Tint blocks are a design crutch. We often use tint blocks to "draw attention to that story" or to "give the page a focus" or to "let the reader know the story is a feature." These are valid reasons for highlighting a story, but they are not valid reasons for the use of a tint block. If you want to bring attention to a story or you want to bring the page a focus, there are better ways to do that.

Here are some options:

1. Plan for a photograph, a graphic or an illustration to become the focal point on the page.

2. Link your lead story with that photo or graphic.

3. Give the story a larger headline.

4. Use bold rules for accents. Yes, they can be used in color if it's done carefully and tastefully.

5. Use a thin rule around the story. And stay with black and white.

6. Use extra space to set off the story. There's no better way to make a story stand out than to surround it with about two picas of space...and perhaps in a box.

Tint blocks are easy. They make planning for the photo, the graphic the illustration unnecessary. And that implies that if you're considering use of a tint block, you haven't given proper consideration to the other, better elements we can use to bring prominence to a story.

Tint blocks are just lazy. We use them because we haven't done the work it takes to properly design the page.

I can think of no good reason to use a tint block over a story.

Here's a challenge: go for at least a month without using a tint block over a story. One month. At the end of that month, you will have done a much better job with the design of your paper.

I think you'll agree.

(Edward F. Henninger is an independent newspaper consultant and the Director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: omnia@charlotte.infi.net)

Base salaries increase for newspaper employees

Average base salaries increased for all newspaper positions in 1998 with classified advertising managers showing the biggest gains, according to the 1998 Newspaper Industry Compensation Survey (NICS) administered by Inland Press Association.

The classified advertising manager position showed the most salary growth of any position in the survey with a 7.8 percent increase, up from 3.9 percent last year. The position also experienced a 11.3 percent increase in total direct pay, up from just 0.7 percent last year.

In terms of total direct pay, the position of sales account executive/classified sales representative posted the largest percent increase at 11.9 percent.

Also recording substantial increases in base pay were top information systems manager at 6.4 percent, up from 3.6 percent a year ago, and city/metro circulation manager at 6.1 percent, up from no increase last year.

Among other top management jobs, human resources executives posted a 5.1 percent increase in base pay, and both publishers and editors recorded increases of 4.6 percent. Circulation executives, which had a 9.1 percent increase in base pay last year, had only a 2.8 percent increase in 1998.

Copy editors with under three years experience posted the smallest increase in base pay at just 0.3 percent. Experienced copy editors recorded a 2.5 increase. Entry-level reporters saw an increase of 2.5 percent after a 4.9 per-

See SALARY, page 14

Webmasters earn more in most newsrooms

Change in the industry was especially evident in the 1998 Newspaper Industry Compensation Survey. This year's NICS reported compensation figures for 12 new positions including six online jobs.

And the figures show that these online positions command salaries higher than their print counterparts.

Take, for instance, the most familiar job title, "Webmaster." In the NICS, 92 of the 471 participating papers reported information for this position. Webmasters averaged a base pay of \$35,578. While a direct equivalent doesn't exist in the news department, the Webmaster's average salary was more than those of copy editors, reporters, photographers, librarians and news artists.

The NICS defines a Webmaster of Web designer as one who "designs Web-based applications for end users (consumers and advertisers), including CGI scripts, multimedia implementation, Java applets, database front-ends, etc."

The Web site content producer position, which was reported by 52 newspapers, averaged a base pay of \$34,805. Content producer is defined as someone "responsible for developing specific editorial packages for the Web or managing specific editorial sections for the online product," according to the NICS.

An experienced reporter, which was reported by 415 newspapers, earned an average of

\$28,324. Entry-level reporters earned an average of \$22,690.

Senior reporters, defined by the NICS as a reporter with substantial experience who takes on special assignments and in-depth work, earned an average of \$36,790.

The online figures, however, are inflated by the fewer number of newspapers reporting the positions, said Bob Friend, Inland Director of Research. Newspapers with online operations also tend to be larger-circulation papers, he said.

The online positions tracked by the 1998 survey are: online services director, online editor, content producer, creative director, Webmaster and online sales representative.

The NICS is a comprehensive survey that provides pay data for U.S. and Canadian newspapers and is considered the industry standard. It allows newspapers to compare compensation levels by revenue, by circulation size and with the newspaper industry as a whole. Salary data includes pay ranges, actual base pay, cash incentives, total direct compensation and number of employees supervised.

Regional breakouts for more precise analysis are provided on request to participating newspapers. State breakouts and customized reports are also available. The NICS is released only to survey participants.

For more information, contact Bob Friend at Inland, (847) 696-1140.

Help prevent workplace violence at your newspaper

By **BRUCE H. HENDERSON**
Tanner & Guin, P.C.
Tuscaloosa, Ala.

Because of an escalating frequency of violence in the workplace, early detection and prevention of workplace violence has become a high priority for many employers.

Workplace violence has been declared a serious public health problem by the Center for Disease Control. The Bureau of Labor Statistics reports that homicide is now a second leading cause of death in the workplace. For female workers, workplace violence is the number one cause of death in the workplace.

A 1996 survey on workplace violence reported that in almost 60 percent of the cases, violent actions were between current employees. Only 2 percent of the violent acts were committed by former employees against their former supervi-

sors. The most common form of violent action was verbal threats. Fighting was more likely to occur than the more serious episodes of shootings, stabbings or sexual assault. When serious violent actions did occur, those actions were most likely to involve the use of firearms.

Over a 13-year period between 1980 and 1992, over 76 percent of workplace homicides occurred with the use of firearms. Additionally, 75 percent of all workplace homicides in 1993 were robbery related, compared to only 9 percent of robbery-related homicides at large.

Is Your Business at Risk?

Workplace violence tends to be clustered in particular occupational settings. Indeed, more than half of all workplace homicides occurred in the retail trade and service industries. Violent episodes which result in injury or death can be triggered by many different factors. These

catalytic factors include such elements as personality conflicts, domestic problems, work related stress, emotional problems or mental illness, and drug or alcohol abuse.

The National Institute for Occupational Safety and Health (NIOSH) has identified particular factors that may enhance the probability of workplace violence. The following are examples of these risk factors:

- Exchange of money with the public.
- Working alone or in small numbers.
- Working late night or early morning hours.
- Working in high crime areas.
- Guarding valuable property or possessions.
- Working in community settings, such as taxi cab drivers and police.
- Delivery of passengers, goods

or services.

- Mobile workplace such as taxi cab or police cruiser.
- Working with unstable or volatile persons in such settings as health care, social service or criminal justice.

An employer who recognizes his business as one identified in one or more of the risk categories should also recognize the importance of preventing potential workplace violence.

Employer's Duty

The Occupational Safety and Health Act requires employers to "furnish to each of his employees employment and place of employment that are free from recognized hazards that are causing or likely to cause death or serious physical harm to his employees." This statute imposes a general duty upon employers to take affirmative steps to prevent hazards in the

See **VIOLENCE**, page 10

Web site links consumers with newspapers online

Newspapers not yet linked to the site can e-mail NAA to find out how to get connected

The Newspaper Association of America (NAA) has launched a new site on the World Wide Web called NewspaperLinks.com (www.NewspaperLinks.com) that gives consumers a central location from which to connect to the variety of information, entertainment and electronic marketplaces sites developed by newspapers throughout the U.S.

NewspaperLinks.com gives Internet users the ability to search for newspaper Web sites by clicking on a hyper-linked map, via a pull-down menu, or by entering a city, state or newspaper name. The new NAA site also includes links to online newspaper classified ads, highlights innovative newspaper efforts in the "Feature of the Week," and links to the winners of NAA's New Media Federation Digital Edge Awards, which recognize the best in newspaper online efforts.

"With more than 750 daily newspapers now offering online products, this was a natural extension of NAA's role as a link between consumers and the industry - in whatever form its communication takes," said NAA President and CEO John F. Sturm. "NewspaperLinks.com gives consumers an easy, useful navigational tool for exploring newspaper

online products - which in turn, offer considerably more than just the day's news. They are vital links to and within each community."

NAA members are encouraged to link to NewspaperLinks.com or to co-brand it on their own sites.

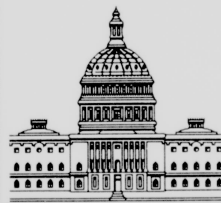
One of the first to provide a link is USA TODAY Online (www.usatoday.com), where NewspaperLinks.com appears on the "States" pages (www.usatoday.com/news/states/ns1.htm). The USA TODAY site is one of the top three news sites on the Web, as rated by the market research company RelevantKnowledge.

