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THE KENTUCKY PRESS

300296
KY PRESS ASSOCIATION
332 CAPITOL AVENUE
FRANKFORT KY 40601

Volume 59, 1

July, 1988

Periodical Room
Does Not Circulate

Special newspaper observance dates set

National Newspaper Week scheduled for October 2-8

"Newspapers: Freedom in Our Hands" is the theme of the 1988 National Newspaper Week to be observed October 2-8. National Newspaper Week has been sponsored annually since 1940 by National Association Managers Inc. (NAM), a professional organization of the executive heads of state, regional, national and international newspaper associations headquartered in the U.S. and Canada.

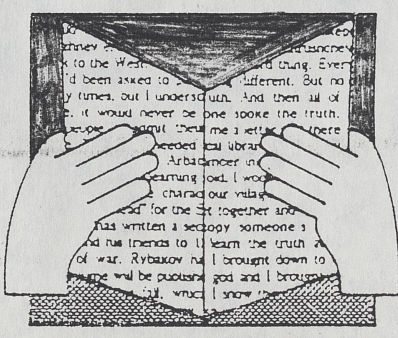
Throughout the Week, newspapers will remind readers and customers of the services newspapers and newspaper people provide and the freedoms they protect. Many newspapers also will recognize and honor their staff during the Week.

Saturday, October 8, is International Newspaper Carrier Day, sponsored by the International Circulation Managers Association.

NAM offers newspapers a full press kit for National Newspaper Week that includes camera-ready editorials, comic strip characters and editorial cartoons, suggestions and an outline for National Newspaper Week programs and activities, in-house ads and other promotional material.

The National Newspaper Week press kits are available for members of the Kentucky Press Association

Newspapers: Freedom in Our Hands



National Newspaper Week October 2-8, 1988

through Lica McCain, Member Services Coordinator for KPA. For more information, or to order a press kit, contact Lica at KPA, (502) 223-8821.

Literacy Day to be Sept. 8

The American Newspaper Publishers Association Foundation and the American Society of Newspaper Editors have declared September 8 to be National Newspaper Literacy Day. September 8 has been chosen to coincide with the International Reading Association's (IRA) celebration of International Literacy Day.

In announcing this joint effort to focus the nation on the adult illiteracy crisis, ANPA Foundation chairman Sandra Hardy said, "At least 21 million adults cannot read at a survival level; up to 40 million cannot read bus schedules, job applications or the local newspaper. Furthermore, jobs will require more sophisticated skills in the future."

John Seigenthaler, president of ASNE, added, "National Newspaper Literacy Day focuses our attention on the urgent need to eliminate illiteracy in America. The ASNE Literacy Committee, under the leadership of Bill Hilliard of the Portland Oregonian, wants to take a leading role in the effort to extend the ability to read to every American."

Hardy is vice president of Calkins Newspapers, Levittown, Pa. Seigenthaler is editor and publisher of the Nashville Tennessean and editorial director of USA Today.

Newspaper sponsored activities planned for that day include a National Literacy Symposium in Washington, D.C., to assess adult students' progress in instructional programs. Symposium participants will represent a wide variety of adult literacy instructional programs, all with

Continued on Page 8

Smith Newspapers purchases 2 Kentucky weeklies

The Floyd County Times, owned and operated by the late Norman Allen and his family for more than 60 years, and the Wayne County Outlook in Monticello have been purchased by Smith Newspapers, Inc., of Ft. Payne, Ala., are under new ownership.

Smith Newspapers acquired the Floyd County Times June 17 and also acquired one-third ownership in Kentucky Highlands, Inc., which operated the Prestonsburg plant where the

paper is printed. The new publishing company is incorporated under the title of Floyd County Newspapers, Inc.

Smith Newspapers, established in 1972 and headed by Ben M. Smith, then purchased the Wayne County Outlook in mid-July. The Outlook was founded in 1904 by J.W. Simpson Sr. and had been owned and operated by the Simpson family since. Smith now owns 43 newspapers, primarily weeklies, from Minne-

sota to Texas and through the Southeast. Purchase of the Floyd County Times and Wayne County Outlook gives Smith Newspaper three operations in Kentucky, the other being the Appalachian News Express in Pikeville.