"As a variety of competitors from outside the industry jockey to build a brand nationally of local sites, we want to make sure there is a central resource to drive consumers to sites created by newspapers," explained Randy Bennett, NAA's vice president for electronic media. "This site is designed to raise the visibility of online newspaper products, including newspaper classified advertising sites, supplementing newspapers' own marketing efforts."

"In the future," Bennett added, "we plan to highlight more newspaper-developed sites, such as local city guides."

NewspaperLinks.com features both NAA-member newspapers, in bold type, and non-member dailies and weeklies. Newspapers not yet linked to the site can e-mail NAA's Dreama Taylor at tayld@naa.org for information on how to get connected.

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



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

What can the KPA News Bureau do for your newspaper?

Just to name a few of the possibilities:

- 1) Pick up copies of cases, reports, etc., at:
 - Franklin Circuit Court
 - Election Registry
 - Division of Water, Waste Management
 - Supreme Court
- 2) Provide written or photo coverage of:
 - State school board meetings, hearings
 - Franklin Circuit Court hearings, trials
 - Capital news conferences

CNHI

Continued from page 1

daily newspapers than any other company.

Ironically, they are now based in Birmingham, Ala., but don't own any Alabama papers, a fact Martin hopes to change in the near future.

"We probably already own more or an equal number of weeklies than anybody else," said Martin. "We want to be in 200 to 250 communities. Our goal is to have our numbers around \$100-\$150 million cash flow, and \$500-\$600 million revenue. We're in 128 communities right now and our cash flow is about \$66 million and our revenue about \$250 million," said Martin.

Martin knows there are cynics who think his company is a fluke, or a fly-by-night operation ready to dump papers for huge profits at the first opportunity.

"Most of that has quieted down...but there are still some, so I show them our 10-year plan for CNHI," he said. "We followed and are following a financial and purchasing strategy with a long-term purpose. This is not some flippant operation taking advantage of the moment."

The strategy Martin is following is to group his newspapers within a 21-state area in the South, Southeast and Midwest.

"We want to be in the community markets, the same markets some of the other companies are getting out of," said Martin. "We have a 50-year recession model and are trying to stay out of those states that suffer long-term losses during a recession."

Although an obvious believer in clustering, it was that trend that led to his departure from Thomson. "We didn't agree over how the final cluster should work," said Martin.

It was 1994 and Martin had spent his entire professional career, 19 years, with Thomson. He spent almost a year of what he describes as "doing nothing," but it was during that year that he began formulating a plan for a different kind of newspaper company.

"I worked on it about an hour a day, every day, for nine months," he said.

But then, before he had a chance to explore funding possibilities, Park Newspapers called and offered him a position. It would mean a move to Lexington, but after one visit his wife fell in love with central Kentucky, and the Martins were calling Lexington home. That was September 1995 and in July the following year, Park announced it was selling several papers to Media General and it was known that Media General would in turn rid itself of some of those properties.

So the dust was shaken off the business plan and Martin began trying to line up investors.

By October Martin had just

"We are following a financial and purchasing strategy with a long-term purpose. This is not some flippant operation taking advantage of the moment."

Ralph Martin

President, Community Newspaper Holdings Inc.



about given up when a publisher of a paper who thought his newspaper might be on the Media General disposal list and feared who the new owners might be, called him with a name of a potential investor, Mike Bronner of Retirement Systems of Alabama (RSA).

Martin met with Bronner (who is an avid Alabama supporter and why CNHI is based in Birmingham) and the two clicked.

"He is a great supporter and believer in community newspapers, even though he doesn't have a newspaper background," said Martin. "He's done an excellent job as fund manager and the direct lending that the program has done in real estate has had excellent returns."

That first purchase of those 17 newspapers didn't create much of a stir. In fact it wasn't until last month's purchase of 28 papers from Donrey, that everyone started talking about CNHI. Since that time, Martin and the company have been the subject of several articles, including one in the Wall Street Journal, and he's on the cover of this month's Presstime magazine.

"It's funny actually. We owned 100 newspapers before the Donrey buy. But that really created a lot of attention. I think, at least partially, because of the Donrey name and reputation," said Martin.

He was extremely pleased that in one article one of his stiffest competitors was asked about CNHI and only remarked that the papers CNHI had purchased had improved under the new ownership and if that was the case, it was good for the industry as a whole.

"That was a great comment... it doesn't get any better than that, especially coming from a competitor," said Martin.

One of his goals for the company is to improve the quality of the papers by providing a network of advancement for employees.

"We're going to get better people if we can give them a destination," he said.

Martin debunks talk that CNHI is paying outlandish prices for newspapers and instead says the company is right on track with its plan and "very comfortable" with the multiples paid to sellers.

"Our competitors might tell you we're driving up prices, and we have no limits, but that's not true. We do have limits and will only go so far in our acquisition price. When we started, the multiples for dailies were 9-10 times cash flow and for weeklies, 7-8 times cash flow. And now, 18 months later, it's 10-11.5 for dailies and 8-9 for weeklies. Maybe

some our deals have had something to do with that... but our deals are clean."

Martin likes Kentucky and would like to purchase more papers in the state.

"There's not a lot on the market here, though. You've got a great, and I do mean great, chain in Landmark and several strong family ownerships," he said.

But CNHI isn't short on offers. Every Monday, Martin and his chief financial officer review a minimum of 30 new deals. From that, two to three are usually picked for follow-up.

"We have a model and we look to see if that town and that paper fits our model. If it does, we pursue it," he said.

Although he doesn't immediately recognize them, Martin's roots in community newspapers formed at an early age. He never worked on his high school newspaper and instead focused on football and pursued a psychology degree at the West Virginia University. But in the summers, he worked at a community newspaper near his home in Newell, W.Va., the Panhandle Press.

"I wrote stories, sold ads, dressed the graphics machine... you name it," said Martin.

After college, he soon learned a psychology degree didn't exactly take him soaring to new heights.

"A few months before graduation I asked my adviser exactly what type of work I could do with a psychology degree and was told 'basically nothing except working in a clinic,' unless I wanted to go on further in college," said Martin.

The working world was calling Martin and he got a job at an area clinic. After six months he realized he "hated every minute of it" and took a job selling ads at a newspaper in Salem, Ohio.

"I didn't even know then that it was part of chain," said Martin, who soon was on the fast track of Thomson Newspapers.

CNHI is a family operation with four of Martin's brothers working in management positions. Paul Martin is a division director, based out of Lexington, and responsible for Kentucky, Ohio, Pennsylvania and the border counties of Tennessee. Ed Martin is publisher of the Floyd County Times in Prestonsburg. Chuck Martin is a branch clustering manager based out of Atlanta and publisher of the paper in Jonesboro, Ga. Michael Martin is publisher of the Boca Raton News.

Even Martin's oldest daughter is getting in on the act. She interned

CNHI's Kentucky newspapers

- Carlisle Mercury - Weekly
- Commonwealth Journal (Somerset) - Daily
- The Floyd County Times Twice Weekly
- Glasgow Daily Times Daily
- Grayson Journal-Enquirer Twice Weekly
- Greenup Co. News-Times Weekly
- McCreary County Record Weekly
- Morehead News Twice Weekly
- Menifee County News Weekly
- News Democrat & Leader (Russellville) - Twice Weekly
- Olive Hill Times Weekly
- The Times Journal (Russell Springs) - Weekly
- Sentinel-Echo (London) - Tri-Weekly

at CNHI's Human Resources Department this summer and dad is hopeful she will return to work for the company after graduation.

Forty employees now work at CNHI's corporate offices in Birmingham with that number estimated to reach 70 when the company reaches its predicted size by 2000. The majority of employees are "accountant-types" since all of CNHI's properties operate on a centralized billing and payment system.

"We do all of the payroll, billing, general ledger, purchasing... all of it out of our corporate office," said Martin. "Every accountant works with the same 12-14 newspapers, so they get to know them. Our next move is to establish a tax office because we're dealing with so many different tax laws in the different states."

The remaining CNHI employees are consultants in the various aspects of newspapering: editorial, advertising, circulation and production. These individuals are available to help the staffs of any of the company's newspapers.

And although CNHI hasn't gone public yet, Martin knows it an inevitable step and is taking steps now to ensure a smooth transition.

"We're doing all the things now that we'll have to do when we go public," he said. "We're filing all the papers, even producing an annual report."

"Obviously our next step is recapitalization, growing the business," said Martin. "And although I'm not anxious to do it, going public is the next logical step."