Named publisher and president of Floyd County Newspapers is Marty Backus, who worked for six years as advertising manager of the News Express before assuming duties as publisher of a Smith Newspapers weekly in Boone

County, W.Va., two years ago.

David Smith, formerly of Troy, Ala., was named the publisher of the Wayne County paper.

Norman Allen was editor of the Floyd County Times from 1927 until his death at age 83 in 1986. Family members - Barbara Heinze and David Allen who had both worked as a part of the Times staff for years, continued the paper following Allen's death. Another son, Paul, had been acting editor for the past three months.

Consumer/Altimex

APR 19 1988

University of Kentucky Library

NNA Update

By Max Heath
NNA State Chairman

Revenue Forgone Flies through Congress

All appropriations bills for FY 1989 have been passed by both houses of Congress, including the Treasury and Postal Service which includes \$436.4 million for revenue forgone for second class in-county newspapers. This will keep postal rates at present levels through October, 1989. This is the earliest these bills have been passed in nearly 30 years. You may remember in recent years we went down to or past the October deadline, with continuing resolutions and last-minute lobbying. No sweat this time. The president must sign this bill. There is some discussion of a veto, but for reasons unrelated to postal funding. That would not necessarily affect our funding. NNA is optimistic.

NNA Supports Off-Budget Postal Service

On June 22, the U.S. House passed a bill (HR 4150) that would return the Postal Service to its former "off budget" status. NNA strongly supports this proposal in the belief that taking the Postal Service back off the budget will minimize the risk of further deterioration in mail service. You remember that Congress ordered cuts in construction and some operating money this year to help the federal deficit. USPS was put in the budget when it was running a surplus to help the federal deficit look better. In truth, it is a quasi-independent agency charged with running a balanced budget over a 3 to 4 year cycle. It does not belong "on budget" where Congress can play games with it. It should be run as much like a business as possible considering its link to government and exorbitant union contracts.

Optional City Sack Labels Changing

The June 30 issue of the Postal Bulletin contained a DMM notice effective at year's end, 12-30-88, with new labeling instructions for optional city sacks of second class mail (and third and fourth). The requirements will make it possible to differentiate between labels of an optional city sack and a five-digit sack. The word CITY must be included on the second line of all optional city sack labels directly under the ZIP code that appears on the first line. DMM issue 9-18-88 will include these changes. Local offices should begin to order new sack labels for their customers who mail to optional cities as soon as possible. Ask your postmaster about this notice in the June 30 Postal Bulletin.

Half-Price Dues Rest of 1988

Any non-member of NNA wishing to affiliate now can pay only a half-year dues and join. Remember, you get up to three subscriptions to the bi-monthly Publisher's Auxiliary, the text book of community journalism, along with monthly News Media Update with information on postal and FOI, other mailings, and the good feeling of supporting your industry's lobbying efforts in Washington. All papers - big and small - can profit. We are proud to have nearly all dailies in Kentucky, including Louisville and Lexington, as NNA members.

Fall Convention in Beautiful San Antonio

October 26-29 are the dates, San Antonio's Marriott Riverwalk is the place. NNA's 103rd annual convention and trade show will be here.

Among the speakers are syndicated columnist Heloise, Parade Magazine editor Walter Anderson, Pulitzer Prize-winning author Alex Haley (for the third straight year), and Pub Aux columnist Martin "Red" Gibson of the University of Texas.

Sessions focus on how to prevent libel suits, coaching writers, literacy, the role of the newspaper in setting community priorities, hiring and firing (and keeping), selling against broadcast, and computer use. Circulation Ideas '88, increasing classifieds and minority hiring are up too.

Tours offered include four missions in old San Antonio, an historical tour of San Antonio and a post-convention tour to LBJ Country.

An expanded trade show is promised with more than 80 companies.

Phillip Morris hosts a country barbecue, and a luncheon with a very special Texan is promised.

The Marriott Riverwalk is a beautiful facility with the river running right through the hotel lobby atrium.

eliminate most credit losses.

Ken Stone: Ad manager and artist

By Thelma Taylor

Ken Stone is an artist. He paints scenes of Harrison County faces and self-portraits. He carves chessman, too. He has sold enough of his artwork to be considered a professional, although he has a full-time job as advertising manager for the Cynthiana Democrat and Harrison Shopper.

His work and his tools and materials are unique. He uses a "box" knife to carve. That's the knife stock clerks use to open boxes at the grocery store. His reason for using this particular kind of knife is that he had some left over from when he worked in retail. He had some extra blades, too.

"The box knife is easy to control. I say that after cutting myself twice." He shows the scars and explains that both slashes came about when he looked up at the television. His work area is in a chair in front of the TV.

His first chess set was made from mimosa wood. Why mimosa? A tree fell in his yard and he used the borken limbs.

"I can make cuts closer without the cuts falling apart with mimosa. A silver poplar tree fell down," he explains. "I am working with that wood to make my second set of chessman. The poplar is soft and I can't get as deep detail." He

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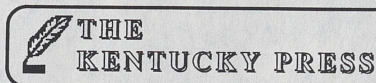
Classified ads especially popular with females

Classified ads appear to be a favorite with readers, especially females, according to research done by John Marling of Pulse Research.

Women comprised two-thirds of those who said want ads were the first advertisements they recalled. Of that group, the majority were between the ages of 45 and 54, followed by the 18 to 24-year-old group.

Also, classified advertising in 1987 experienced a 13 percent growth nationwide. This year is expected to be another year of steady increases in classified lineage.

The Kentucky Press (ISSN-0023-0324) is published monthly and second class postage paid at Frankfort, Ky., 40601, and at additional mailing offices. Subscription price is \$4 per year. Postmaster: Send change of address to The Kentucky Press, 332 Capitol Avenue, Frankfort, Ky., 40601.
Official Publication of the Kentucky Press Association



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Do you really know Big Bird?

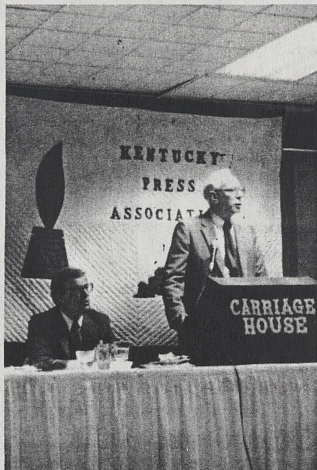
Kentucky Educational Television promotion coordinator Ed Mastrean, left, listens intently as Symmi Thompson, center, daughter of KPA executive director David Thompson, and Mary Ellen Austin, right, daughter of KPA president Steve Austin, ask him this oft-heard question.

The Kentucky Press Association held its 1988 Summer Convention at the Carriage House Motor Inn in Paintsville in mid-June. It was the first time KPA had traveled into Eastern Kentucky for a convention.

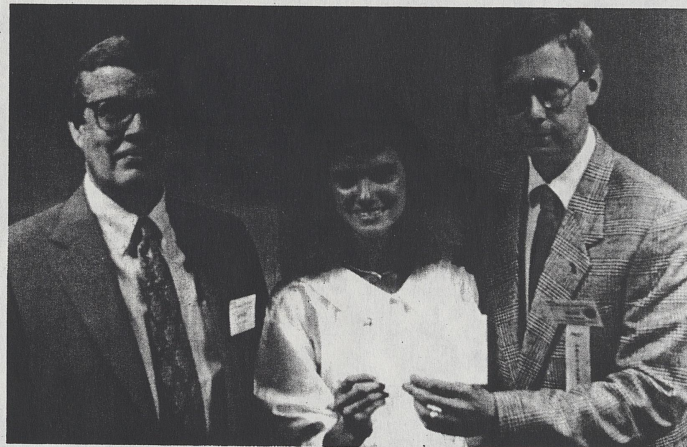
Convention Highlights



Ed Staats, AP Kentucky bureau chief, accepts the DeDe Award from Barbara Barr of the Kentucky Developmental Disabilities Planning Council. The council presents the award annually for excellence in reporting about developmental disabilities.

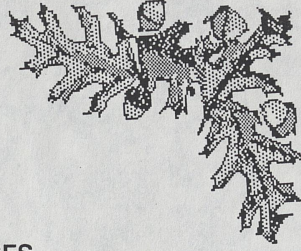


Harry Caudill, noted Eastern Kentucky author, was the featured speaker at Friday's luncheon. At left is KPA president Steve Austin.



Jennifer Jenkins, daughter of Ron and Judy Jenkins of the Henderson Gleaner, was one of five incoming college freshmen to receive a \$500 scholarship from the Kentucky Journalism Foundation for the 1988-89 school year. Presenting the award is KPA president Steve Austin, left, and Max Heath, KPA past president and chairman of the Kentucky Journalism Foundation Committee.