LEGAL NEWS & VIEWS

'Veggie-libel' laws cropping up all around KY

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



Agricultural disparagement laws, more commonly called "veggie libel" laws — like the one in Texas used by the cattlemen in their suit against Oprah Winfrey — are cropping up all around us (Ohio adopted one in 1996). Thirteen states have adopted such statutes, and several others have considered them.

Legislative action in this area stems from the Alar scare in 1989. Washington state apple growers claimed financial losses as a result of a CBS "60 Minutes" piece outlining the potentially carcinogenic effects of daminozide, a growth regulator commonly known as Alar. Many consumers stopped buying apples. Damages to the apple industry approached \$75 million.

The growers' suit failed because the common law tort of trade libel requires the plaintiff prove the defamatory statement false. The

apple growers weren't able to do that; the "60 Minutes" segment was based on a Natural Resources Defense Council report.

Because the statements "were about an issue that mattered" and "could conceivably be true," the court granted summary judgment for the defendants, and the Ninth Circuit Court of Appeals affirmed. The Supreme Court refused to review the case.

State legislators reacted by passing "veggie libel" laws — the one in Texas is called the "False Disparagement of Perishable Food Products Act" — which ease the plaintiff's burden of proof. Farmers and other food producers lobbied that because their products are perishable, they need special protection. Some of these laws define a "false statement" as any statement not based on "reasonable and reliable scientific inquiry, facts or data."

Thus, they shift the burden of proof to the defendant, who must show "reasonable and reliable scientific" backup for statements made. The problem is science is always changing and it's anybody's guess as to what a court might

consider a "reliable scientific fact." Some states do not assign the burden of proof, but allow the court to consider whether the information is reasonable and reliable as one of the factors it uses to determine liability. While all of these laws allow for compensatory damages, most also provide for punitive damages. In Ohio and South Dakota, a successful plaintiff can win treble damages.

Free speech proponents hoped the Oprah suit might test the constitutionality of these state laws. The judge in the case skirted the issue, however, ruling that the cattlemen failed to prove their case under the Texas law.

Thus, the cattlemen faced the higher burden of proof under disparagement tort law, which requires the statement be "of and concerning" the plaintiff. In other words, not everyone has standing to sue; only those who were the subject of the false statement. The statements made on the Oprah show did not mention Texas or the Texas cattlemen, so they

See **LIBEL**, page 13

AG Opinions

Messenger-Inquirer/Daviess County Detention Center

Mark Cooper, a reporter for the Messenger-Inquirer, Owensboro, and assistant city editor Sam Adams, requested information regarding current and former jail employees and records provided by the detention center to the Daviess County Jail Task Force.

Cooper submitted a written request on May 18 for the names, ages, addresses and telephone numbers of all employees who had worked at the detention center from Jan. 1, 1995 to the present. He also requested a copy of "all records provided by the Center to the Jail Task Force appointed by Daviess County Judge-Executive Buzz Norris."

On May 21, the county attorney, Robert Kirtley, partially denied Cooper's request pertaining to jail employees based on the county's Administrative Code

which he said only allowed for release of the employee's name, classification and salary.

Kirtley also claimed the employees' home addresses and telephone numbers were exempt under provisions of the Open Records Act.

In regards to the records supplied to the Jail Task Force, Kirtley said he would "first have to get with the chairman to found (sic) what exactly has been requested and furnished and if these records can be made available as nonexempt matters." He explained that the detention center's staff had recently expended considerable time and effort in responding to U.S. Justice Department inquiries, but that he hoped to be in touch with Cooper in the "next week with a timetable for the production of the requested materials."

See **OPINIONS**, page 13

Spanish employment ad acceptable if it's also published in English

A Western Kentucky newspaper's classified department recently received a request to publish an employment opportunity ad in Spanish only. The company wanted only Spanish-speaking people to apply.

Cindy Thornburg, with the Kentucky Human Rights Commission, said that unless the newspaper is printed only in Spanish, then employment ads

must be published in English before they can be published in any other language. By doing so, the newspaper avoids violating federal discrimination laws.

"It's okay to publish an ad in Spanish," Thornburg said, "as long as the ad appears in English as well." She added that it would be up to the newspaper whether to charge for one ad or for both if an ad appears in two languages.

Ruling gives obituary same protection as news under the First Amendment

The Chicago Commission on Human Relations held that a newspaper could not be compelled to publish a death notice that characterizes a homosexual individual's partner in the same manner in which it characterizes a legally wed spouse. The Commission determined that the regulation of the content of death notices would unconstitutionally infringe upon the newspaper's First Amendment right to a free press.

The individual, who was gay, complained to the Commission after the newspaper refused to publish a death announcement which contained the name of his partner (whom he regarded as his spouse) in parentheses after the individual's name, because both of their names were male. The newspaper argued that the decision not to publish the announcement in that manner involved the exercise of editorial discretion, and, therefore, the newspaper could not be compelled to publish the announcement. The individual responded by noting that a death notice, because it is purchased, is purely commercial speech and thus enjoys no First Amendment protection.

See **OBITUARY**, page 13

Got legal questions about a story or ad?

Call the KPA

FOI HOTLINE (502) 540-2350



Committee

Continued from page 1

word after word, paragraph after paragraph.

In the pressroom everything is on hold. Because you've convinced your editor that this story is something worth waiting for, you've been allowed some extra time, but not much. In 30 extra minutes the presses will roll with or without the article. There's no time for a cup of coffee or even a quick smoke to think about clever phrases or interesting segways, you've got to type.

With five minutes to spare, you give the copy a quick glance and send it on to the editor. Your work is done.

In the pressroom, everyone is waiting for the final page to be prepared for the press. When it's ready, everything is full steam ahead. You can hear the roar of the giant machinery as you leave the building.

At home, you know that while you sleep the work at the paper office will continue. The pressmen will constantly be checking to see that everything is adjusted correctly. As the newspapers fly off the press, workers will grab them up, address some of them, simply bundle others and make sure all are ready for distribution.

After a night's sleep, you get dressed and walk down to the corner drugstore. Pulling some loose change out of your pocket you buy yourself a newspaper and there it is — your story. You have to smile.

Walking back to the newspaper office you reread what you'd written the night before. It seems to make sense and there are no typos that jump out at you. If you had seen a major faux pas, you would have wadded the paper up and never looked at the issue again. But this one works. It's a good story and you reported it. The June 2, 1957 issue is one that you will keep for a long, long time.

A lot has changed in the newspaper business over the past 40 or 50 years. Today all of us are more than a little familiar with computers, scanners, digital cameras, CommonNet and other miracles of technology.

But while our equipment has improved, many of the basic skills needed for working in a newspaper remain the same. A person good at interviewing and writing an insightful article about that interview is just as much in demand today as he or she would have been 100 years ago.

Today's newspapers have a lot more graphics, a lot more color and are a lot easier to produce. The main objective, however, is still the same as it has always been—providing readers with accurate information on local, state or national happenings.

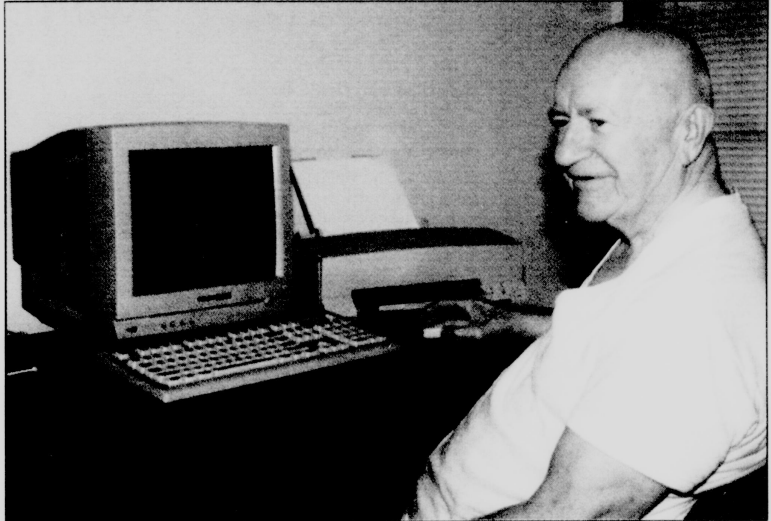
Through the years, thousands have understood this objective and have worked at newspapers across the state. It's these people who have helped bring Kentucky's newspapers to where they are today.

KPA President Guy Hatfield has given a committee of board members the challenge of recognizing the many men and women who blazed the trail for all of us involved in the newspaper business. Whether that person is still active in the business or has retired or moved on to another field, they should be noted for their contributions.

The problem the committee immediately ran into was finding the best way to honor these people. A certificate was deemed too worthless and a plaque too expensive. That's why we're turning to you readers of The Kentucky Press for assistance.

If you have any ideas on how to recognize those

A part of our history



Times have changed

Bill Simpson, 80, former editor and publisher of The Wayne County Outlook, Monticello, KY. Simpson grew up at the paper which was founded by his father, J.W., in 1904. He was working at the office when its first mechanical typesetting machine—a Line-O-Type—was delivered in 1936. Before this, all type was set by hand. He gained mention in Publishers Auxillary in the mid-1930s when a reporter for the publication stopped in the Outlook office and was impressed by the way the young Simpson—not yet 18 years old—ran the newspaper operation while his father was out of town. Except for some "time off" to serve in the U.S. Navy during World War II, Simpson worked at the paper all his life until the family sold the business and he retired in 1988. During his tenure, the newspaper advanced from handsetting all the type in the paper to the use of McIntosh personnel computers for composition. He and his wife, Eileen, still reside in Monticello. Above: No longer chained to the Line-O-Type, Simpson tries his hand at a normal keyboard as he surfs the Internet.

who have gone the extra mile for newspapers in the state we'd like to hear from you. This acknowledgement is not just for the movers and shakers of the paper industry—they've probably already been recognized—but for the pressman, the reporter, the ad salesperson, or the circulation manager who did their part.

Let me know what you think and I'll pass it on to the committee at the next board meeting. Write to: Stuart Simpson, c/o Somerset Pulaski News Journal, P.O. Box 1565, Somerset, KY 42502.

One thing that can be done now to recognize these people is to send a photograph of them to The Kentucky Press for publication. Photographs

can be current or taken years ago when the person worked for a newspaper. Be sure to include some biographical information about the person.

Surprise someone who has been a long and faithful employee of your newspaper or who is a retired pressman or editor living in your community. Kentucky's newspapers have had a lot of committed people working for them over the years and this is an easy way to note their contributions.

I'll start the ball rolling with this issue in an obvious and self-serving way, by featuring my father. I hope all of you will take the time to submit photographs and information for future issues of those who set the stage for all of us.

Have a suggestion on how KPA can honor long-time employees? Or do you know of any long-time employees who should be honored? Call or write Stuart Simpson at the Somerset Pulaski News Journal in Somerset, Box 1565, Somerset, Ky. 42502, telephone (606) 678-0161.

One thing you can do is send a photo with some biographical information (like the example above) to Lisa Carnahan, The Kentucky Press, 101 Consumer Lane, Frankfort, Ky. 40601.

Violence

Continued from page 6

workplace that the employer recognizes are likely to cause death or serious injury.

Failure to meet this duty can leave the employer open to prosecution under OSHA, since administrators will prosecute employers who recognize a hazard or workplace violence and do not take sufficient steps to prevent that hazard.

A failure to meet a general duty of care in preventing workplace violence may also give rise to negligence claims by employees or third parties. Employers also may experience liability for workers compensation, because injury to co-employees, and also liability under the ADA for failure to accommodate individuals with mental disabilities who manifest potentially violent behavior.

In early 1996, OSHA issued its Guidelines for Preventing Workplace Violence for health care and social services workers. These guidelines set out a four-prong methodology for establishing programs that can reduce or eliminate the hazard of workplace violence.

The guidelines are specifically directed to the health care social service and retail industries, but OSHA is likely to contend that the general principals will be applicable to all industries. Similar guidelines have been proposed for night retail businesses. The four primary aspects of the guidelines are:

- Management commitment and employee involvement.
- Work site hazard analysis.
- Development of a hazard prevention and control program.
- Employee safety and health training.

These guidelines will likely be used by OSHA in establishing liability under its general duty clause. OSHA has stated that it will not prosecute employers who implement these guidelines, so it makes good business sense to follow these guidelines in assessing your company's vulnerability to violence.

Checklist of Compliance

What can an employer do to ensure compliance with the OSHA workplace violence guidelines? The following checklist may assist employers in implementing a workplace violence policy that is in compliance with those requirements:

Adopt a "zero tolerance" policy:

The employer should make an unequivocal statement of zero tolerance of any form of workplace violence. In implementing this zero tolerance policy, the employer should provide mechanisms for reporting and dealing with episodes of violence, whether it originates inside or outside the

"A failure to meet a general duty of care in preventing workplace violence may also give rise to negligence claims by employees or third parties."

Bruce H. Henderson
Tanner & Guin, P.C.
Tuscaloosa, Ala.

workplace. The violence prevention policy should also state clearly the consequences of making threats or committing violent acts in the workplace.

Assure reporting of all incidents of violence:

Develop a system for reporting episodes of violence. Implement procedures for investigating reports and complaints. Investigators should be prompt, objective and documented for all complaints.

Adopt a no-weapons policy:

Implement additional policies that may decrease the incidence or the rate of violent activity. Prohibit the use or sale or possession of firearms, weapons, guns, knives and other devices at your workplace. Make violation of the policy grounds for immediate termination.

Implement drug and alcohol testing:

Immediately implement a written substance abuse policy. Test the applicants for employment, and reserve the right to perform tests on a random, post-accident, return to work from leave and reasonable cause basis. Prevent a drug user from ever being employed.

Perform background checks:

Conduct reference and background checks for new employees as well as existing employees when necessary.

Implement other security measures:

Recognize and provide adequate security measures. These might include special lighting, cameras, and personnel, particularly specialized security or monitoring devices may be devised for late night workers. The employer may also restrict or control access and freedom of movement within the workplace.

Promote awareness and training:

Educate all employees and management about the particular policies. Emphasize management's commitment to abiding by these policies, especially the zero-tolerance policy.

Finally, educate supervisors and management about the profile of a potentially dangerous employee. Provide specifics on where, when and how to report violent episodes to law enforcement, as well as what other steps may be necessary in the aftermath of violence.

(Reprinted from SNPA's July publication.)

Heath receives national award from USPS

Max Heath, vice president of Landmark Community Newspapers, Inc., Shelbyville, was honored Sept. 2 at the National Postal Forum with a Special Achievement Award. The award was presented by Postal Service Vice President Allen Kane during the National Postal Forum in Washington, D.C.



"Max has successfully worked on the behalf of community newspapers to improve relationships between the newspaper industry and the Postal Service," said Kane during the award presentation. "Through published articles, Max has provided the users of all classes of mail and industry interpretation of postal strategies, policies and procedures."

The award showcases CEO's and Senior Executives in the mailing industry who work with the Postal Service to further relationships to provide the best possible

service to customers.

Heath is also a member of the Mailers Technical Advisory Committee (MTAC), working closely with top postal management to improve service and enhance products available to the entire mailing community.

"For his years of service and dedication in helping to build this two-way bridge of communications with the Postal Service," Kane concluded, "it is my pleasure to present Max Heath with this Special Achievement Award."

"Max has done a lot for community newspapers across the U.S.," said KPA Executive Director David T. Thompson, "and is certainly deserving of this award. All newspapers owe a special thanks to Larry Coffey and LCNi because they've given Max the opportunity."

"Every newspaper and every state press association would love to have Max in their state. We're just extra fortunate that he's a Kentuckian."

Heath was president of the Kentucky Press Association in 1987.

Do your part in keeping 'urban legends' out of print

Myths and legends have been around since man learned to talk. Ancient myths spoke of dragons and monsters. American folklore spoke of Indian spirits and Babe, a blue ox.

So, are you allowing modern myths to be printed in your newspaper?

Recently a woman walked into the Iowa Newspaper Association to collect business cards because she said her office received a fax from the Red Cross. It seems a dying 17-year-old boy named Craig Shergold had a wish through the Make-A-Wish Foundation to be in the Guinness Book of World Records for the most business cards.

She learned to her horror that her entire morning had been wasted on a hoax.

Craig Shergold did have a wish (although not through Make-A-Wish) — back in 1989 — to get in the book for the most greeting cards before he died of a terminal brain tumor.

Fortunately, Craig's tumor was removed in 1991 and now he wishes the cards (business and greeting) would just stop coming! (Remember that old saying about being careful what you

wish for?)

But wouldn't this make a great story for a newspaper? The headline could read, "Dying kid makes last wish." In fact, it has appeared in newspapers over the years, helping to perpetuate the myth.

The Internet is also an enormous breeding ground for hoaxes and myths. Ever receive an e-mail talking about an "URGENT e-mail virus alert, be sure to send this to everyone you know"? All these messages are chain letter-type hoaxes.

The only way a person can receive a virus via e-mail is to download AND run an executable file on an IBM-PC computer. These kinds of viruses have disappeared over the years on Macintosh computers.