KENTUCKY PRESS ASSOCIATION



1988 Fall Newspaper Contest

Entry Deadline: September 1

For Period: July 1, 1987 through June 30, 1988

CLASSES

Weekly Division: Published One Day Per Week

Class 1: Weeklies with certified circulation of 3,000 or less

Class 2: Weeklies with certified circulation of 3,001 to 4,700

Class 3: Weeklies with certified circulation of 4,701 or more

**Multi-Weekly: Published Two or Three Days Per Week
Regardless of Circulation Amount**

Daily Division: Published Four or More Days Per Week

Class 1: Dailies with certified circulation of 10,000 or less

Class 2: Dailies with certified circulation of 10,001 to 25,000

Class 3: Dailies with certified circulation of 25,001 or more

RULES

1. Entries must be postmarked no later than Sept. 1, 1988.
2. Contests are open only to paid-up member newspapers of KPA. To be eligible, stories must have been written by full- or part-time employees of the newspaper submitting the entry at the time the material was published. Work by wire service employees or syndicated writers may not be entered.
3. A newspaper's entry must be accompanied by payment for all entries in the contest. Please compute carefully. There will be no refunds.
4. Contest publication period for entries in the Fall Contest includes issues published July 1, 1987 - June 30, 1988.
5. Separate sets of tearsheets or complete copies of issues must be furnished as indicated in each of the individual contest categories. Newspapers should anticipate the submission of entries in the KPA contests by saving tearsheets as prospective contest entries appear through the contest period. Machine copies of entries are not permitted without specific authorization in advance of the judging. Do not send clippings or scrapbooks.
6. No entries in any writing or photographic category shall be entered in another category or division and any entry is strictly limited to one category only. For example, a story submitted for News Story category may not be entered in judging for Investigative Story, etc. All newspapers entering the contest must be aware that submitting the same entry in two or more separate categories or divisions will result in disqualification of that entry from consideration in any category. Individual entries must be made only by the newspaper of origin.
7. Once you have selected your entries and properly identified them, package all together in a single packet and mail on or before September 1, 1988 to:

Contest Committee
Kentucky Press Association
332 Capitol Avenue
Frankfort, KY 40601
8. A contest entry fee of \$10 is required for each newspaper entering the contest, regardless of group ownership. A fee of \$4 for each individual entry is to be paid for each entry in each contest category. These fees go toward payment of plaques, certificates and judging expenses.
9. Be sure to fill out the entry form and return it with your entries and payment.
10. Type information for each entry on a label (enclosed) and affix securely on the upper righthand corner of the page where the entry is located. Make sure it does not cover some important area. On each identification label, enter (a) Newspaper Name, (b) Contest Number, (c) Division, (d) Class, (e) Writer/Photographer Name.
11. All entries, except winning entries, will be retained by the judges. Plaques and certificates will be presented at the Winter Convention, and all winning entries will be listed in a special edition of The Kentucky Press, also available at the Winter Convention awards presentation.
12. Mark the story or picture with a HEAVY RED check mark above the entry. Please mark with a red marker to clearly define the entry.
13. Appropriate plaques and certificates will be awarded to winners in each contest category; plaques going to first place winner and certificates to second, third, and honorable mention. Honorable mention is not necessarily awarded in each category.
14. In the event only one entry is made in any category for a specific class, an honorable mention certificate only will be awarded in that category.
15. An entry will be disqualified if:
 - *the entry is not the required date as indicated in the rules;
 - *the entry is not properly marked.

If an entry is entered in the wrong category, KPA reserves the right to move the entry into the appropriate category.

eliminate most circuit judges.

CATEGORIES

Newspapers may submit more than one entry in Categories 1-12, but entries are limited to TWO PER WRITER/GROUP OF WRITERS. Although bylines are not mandatory, the name of the writer(s) must be included on the label for the entry since the writer's name, as well as the name of the newspaper, will appear on plaques and certificates.

General Excellence

No entries are required. This category is the sum of the outcome of the other categories of the Fall Contest, establishing the winning newspapers in each class of competition for Daily, Weekly, and Multi-Weekly divisions. These results evaluate the content of the newspaper in terms of the effort of individual staff members. Each first place award will count three (3) points; each second place award, two (2) points; and each third place award, one (1) point in determining the winners of the Fall Sweepstakes Award. Honorable mention awards will be considered only if needed to break ties in calculating the results of this category.