So how does an editor or reporter identify a hoax?

The Computer Incident Advisory Capability (CIAC), a division of the Department of Energy, offers these tips:

Identify a hoax by:

1. The hoax contains technical sounding language which sounds plausible but does not have any

See LEGENDS, page 14

Deaths

Continued from page 2

University in Alabama. Health problems forced his retirement from there in 1988. After moving back to the Portsmouth area, he began writing a weekly column "Heroes and Other Folks." Last year, he published a collection of his columns in a book.

Survivors include his wife, Norma Joseph; a son, Jim Joseph, Georgetown; two daughters, Judi Joseph, Lexington, and Joan Joseph, Alexandria; and four grandchildren.

Services were held at the Wheelersburg Methodist Church. Memorials are suggested to Shawnee State University General Scholarship Fund, Portsmouth, Ohio 45652; or American Heart Association, 1885 Dixie Highway, Suite 250, Fort Wright, Ky. 41011.

Barbara Jane Jenkins Perry

Barbara Jane Jenkins Perry, a former photographer, feature writer and women's section editor of the Frankfort State Journal, died Aug. 2 at her home. She was 81.

Perry was the wife of former State Journal publisher Norvin A. Perry Jr.

A native of Vermont, Ill., Perry was a graduate of Duke University. She is survived by her husband, two daughters, Holliday Sparrow and Nancy L. Perry, both of Frankfort; three sons, William A. Perry, Atlanta, Phillip C. Perry, Lexington, and Christopher B. Perry, Hilton Head, S.C.; and 11 grandchildren.

Services were held at the Episcopal Church of the Ascension and burial followed in the Frankfort Cemetery.

Ben Tureman

Ben Tureman, 73, former general manager of the Richmond Register, died Aug. 1.

Tureman worked at the Richmond newspaper for over 30 years and was remembered by his former colleagues for his dedication to the newspaper and his gentle nature.

"I called him Gentle Ben. That was just his nature," said Maynard Almjeld, in a recent Register story about Tureman's death. Almjeld was advertising manager of the newspaper from 1974-1986.

"He was just an all-around good person," said former Register publisher Randall Shew. "He was very loyal to the Register and he enjoyed playing golf... His family, the Register and golf were his favorite things."

Mass of the Resurrection was celebrated at St. Mark Parish and burial followed in the Richmond Cemetery.

People

Continued from page 2

most recently worked at ABI/Inform, a publisher of business periodical databases in Louisville and as a business news correspondent for Business First, a Louisville business journal.

Prior to the positions in Louisville, DeWitte served as business editor and columnist at The Evansville Courier, Evansville, Ind., and as a business writer and columnist at The Southern Illinoisian, Carbondale, Ill. He is a graduate of the University of Iowa School of Journalism.

Sizemore joins staff at Henry County Local

Brian Sizemore has joined the staff of the Henry County Local as a staff writer.

Sizemore has worked at several Kentucky papers, including the Corbin Times-Tribune and the London Sentinel-Echo. He will cover general news and sports for the Henry County Local.

O'Nan named news editor at Harlan

Clarissa O'Nan has joined the staff of the Harlan Daily Enterprise as news editor.

O'Nan is a 1984 journalism graduate of the University of Kentucky. She previously worked as news editor of the Griffin Daily News in Griffin, Ga., and as a city government reporter for the Winchester Sun.

A native of Henderson, O'Nan will be responsible for design of the news and editorial pages and covering county government, courts and the county school system.

Gamblin joins staff at Morganfield

Bill Gamblin is the new staff writer at the Union County Advocate in Morganfield.

A native of Madisonville, Gamblin most recently worked as news director at a Madisonville radio station, WZEF-FM/WTTL-AM. He worked as a news clerk at the Madisonville Messenger and has articles published in the United Mine Workers Journal, Wing World, Kentucky Prep Hoops and the Scorekeeper. He is a graduate of Madisonville Community College and attended Eastern Kentucky University.

Menser named news editor at Shelbyville

Kelly Menser has been named news editor of the Sentinel-News in Shelbyville.

Menser has been a part-time staff writer for the newspaper since last summer. She is also a student at the University of Louisville where she is pursuing her law degree. Prior to coming to the Sentinel-News full-time, Menser split her time between the Shelbyville paper and the Shepherdsville Pioneer-News. She's also served as news editor and editor of The News-Herald in Owenton.

A graduate of Murray State University, she is on the staff of the Brandeis Law Journal at U of L.

Collins joins ad staff at Beattyville Enterprise

Deborah Denise Collins is the new ad manager at the Beattyville Enterprise.

Collins is a native of Lee County and a member of the U.S. Army Reserve. In addition to advertising, Collins will also assist the editorial department.

Recorder group promotes Olding, Robinson

Steve Olding has been named publisher of The Recorder and Kelly Robinson has been named retail sales manager.

Olding has been with the Recorder newspapers for the past six years. He served as editor of the Campbell County Recorder in 1992 and was named managing editor in 1996, overseeing production of all seven weekly publications of The Recorder. He took over as interim publisher in May of this year when Gene Clabes stepped down from the position.

A native of the area, Olding is a graduate of Northern Kentucky University.

Robinson has been with the company for 10 years eight in retail sales and two in outside classified sales. She took over the job after former sales manager Jim Vieth was promoted within the company.

Whittington wins award for child custody series

Janet Whittington, a former reporter for The Madisonville Messenger and now news editor of the Providence Journal-Enterprise, was recently awarded the 1998 Champions for Children Award.

Whittington won the award for her series of articles entitled "In the Best Interest of the Child," which ran in the Madisonville paper and focused on several child custody battles.

She was nominated for the award by June Kubach, executive director of the Family Advocacy Center in Madisonville. The competition is sponsored by the Kentucky Council on Child Abuse.

Nalley joins ad staff at Kentucky Standard

Melissa Nalley has joined the staff of The Kentucky Standard in Bardstown as advertising coordinator.

Nalley comes to the newspaper with eight years of newspaper experience. She worked at the LaRue County Herald News and most recently, the Elizabethtown News-Enterprise.

Crittendon, Tatum join Sentinel-News staff

Tameka Crittendon is the new office/bookkeeping assistant at the Shelbyville Sentinel-News.

Crittendon is a graduate of Spencerian College and plans on attending Sullivan College this fall to obtain her degree in accounting. She will be responsible for handling tear sheets and insertion orders and classified advertising.

Ginny Tatum is the latest addition to the newspaper's graphic design department.

A Louisville resident, Tatum graduated in May from the University of Kentucky and while at UK, worked at the student newspaper, the Kentucky Kernel. She will be responsible for designing display, classified and special section advertising.

Dooley hired as reporter at Henry County Local

Jason Dooley has joined the staff of the Henry County Local as a reporter.

Dooley is a recent graduate of the University of Kentucky. While at UK, he worked at the student newspaper, the Kentucky Kernel. He also worked for the Community Voice News Journal while in Lexington.

Before college, he worked for two years as a sports writer at his hometown paper in Logan County.



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AD \$ENSE

'Successful' sections: a goal that's reachable

Should newspaper sections be managed as products, the way consumer products like Wheaties are managed?

A couple of years ago, the knee-jerk reaction at most newspapers would have been, "Of course not." Then the Los Angeles Times did it, unleashing one of the hottest current debates in the newspaper industry.

From my perspective as a former reporter and editor who metamorphosed into a newspaper marketing researcher, I would answer the question with a qualified "yes."

Here is my qualification: I don't think it would work for most newspapers to have someone from the "business side" be part of the news/editorial team for each section. Because of its size and stature, I believe the Los Angeles Times will pull it off.

Smaller newspapers, however, might run the risk of having sections take on an advertorial flavour if the "business side" is too closely involved.

When I was a reporter at the Star Tribune in Minneapolis, we bought ground beef at several grocery stores and had it analyzed, discovering unsavory things. After the story ran, we lost some major grocery advertisers. I doubt that investigation would have happened if we had a Food section "team" with a "business side" participant.

But face it - newspaper sections are really products. And, except
See SECTIONS, page 15

NAA creates center to act as clearinghouse for ad information

The Board of Directors of the Newspaper Association of America (NAA) has approved plans for the development of the Newspaper Industry Communications Center (NICC), which will facilitate information among advertisers, advertising agencies, newspapers and third parties involved advertising transactions with newspapers.