Category 1: Best Editorial

Submit one locally written editorial per writer. Send full-page tearsheets clearly marked. Editorials will be judged on community interest, clarity of thought, and style of writing.

Category 2: Best Spot News Story

The stories submitted for this category should be of unscheduled events, for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit as your entry a full-page tearsheet with the best spot news story by any writer clearly marked. Judges will take into consideration such points as thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 3: Best General News Story

The entries in this category should be for articles on scheduled or organized events for which advance planning was possible, such as public meetings (city council, fiscal court, school board), dedications, political appearances, etc. Submit as your entry a full-page tearsheet with the best general news story by any writer clearly marked. Judges will take into consideration such points as community interest, timeliness, thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 4: Best Feature Story

Submit as your entry a full-page tearsheet with the feature story clearly marked. Factors to be considered in judging this category will be quality of writing, subject matter and reader interest. Articles should be of local interest, preferably about local people, places or things.

Category 5: Best Column (One Subject)

One entry should consist of three tearsheets, each from a different issue of the newspaper. While all three columns need not be about the same subject, each individual column must contain only one subject. The three tearsheets should be stapled together and tabbed as one entry. The column must be written by a staff member or a regular local columnist for your newspaper. Originality and style of writing will count highly in judging as well as the style and individuality of the writer. The effective treatment of the subject matter is the deciding factor.

Category 6: Best Column (Variety of Subjects)

One entry should consist of three tearsheets, each from a different issue of the newspaper, each containing a variety of subjects. The three tearsheets should be stapled together and tabbed as one entry. The columns must be written by a staff member or regular local columnist for your paper. The column should be a balance between humor, entertainment, and information. The writer has considerable latitude in this category. Entries will be judged on individuality, style of writing, and subject matter.

Category 7: Best Sports Column Under Regular Heading

One entry should consist of three full-page tearsheets from different dates with column clearly marked. Columns must run as a regular feature in your newspaper and must be written by a staff member or local columnist. Originality and style will count highly in judging.

Category 8: Best Sports Story

Submit a full-page tearsheet with your best sports story plainly marked. TWO

SEPARATE ENTRIES may be submitted for each writer. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 9: Best Sports Feature

Submit a full-page tearsheet with your best sports feature plainly marked. TWO SEPARATE ENTRIES may be submitted for each writer. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 10: Best Investigative or Analytical Story

This category is defined as a single story or a series of stories on the same subject which demonstrates the reporter's/reporters' initiative in research, analysis or investigation. If a series, its publication must end within the contest period. Submit two full-page tearsheets.

Category 11: Best Story Series

This category includes a series of stories on any subject other than investigative story or series eligible for Category 10. A series must include a minimum of three stories and publication date must end within the contest period. Submit one full-page tearsheet for each article within the series. Judges will consider community interest, timeliness, thoroughness of reporting, series structure and impact of headlines and leads.

Category 12: Business or Agribusiness Story

Submit a full-page tearsheet with your best business or agribusiness story plainly marked. TWO SEPARATE ENTRIES may be submitted for each writer in this category. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

PHOTOGRAPHY

Entries in Categories 13-18 are limited to not more than TWO ENTRIES PER PHOTOGRAPHER. Entries shall be submitted only as full-page tearsheets with the work of the photographer's entry clearly marked. Attach an entry blank giving the name of the newspaper, title of photo, name of photographer, newspaper division and class, and category number. Photos must have been taken by a full- or part-time staff member. Wire service employees are not eligible for consideration. It is requested, but not mandatory, that photographers submit an original 5 x 7 or 8 x 10 photograph, attached to the tearsheet.

Category 13: Best General News Picture

Judging for Category 13 will be made on the basis of newsworthiness, local interest, balance and overall quality of work. Submit well-marked full-page tearsheet. The pictures in this category should be of scheduled or organized events for which advance planning was possible, such as public meetings, dedications, political appearances, etc.

Category 14: Best Spot News Picture

The photographs for this category should be of unscheduled events for which no advance planning was possible, such as accidents, fires, natural disasters, or other breaking news events. Submit well-marked full-page tearsheets. Judging will be made on the basis of newsworthiness, local interest, and overall quality of work.

Category 15: Best Feature Picture

Submit well-marked full-page tearsheets. Judges will be looking for local interest and appeal, imagination and originality in selection of subject matter, posing, lighting and overall quality of work.

Category 16: Best Feature Picture Essay

An entry must consist of two or more pictures used together. Overall impact, appeal, balance, lighting, techniques and quality of work will be considered in the judging.

Category 17: Best Sports Picture

This category is to encourage more and better sports coverage. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Category 18: Best Sports Picture Essay

An entry must consist of two or more pictures used together. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Convention Highlights



Convention-goers had a chance to chat and eat during Friday night's barbecue.



The Kentucky Journalism Foundation Committee discusses the scholarship program it sponsors to help students at Eastern, Western, Murray and Morehead State universities and at the University of Kentucky. From left, clockwise, are Bob McGaughey, Murray State; Ed Staats, AP Kentucky bureau chief; David Hawpe, KPA vice-president; Betty Berryman, 1986 KPA president; Max Heath, KPA past president; and Ruth Ann Heath.



KPA president-elect Larry Craig wouldn't participate in the clogging and square-dancing but that didn't stop him from his usual antics.



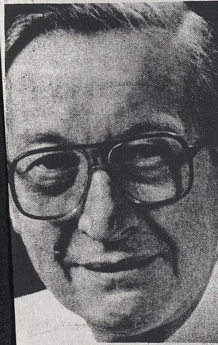
Ken Shmidheiser, left, general manager of the McCreary County Record in Whitley City, chats with Anderson News general manager Don White, center, and Bill Mardis, of the Somerset Commonwealth Journal.



The Gateway Cloggers from Mt. Sterling entertained after dinner Friday night and even held some dance lessons for those willing to kick their heels.

Across Kentucky

Stan Slusher has been named ombudsman for The Courier-Journal, replacing Robert Crumpler, who retired. Slusher, a 21-year veteran of the news department, has most recently been regional editor for the paper. Previously, he served as sports director, assistant managing editor, night city editor and copy editor. A graduate of the Uni-



Stan Slusher



Pam Luecke

versity of Illinois, Slusher joined The Courier-Journal after serving on the news staff of Champaign-Urbana Courier in Illinois. In 1967, The Courier-Journal and The Louisville Times became the first newspaper in America to establish an ombudsman position to investigate and reply to criticism of news. Pam Luecke, former business editor of the Courier-Journal and Louisville Times, replaces Slusher as regional editor. Luecke joined the Courier-Journal as a business reporter in 1979. Patricia Page, who has been regional editor, publisher and edi-

tor for the Logan Leader/News Democrat in Russellville for the past 20 years, has been named editor of the newspapers. She replaces Ruth Ann Coleman who resigned this Spring to become editor of the Bourbon Times in Paris. The announcement of Page's appointment was made by Mary Jane Smith, publisher of the Logan Leader/News Democrat.

Elizabethtown News Enterprise reporter Greg Kocher and Family editor Linda Lyly received awards from the Society of Professional Journalists. Kocher won two first place honors for feature writing skills and consumer-oriented business stories. Lyly received an award for stories on women's issues/minority affairs.

Katherine West, former associate of the Clermont Sun in Batavia, Ohio, has been named associate editor of the Campbell County Recorder.

Five people have recently joined the editorial staff of the Ashland Daily Independent. Jim Robinson, former managing editor of the Ravalli Republic in Hamilton, Mont., has joined the Independent as a staff writer; Jim Malone, a staff writer for the Frankfort State Journal and Middlesboro Daily News, and Mt. Sterling Advocate, joins the staff as general assignment reporter; Lee Ann Smith, former copy editor and assistant lifestyles editor at Beckley Newspapers in Beckley, W.Va., has been named copy editor and graphics editor; Kevin Goldy is serving as a darkroom technician; and Kelli Patrick, who just completed her sophomore year at Western Kentucky University, is on the staff as editorial staff intern.

David R. Blackburn, a May graduate of Murray State University where he served as sports editor of the Murray State Shield and staff writer for the Murray State News, has been named sports re-

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Gene Armstrong

porter and photographer for the Cadiz Record.