"The notion of a communications vehicle to tie advertising functions together has been on people's minds for a long time," explained NAA President and CEO John F. Sturm. "Today's technology can make this happen efficiently and in a way that will make buying newspapers easier, faster and cheaper. This is a great opportunity for NAA to expand its role as a catalyst for national and multi-market advertising sales and to add value for our customers. The 'NICC' will make newspapers more competitive overall and take us to the next level as an industry."

NICC, which will take at least a year to develop at a cost of approximately \$5 million, will be set up as a for-profit, separate subsidiary of NAA, much like the Newspaper National Network (NNN) was established in 1994. The goal is to simplify the planning, placement and execution of newspaper advertising by serving as a central communications source.

By managing the advertising campaign workflow and facilitating transactions, the NICC will handle processes such as routing tasks to the correct person at each organization and allow users to track the campaign's status. It will enable advertisers and newspapers to send information via a user-friendly Web interface, providing a standard data interface, ensuring the security of data, and acting as a single source for all information as the campaign develops. It will have a modular structure so that solutions can be upgraded over time and new functionality added.

During the last ten months, Booz-Allen and Hamilton began concept development on NAA's behalf to address the issue that this communications center will solve - making newspaper buys an easier process through a central source. The consulting firm of KPMG-Peat Marwick will serve as the primary developer and bring the NICC into an implementation phase.

"As important as understanding what the NICC is, is the understanding of what it is not," Sturm added. "NICC will not replace existing service providers and it will not negotiate rates. The NICC will streamline the existing ad-buying process and tie together a number of solutions."

Reps: Don't talk yourself out of a sale

Ad-libs®

By John Foust
Raleigh, N.C.



Mark Twain used to tell a story about attending a church revival. Twain liked what the preacher was saying and decided to put a brand new \$100 bill in the collection plate when the sermon ended.

But when the preacher's sermon lasted longer than the congregation's willingness to listen, Twain thought to himself, "Fifty dollars will do just fine."

After that seemed like an eternity, the preacher showed no signs of stopping. Twain changed his mind again, "Under the circumstances, I'm sure \$10 is appropriate."

When the plate was finally passed, he took fifty cents out.

True or not, this story illustrates the importance of brevity. Too much talk can kill a sale.

In his book "The Ben Franklin Factor: Selling One to One," James C. Humes describes what happened when John Foster Dulles, who was Eisenhower's Secretary of State, attended a Cabinet meeting

to present his recommendations on foreign aid. George Humphrey, the Treasury Secretary, interrupted before Dulles finished the first page of a 14-page brief. "Foster," he said, "if this pertains to the foreign aid appropriation, I'm for it." Dulles stopped in mid-sentence. Years of practicing law had taught him to stop talking as soon as the other side has indicated a willingness to buy.

I once sat in on a meeting between an advertiser and a media salesperson. The salesperson came within a whisker of talking himself out of a sale. He was so absorbed in his presentation that he didn't have a clue of what was happening on the other side of the desk. After the client agreed to buy, he kept talking...and talking. The last straw was when he started pulling research number up on his laptop computer. Exasperated, the client cut him short and sent him on his way.

Here are some points to keep in mind:

1) **Leave your ego at the door.** Sure, you spent a lot of time preparing your presentation. But your client may be able to make a favorable decision without hearing every word and looking at every

See TALK, page 15

Video workshop can help your staff create better ads



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Obituary

Continued from page 8

In reaching its conclusion, the Commission noted that the key question was whether publication of a death notice, for which the newspaper's customer pays a fee, is commercial speech subject to reasonable regulation, or whether it is more like "news" for which the Commission's adoption of First Amendment protections provides an absolute prohibition upon content regulation.

The Commission pointed out that the distinction between the two types of speech was based on the content of the material at issue, not on who pays for its inclusion in a newspaper.

In finding for the newspaper, the Commission held that death notices provide news; they do not propose a commercial transaction. Rather, they impact information — who died, who that person's survivors are, what the funeral or memorial arrangements are. The Commission determined that death notices are no less news by virtue of the fact that they are bought and sold. Accordingly, the Commission ruled that it could not regulate the content.

(Reprinted from the July issue of First Amendment Comment)

Opinions

Continued from page 8

Cooper subsequently received a list of 57 names with no other identifying information. He apparently received no subsequent communication from Kirtley about the records provided to the Jail Task Force.

On June 20, Adams requested the same information from the judge-executive. Norris used the same arguments as the county had used and also cited a previous AG opinion, 97-ORD-66, to support his position.

Cooper and Adams challenged the detention center's position regarding the release of the names, address and phone number arguing that disclosure was not an unwarranted invasion of privacy. They noted that allegations had been made that jail inmates provide farm labor on the jailer's private property. If true, they said it is in the public interest to know whether such work is performed on the private property of jail employees.

The also pointed out that the detention center had improperly postponed the release of records furnished to the task force. The records requested on May 18 had not been released as of June 20 and the Messenger-Inquirer had been given no explanation for the delay.

Court rules press restrictions unconstitutional

A United States Court of Appeals recently concluded that New York City executive orders requiring all employees of the city's child welfare agency seek approval from a Media Relations Office before conveying any information to the media are unconstitutional.

The court rejected the city's argument that its media policies were the most effective means to prevent public disclosure of confidential information.

In this case, a news station contacted an employee at the city's child welfare agency regarding the death of a six-year-old child, which allegedly resulted from a beating from the child's mother. The employee met with the media and the station aired part of her interview, including the statement, "There are lots of fatalities the press doesn't know anything about."

The city subsequently suspended the employee for violating the media policies. The employee then filed suit, alleging that she was improperly retaliated against for engaging in constitutionally protected speech on a matter of public concern. The trial court found the media policies violated the first amendment rights of agency employees.

'Media policies' meant to prevent disclosure of non-confidential information, city claims

When an employee speaks on matters of public concern, the government bears the burden of justifying any adverse employment action.

Because of the prohibition of expression in this case, the court found that the city was required to establish that the interests of both the public and employees in the expression are outweighed by the expression's impact on the actual operation of the government.

Although the city admitted that the policies restrained speech by requiring employees to seek prior review of their comments to the media, it contended that the policies did not prohibit employees from commenting on non-confidential agency operations.

Even under this interpretation of the city's policies, however, the court found that the policies clearly interfered with the employees' ability to convey their views.

The court specifically noted

that the prior approval requirement allowed the agency to control the timing of the intended speech. In doing so, the city retained the power to destroy the immediacy of the commentary, effectively eliminating its newsworthiness.

Turning its attention to the city's interests, the court found that the city's interest in protecting confidentiality was significant because reputation and security of those persons served by the child welfare agency.

However, the city failed to establish that the asserted harms were real rather than conjectural. The court also found that the blanket prior approval requirement served to suppress and chill substantially more speech than necessary to accomplish the city's asserted interest in promoting efficient and effective operations.

As a result, the court found the policies unconstitutional because the city had asserted no justification which would outweigh the public interest in allowing free and open debate on matters of public concern.

(Reprinted from the July issue of First Amendment Comment. Harman v. New York City)

Assistant Attorney General Amye L. Bensehaver determined the detention center had violated the procedural requirements of the Open Records Act. Although the center initially responded in three days as required, it failed to "explain how the exceptions applied to the records withheld."

Bensehaver disagreed with the newspaper's position, however, concerning the addresses and phone numbers of the jail employees. She noted Kentucky courts had recognized that home addresses and telephone numbers "are generally accepted by society as details in which an individual has at least some expectation to privacy." She said public employees do not forfeit their privacy interest in this personal information by virtue of their public employment.

The detention center did fail to follow the guidelines of the Open Records Act in regards to the task force records. Although Kirtley's office notified the attorney general that numerous records were disclosed to the Messenger-Inquirer, the detention center did not issue a formal response indicating what, if any, records were withheld and why.

"The Daviess County Detention Center is directed to immediately respond to that portion of Mr. Cooper's request and to release to him all records which were provided to the Jail Task Force," wrote Bensehaver.

Libel

Continued from page 8

did not meet the "of and concerning" requirement, and their claim failed.

But it's not over yet. In Ohio, an egg producer, Buckeye Egg Farm, sued the Ohio Public Interest Research Group for alleging it illegally repackaged old eggs, selling them as new. Buckeye admitted the repackaging, but claimed the actions were within federal guidelines. The suit has been dropped, but the statute remains unchallenged. And emu ranchers sued Honda for a TV commercial which referred to emus as "the pork of the future." Although the ad probably gave significant free publicity to emu producers, the ranchers claimed it disparaged emu meat.