Tammie Holt, a May graduate of Centre College and former intern at the Danville Advocate Messenger, has joined the Cynthiana Democrat staff as a reporter. Holt assumed the position that was left open with the transfer of Andy Ivers to the editor's position at the Henry County Local. Both newspapers are owned by Landmark Community Newspapers, Inc.

Kenny Barkley, news editor of the Union County Advocate in Morganfield, has been elected vice president of the Morganfield Chamber of Commerce.

Jennifer Underwood, a senior majoring in journalism at Western Kentucky University, is serving as a reporter intern this summer for the Greensburg Record Herald.

Liz Parker, who recently spent seven months in Landmark Community Newspapers' management trainee program, has been named advertising manager of the Oldham Era in LaGrange. She replaces Gene Armstrong who retired in May after spending 37 years with The Era. Parker worked

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for the Express News in San Antonio, Texas, and was also a sales representative for Fischer Publications in San Antonio.

Jamie Baker, a recent graduate of Eastern Kentucky University, has joined the news staff of the Boone County Recorder. At EKU, Baker majored in journalism and served as assistant news editor of the Eastern Progress.

Sonny Allen, a Kentucky New Era staff writer for the past 10 years, has resigned to accept a job as administrative assistant for the city of Ocala, Fla. New Era officials said that Lowell Atchley, a veteran reporter, will assume Allen's duties as senior staff writer. Atchley has worked for the New Era total of seven years in two different stints.

Three staff reporters of the Kentucky Post won recognition recently at the annual awards dinner sponsored by the Queen City Chapter of the Society of Professional Journalists, Sigma Delta Chi. William Weathers, who covers police, won second place in

deadline news reporting; Bertram A. Workum and Michael Collins won third place in the same category.

Steve Justice has been promoted to assistant press foreman for Park Newspapers of Kentucky which prints the News-Democrat and Logan Leader.

Rick Drewitz, former University of Kentucky basketball player who has been a staff writer for the Bourbon County Citizen the past year, has left the Citizen to take a position with William Colson's prison ministries, a nationwide endeavor and has been appointed to oversee that organization's operations throughout Kentucky.

Michael Park, advertising director for the Richmond Register, was named a statewide winner of the "Outstanding 4-H Alumni Award."

Judy Whitaker has joined the Somerset Commonwealth Journal in business-accounting and David Trimble, a sales representative at the Pulaski daily, has been named advertising director. The appointments were announced by Mark Conrad, new general manager of the Commonwealth Journal.

Ashland Oil, Inc.

Box 391
Ashland, KY 41114
Contact:
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Stone creates chess sets with scrap wood

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shows the difference as he holds two sample chessmen.

One chessman has a knot on his nose. "I thought that was a special characteristic in his face, so I left it." All his pawns are different. They are soldiers. "Chess is a game of war strategy," he says. One set has neckties against bow ties. He will stain the chessmen and he may paint the bow ties and neckties. One term of soldiers wear hats. Their opponents are bare-headed.

"Some I tried to carve to look like friends. I've gotten close enough that some people recognized them.

"I want to carve pine but my wife says, 'no.' I'm waiting for a limb to break. I need a better grain than poplar has. Carving grain takes its toll on my hands. "I do not sand. I can't stand the sound of scraping sandpaper.

Stone says he carves until he's satisfied with each chessman. "I didn't like one pawn at all. A friend said he liked it best, I gave it to him."

Stone works about three hours on each piece. He has finished 32 pieces. He started carving five years ago.

"When I get the 'bug' to carve, I have to carve. I'll stay up late at night to finish a piece. Sometimes I'll go to bed, then have to

get back up to finish something."

His creative art is all developed from junk or with inexpensive things at hand. "I never have been able to afford anything else."

He paints on cardboard discarded at the Democrat office. The paint he's been using for the last five years was found at a dumpster.

"There were 20, one-gallon cans of paints; some full, some not."

He painted his basement walls and floor, then he started painting on cardboard, mostly faces and self-portraits. He takes pictures of himself at different places with the end of his

roll of film he is using for advertising photos.

"I write, 'Here I am at the Duffy house' 'Here I am at Monticello.' I don't have anything to leave my family. Maybe they'll like my self-portraits.

"Friends offer me paint. I'll take any kind, any age. The consistency of the paint determines the characteristics of my painting. Sometimes I draw or paint to get ideas rolling (for advertising designs for the newspaper and the shopper). If I were in prison, I'd write and draw on the wall."