These laws vary as far as the standard required for liability. Some require that the dissemination of false information be malicious; at the other extreme, there is no requirement in some states' laws (Alabama and Oklahoma) that the plaintiff prove the defendant was even aware that the statement was false. And the "of and concerning" requirement which saved Oprah is lacking from most of these laws. Thus, anyone involved in the entire food produc-

tion chain may bring a claim.

Even if defendants win these cases, these veggie-libel laws have a chilling effect on public discussion of food products. One of the lawyers for the cattlemen was quoted as saying that the Oprah case "should make reporters and journalists... more careful." Win or lose, litigation is expensive. Especially when the court must consider whether statements are based on "reasonable and reliable" evidence.

In addition to Ohio and Alabama, other nearby states with veggie libel laws on their books are Florida, Georgia, Louisiana and Mississippi. Although the Kentucky General Assembly is not in session right now, it is not too early to begin thinking about the 2000 General Assembly. Be on the alert for efforts to draft and prefile similar legislation. The "marketplace of ideas" needs protection — especially when it relates to the food we buy at the supermarket.

If you have any questions about this or other subjects covered by the KPA Hotline, don't hesitate to call. Your hotline attorneys are standing by.

**Need help?
Call the
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540-2350**



Change is good

Mike Herndon, left, managing editor of the Kentucky New Era in Hopkinsville, pointed out one of the many additional features of the paper's new Weekend edition to Joe Hedges, an instructor at Murray State University Department of Journalism and Mass Communications. Hedges, who is also adviser to The Murray State News, was chosen for a Faculty-in-Residence internship by the Kentucky Journalism Foundation. As part of his duties this summer at the New Era, Hedges conducted a random survey of subscribers and non-subscribers to gauge reaction to the new Weekend edition. (MSU photo by Barry Johnson)

New ties must be forged between media profession, journalism education

By CHARLES L. OVERBY

The future of journalism education depends on a new and positive relationship with media professionals.

In my lifetime, I have never seen less respect by journalism educators and media professionals for one another.

Unless the two groups can find common ground for mutual respect and partnership, journalism educators are going to be the 21st century equivalent of Latin teachers. Most Latin teachers can explain why they are needed. But that's the point: They must spend their time justifying their existence.

Journalism education is buffeted from both sides:

- From elements within academia who see journalism education as a trade school and an unimportant aspect of the higher learning process.

- From many within the news profession who see journalism educators as irrelevant or unsatisfactory in teaching and preparing future reporters and editors.

With diminishing support inside and outside, journalism education is threatened as never before.

This disrespect is compounded by the low esteem that many educators have for the media.

To make matters worse, many within the news business have developed a self-loathing for their profession.

This self-loathing threatens journalism education and journalism itself.

It reminds me of the time I was in my dentist's chair and he decided to confide in me: "I've been thinking maybe I don't want to spend the rest of my life sticking my hands in people's mouths."

Many journalism educators find themselves in the same position today. They find it somewhat distasteful to be educating students for a business that pays students poorly and produces a daily product that they often deride or dislike.

If those educators cannot come to grips with the end product of their teaching - namely newspapers and local TV newscasts - then they're no better off than the dentist who doesn't like to stick his hands in people's mouths.

The same can be said for journalists who don't like what they're doing.

At the Newseum, we have a collection of movie clips that portray

"We must never forget that the free flow of information is the cornerstone of our democracy. If that seems smarmy, then maybe we should check our cynicism levels."

Charles L. Overby
Chairman, CEO, The Freedom Forum

journalists. In one famous scene in "Dateline USA," Humphrey Bogart holds the phone out to the sound of rolling presses and says to a gangster on the other end, "That's the press, baby, the press, and there's nothing you can do about it."

We have lost the Humphrey Bogart spirit, and it's up to all of us to put it back. Not by pointing fingers. But by understanding that we're all in this together.

We must renew our enthusiasm for why we are in this business. We must lift up the nobility of journalism education and the news media.

Too often, we all act as if the reporting, editing and presentation of the news is just another job. It's not unusual for nonjournalists to feel that way. But that mentality is seeping into journalism schools and newsrooms.

We must never forget that the free flow of information is the cornerstone of our democracy. If that seems smarmy, then maybe we should check our cynicism levels.

Of course, improvements are needed in both journalism education and the news profession. But wringing our hands won't do anything.

The role of journalists and journalism educators is to improve journalism, not abhor it.

Enlightened news professionals and journalism educators must find ways to improve journalism together.

There are thousands of newsroom professionals and journalism educators. Maybe a few hundred from both sides could lead the way in forging meaningful partnerships for the 21st century.

Our future could depend on it. (This column is adapted from remarks to the Leadership Institute for Journalism Educators in San Francisco. Reprinted from the July issue of The Freedom Forum NEWS)

Legends

Continued from page 10

basis in fact.

2. The hoax will list credible sources (i.e. Microsoft, Apple, America Online). None of these organizations use e-mail to disseminate information.

3. The hoax creates urgency (i.e. "It was announced today..." or "Immediately send this to...")

4. The hoax is passed to you via e-mail. As mentioned above, if the situation really was grim, the company would be on the nightly news and sending press releases to newspapers.

5. Be sure to validate the warning. If the hoax lists a source, check it. Visit their web-

site, check a site which lists known hoaxes, etc.

Newspapers can best serve the public by being aware of modern hoaxes and myths, properly identifying them, informing the sender of the hoax (list of sources below and then hitting the DELETE key).

Sources

- US Dept. of Energy's Internet Hoaxes Page

<http://cica.llnl.gov/ciac/CIACHoaxes.html>

- Urban Legends

<http://www.urbanlegends.com>

- Make-A-Wish Foundation hoaxes

<http://www.makeawish.org/craig.htm>

- Computer Virus Myths home page

<http://www.kumite.com/myths/>
(Reprinted from the July 29 issue of the Iowa Press Bulletin)

Canada.

The NICS features information for 12 new job titles. New online positions added to the 1998 survey are: online services director, online editor, content producer, creative director, Webmaster and online sales representative.

The other new positions added to the 1998 survey are: paginator, information systems specialists, PC specialist, top marketing executive, classified inside sales representative and prepress specialists.

For more information, contact Bob Friend at Inland, (847) 696-1140.

Salary

Continued from page 5

cent increase last year. Experienced reporters were steady with a 3.3 percent increase this year, preceded by a 3.5 percent increase last year.

The NICS is a confidential study that contains salary information for 78 job titles unique to the newspaper industry.

Participation in this year's study includes 479 daily newspapers across the United States and

KPA Fall seminars focus on news, circulation topics

Mark your calendars and watch your mail for more information

They're unfortunate situations but more and more newspapers are finding themselves involved in covering school and workplace violence events. Readers want more information about these events when compared to most spot news stories but few newspapers are prepared to handle such coverage.

October 15 at the Hurstbourne Holiday Inn in Louisville, the KPA News Editorial Division is holding a one-day seminar on "Covering School and Workplace Violence" to help newspapers prepare for such situations, should they occur.

The seminar includes a morning presentation by crisis consultant Tommy Preston, giving newspapers much-needed background on how and why school and workplace violence situations happen. In the afternoon, those attending will hear a panel discussion from newspaper and school officials who have witnessed similar situations.

The panel includes Karl Harrison, of The Paducah Sun, talking about the killing of three students at Heath High School during the 1997-98 school year; Mike Scogin, publisher of the Georgetown News-Graphic, whose staff received numerous reports of a student bringing a gun onto school property though the situation was vehemently denied by school and local law enforcement officials; Steve Sorrell, who was assistant principal at Ryle High

School when student Clay Shroud came to class with a weapon after killing his family members earlier that morning; Brad Hughes, of the Kentucky School Boards Association, who regularly works with school officials across the state in preparation of violent events; and, Jon Fleischaker, KPA general counsel, who will discuss newspapers' rights to covering school and workplace situations.

Registration information is being mailed to all Kentucky newspapers. The morning session will be 10 a.m. to 12 noon with the panel discussion scheduled for 1 to 3 p.m.

KPA Circulation Seminar

On Thursday, November 5, the KPA Circulation Division has scheduled its Fall Seminar for the Hampton Inn in Frankfort.

The seminar includes sessions on Maximizing Postal Benefits, by Max Heath, who will also discuss USPS automation that begins October 4 and the January 10 postal rate increases; Newspapers In Education programs; increasing single copy and over-the-counter sales and using Uniform Product Codes to increase circulation; promoting and marketing the newspaper; legal issues; and a lunch with three state postal officials to give newspaper representatives a chance to discuss delivery problems they've experienced.

Registration is being mailed to circulation directors and publishers/general managers at all Kentucky newspapers. The seminar will be 9 a.m. to 3:30 p.m. (Eastern).