Stone is looking ahead to new, creative ideas. "I bought two wood horses for a dollar at an auction. My wife thinks they're junk. I think they are magnificent! They are eight inches tall and had the remains of leather hames on them. Each one had a leg missing. I repaired one from the knee down and stained it. The other one is leaning on a lame leg."

Horses may take over his creative urge. Guard your paint buckets near the garbage cans.



Ken Stone

Magee designs own classified system

Gross Magee of the Advance Yeoman has designed his own classified system for the use of the Magee Newspapers in Wickliffe. It has all the features of the \$2000 software, according to Magee.

"I have always thought a classified system that costs from \$1500 to \$2000 is too high for most weeklies and some dailies because it will take a long time to pay for it in savings and efficiency. This way our small newspapers can afford their own system and have the increased efficiency that the system offers."

Not all newspapers charge classified ads, but when they are charged and done manually they are difficult to sort, bill and keep up with. In the system that Magee designed, the Macintosh computer does the sorting, checks the credit and refuses to take poor pay, calculates the cost, prints the copy for the classified page, make reports of charges and cash classifieds, and then bills the classified.

"We take charge classifieds because we are in a rural area and it is much easier to take charges than get people to come in during office hours. It is a service to the customer, but it is really a headache to the newspaper. With the computer doing the work, we cut out bad credit, generate our own bills and have the exact charge for every ad. It counts words and will also do alternating schedules. This way it is accurate and hopefully we will eliminate most credit losses."

This is not the only program that Magee has developed for his newspapers. He has also designed an advertising schedule which is used for insertion of ads into the paper, checking the pricing and billing use. He has also designed his own television guide which is built on the Macintosh and is easy to change each week. A weekly feature, it is also sold to a television dealer for extra income.

A circle-the-word puzzle, also designed by Magee, which features local names, locations and information is a popular feature of the Ad-

vance Yeoman. Magee is constantly working on computer programs that aid the newspaper in achieving efficiency and reader interest.

Another use that the newspaper has for the computer is printing club calendars that are typeset, printed and addressed for the customer. This is a popular feature with club presidents for the mailing list maintained for them.

Magee said he would be glad to discuss the classified system and other programs he has designed with newspapers interested in using them in their operation.

Literacy Day scheduled for September 8

Continued from Page 1

strong records of student assessment. Cooperating organizations include the U.S. Department of Education, Literacy Volunteers of America, Laubach Literacy Inc. and the American Association of Adult and Continuing Education.

At the local level, newspapers will publicize the efforts of community groups and announce their own literacy projects on September 8.

Readers will be encouraged to share their newspapers and magazines with people who do not have print material at home. Some newspapers will raise funds for local adult literacy efforts by having businesses sponsor employees as readathon participants

throughout the day. Others will focus on a Newspaper Readathon, organized in shopping malls with the help of volunteer organizations. The American Association of Retired Persons (AARP), is encouraging its members to contact local newspapers to assist in the Newspaper Readathon. The U.S. Government Printing Office is organizing the entire print media industry to initiate literacy projects on September 8.

Other national newspaper organizations are planning activities for September 8:

*The Southern Newspaper Publishers Association is devoting its "Literacy Section" of the SNPA weekly bulletin to special activities for September 8. SNPA has joined with the ANPA Foundation and pro-

claimed National Newspaper Literacy Day a priority project of its literacy committee.

*The International Newspaper Advertising and Marketing Executives Foundation is distributing a book of 28 literacy ads designed by college students for a Newspaper Advertising Student Competition.

*The National Federation of Press Women is sponsoring a "Literacy in the Workplace Day" on September 8. Workshops will be held across the country to show business managers how to develop reading programs for their illiterate employees.

*The International Circulation Managers Association is developing plans for "share your print" projects, proposing programs to identify literacy

deficiencies among youth and adult carriers and accelerating efforts to find ways of using newspapers as curriculum in literacy programs in core-city areas.

*The Newspaper Personnel Relations Association is focusing on on-site workplace literacy for the newspaper industry.

*The National Newspaper Association (NNA) is serving as a clearinghouse for suggested community newspaper literacy activities.

For further information contact Carolyn Ebel Chandler, manager/Literacy Programs, at ANPA in Reston, Va., (703) 648-1251.