Online

Continued from page 4

putting classifieds online profitably — and adding revenue.

- Online directories and city guides: Yellow Pages consistently have margins of 40 percent or more; primarily tap advertisers who are not now (and may never be) in your newspaper, and keep telcos very happy. Although your online directory is likely to require significant investment at first, it can become an "annuity" tapping significant dollars for the long term.

Those five revenue sources don't even include banners, links, Web design and hosting services, "micro-sites" and "mini-sites," and many of the other obvious opportunities that papers think of when they start to build their interactive services into a real business.

© 1998, Peter M. Zollman
(Peter M. Zollman (pzollman@aol.com) is a consultant in interactive media who focuses on profitability — and adding revenue. His services include strategic planning, sales development and training, Web site analysis, and support for online classifieds and electronic commerce. His research reports for Editor & Publisher about e-commerce and online directories are available through www.medainfo.com. Zollman is principal of Advanced Interactive Media Group, L.L.C., and can be reached at (407) 788-2780. He has 25 years of experience in all aspects of the media, including daily and weekly newspapers.)

Sections

Continued from page 12

except for the main news and local news sections, they are niche products. They are aimed at target audiences, and they are expected to attract advertisers who want to reach those audiences.

Here are some questions you should ask about each of your newspaper's sections:

- Is the readership of the section as strong as it should be?
- Is the section reaching the target audience it is supposed to reach? If not, is the issue one of content, marketing or both? It is a marketing issue if too few people in the target audience are reading it, but it is a compelling section for those who do. It is a content issue if it is a "ho-hum" section for the target audience.
- Do people in the target audience value the section highly?
- Does the section, buy itself, give them a reason to read the newspaper? This question is becoming increasingly important as more readers select the days they read the newspaper.
- Do readers view the section as a "marketplace" for certain types of advertisements? For example, do they know that if they are shopping for tires, they should look in the sports section?
- Have readers of the section responded to advertising in it? For example have they attended a movie as a result of advertising in the entertainment section?
- Are advertisers convinced that they need to advertise in certain sections? They can be convinced if you can demonstrate that readers view each section as a distinctive advertising marketplace and that they seek out the appropriate section when they are in the market.

A research program that can

"A section does not need to be researched in-depth if the obvious recommendation will be, 'if it ain't broke, don't fix it.'"

Kristen McGrath

Newspaper marketing researcher

help your newspaper assess which sections are success stories and which are in need of help that might consist of the following:

- An initial short survey to provide "top-line" diagnostics for each section. A section does not need to be researched in-depth if the obvious recommendation will be, "if it ain't broke, don't fix it."
- Further research for sections that do need help. The initial diagnostic study can help you decide which sections to investigate first. For example, if your newspaper has low readership among young women, and they don't find your entertainment section compelling, that section might be the top priority.
- Prototype development and elevation. This could consist of focus group discussions among members of the reader target audience and depth interviews among advertisers who should be in the section. Advertising campaigns should be preceded by concept and copy tests.
- Ongoing tracking research to assess whether the sections into advertorials or lowest-common-denominator pabulum. On the contrary, understanding what readers want from each section so that you can give it to them can help make sure your sections are vital for both their readers and their advertisers.

(Reprinted from the July/August issue of IDEAS Magazine)

Talk

Continued from page 12

chart. Your goal for each sales call should fall into one of two categories: to finalize the sale or advance the sale. Be flexible.

2) Conduct a dialogue, not a monologue. Invite feedback during your presentation. Ask, "Is this the kind of information you need?" Some people want a lot of facts. But others are like the guy who asked, "Don't give me the history of the watch. Just tell me what time it is."

3) Watch for buying signals. Put up your antennae. Buying signals can be verbal or non-verbal. Some buying signals are too obvious to miss ("Where do I sign?... or

"When will my ad start?") But most are so subtle that only the most observant salesperson will notice.

To put it simply, a buying signal can be anything that suggests ownership. So watch the way your prospect handles the spec layouts you present. And listen carefully for references to "my contract" or "my first ad."

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(John Foust conducts advertising training for newspapers. His "Basics of Layout and Copy" ad workshop video is being used by newspapers from coast-to-coast. For information, call or write: John Foust, PO Box 10861, Raleigh, N.C. 27605, phone (919) 834-2056.)

Fulton Leader marks 100th anniversary

The Fulton Leader recently celebrated its 100th anniversary. The newspaper marked the occasion with an open house that drew nearly 400 people.

The newspaper displayed framed front pages dating back to its first year of operation. Photographs of ball teams, chorus groups, historical buildings and business people also lines the shelves.

The celebration will last throughout 1998, according to newspaper owners William and Rita Mitchell, with the displays changing from time to time over the next several months. Among the displayed items are unique tools of the trade, some dating back to the early 1900s, copies of the newspapers published in the late 1800s, and memorabilia and photographs.

The Mitchells also produced a multi-section centennial edition, published July 31.

"The section is a mirror of the twin cities throughout our 100 years with sections devoted to news, sports and society," said William who has been publisher of the paper since 1986 when his mother, Eunice Mitchell Clark, retired.

The special section was distributed free to over 4,600 households in the area.

The Fulton Leader has a rich history, formed in 1898 by Mott Ayers. Ayers was a newspaperman who had worked for papers in Nashville and St. Louis before coming to Fulton. Ayers' Daily Leader acquired the Fulton Commercial and Farm Journal and the Daily Commercial.

In 1913, the paper was purchased by a group of local businessmen who in 1919 sold it to Rev. T.F. Moore and two of his sons. The family sold the paper to Harry Lee Waterfield in 1946 and in 1948, it was purchased by W. Percy Williams, the owner of the Paris (Tenn.) Post-Intelligencer.

In 1949 the Mitchell family's legacy with the newspaper began when Vyron Mitchell Sr. was named general manger of the newspaper. In 1955 he was named publisher, a title he held until he died in 1977 when his wife Eunice became publisher and editor.

Eunice later married Virgil Clark, a one-time staffer at the Post-Intelligencer. She recalled in a story published in the Paducah Sun that she had little formal journalism



Top: William Mitchell, publisher, left, and Guy Hatfield, KPA president, inspect an old wing mailer, typewriter and other equipment that was on display at The Fulton Leader's 100th anniversary celebration open house. Above left: Over 400 people attended the open house. These guests look over some of the photos pulled from the Leader's files. Right: Several issues of old papers were on also display. Fulton was one of several cities in the area that had minor league baseball teams and this 1940s issue brings the news of the local team winning that year's league title. The newspaper's first issue was June 25, 1898.

training - one class - and instead picked up most of her training from family. "My father was an editorial writer and I patterned my writing after his," she said.

William Mitchell didn't plan on following his family's roots of journalism. Instead, he initially pursued construction technology at Murray State University. But after becoming interested in radio and television, he minored

in journalism. Was it fate or a fatal mistake?

After graduation, he planned to work at the newspaper only during the summer of 1977. But his father died in September of that year and Mitchell became assistant publisher. His wife, Rita, had started as a reporter earlier that same year.

"I've been here ever since," he said. "It's been great for us."

NNA to hold annual convention Readers

Newspaper owners, publishers and editors from across the nation will gather in Reno, NV., Sept. 23-26 for the National Newspaper Association's 113th Annual Convention and Trade Show.

The meeting will provide money-making ideas, products and partners to generate new revenues and reach new markets. The program will focus on strategies, tactics and technologies used by community newspapers.

Convention highlights include:

- Special pre-convention sessions

such "Community Papers and the Corporate World," and "Perils of Dealing with the Internet."

- Sessions on technology and business management such as "Beyond the County Line: New Markets for Local Content," and "Strategies for Community Newspapers to Find and Keep Good People."

For more information contact NNA Director of Meetings Annette Duplinsky at (703) 907-7914 or annette@nna.org.

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Maybe I should dumb that down: Explain.

THE FINAL WORD: Confession time. I'm perplexed about what to call the extraordinarily popular ... road thing known as the "Sport-utility vehicle." That's too long and clumsy a term.

Things on the road need short labels: car, truck, pickup, semi, van. The exception is "station

wagon," but that's only four syllables, as many as there are in "utility" alone.

Are we going to go the rest of our lives writing "sport-utility vehicle?" Will "SUV" catch on? Do we want "SUV" to catch on? And is it really a sport-utility vehicle, or a "sports utility vehicle?"

We need help. If you have recommendations, let me know.

(Writing coach Jim Stasiowski welcomes your questions or comments. Call 410-247-4600, or write to 5812 Heron Drive, Baltimore, MD. 21227.)