

The Kentucky Press

Convention edition
Contest tab inside

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papers in Inez, Springfield, Lebanon, Shelbyville, Winchester, Henderson, Covington

They're #1 in Better Newspaper contest

Winners in the 1992 Better Newspaper Contest — some surprises, some not — were recognized on Saturday at KPA's summer convention, 8-20 in Pikeville.

Relative newcomer, *The Mountain Citizen*, sewed up the General Excellence award among Weekly Class 3 newspapers. The Inez paper, published by Lisa Stayton, earned five first place plaques, as well as one sec-

ond and one third place certificate.

In the larger daily category, *The Kentucky Post* in Covington captured the General Excellence title in Daily Class 3, largely through a consistent showing in nearly all of the 17 competition areas. The Scripps Howard publication chalked up five awards for first place, six for second and three for third.

The Springfield Sun, published by Ninie Glasscock and owned by Landmark Community Newspapers

Inc., took General Excellence honors among Weekly Class 2 newspapers, coming in first in seven categories, second in three categories and third in three.

Also in the Landmark stable, *The Lebanon Enterprise* was the top winner in the Weekly Class 3 circulation category. Six first place awards went to the paper published by John Bramel, along with two second place certificates and one third.

See Contest, back page

Two more become one

Mark one Kentucky paper off the list of 100-year-old newspapers.

The Green River Republican, serving Butler County since 1885, was merged on July 1 with *The Butler County Banner*. Both papers have been published in Morgantown in Western Kentucky.

Banner publishers Roger and Deborah Givens purchased the Republican from the Andy Anderson Corporation. They started the Banner in 1982.

The merged paper operates out of the Banner office on 119 Main St.

Both papers had been in a nip and tuck struggle for local public notice advertising for several years. KPA's 1992 Directory shows the Banner with a paid circulation of 3,508 and the Republican with 3,767.

KPA past president Larry Craig is a former editor of the Republican.

General Excellence

Weekly Class 1
Mountain Citizen
McLean County News
Fulton Leader

Weekly Class 2
Springfield Sun
Clay City Times
Troublesome Creek Times

Weekly Class 3
Lebanon Enterprise
Oldham Era
Georgetown News&Times (tie)
Pulaski Week (tie)

Multi-weekly
Sentinel-News
Central Kentucky News-Journal
Pioneer News

Daily Class 1
Winchester Sun
Middlesboro Daily News
Harian Daily Enterprise

Daily Class 2
Gleaner
News-Enterprise
Advocate-Messenger

Daily Class 3
Kentucky Post
Messenger-Inquirer
Lexington Herald-Leader



Hold on to your hat

This photo by Richard RoBards is one reason New England Judges believe the *Central Kentucky News-Journal* in Campbellsville has the best sports pictures among multi-weeklies. Other prize winners are featured inside in a special tabloid on KPA's 1992 Better Newspaper Contest. Awards were presented during the summer convention in Pikeville.

What's your pleasure?

People like Stuart Simpson of Pulaski Week in Somerset are a rare breed.

On his own, the KPA board member and designer par excellence came up with five new designs for The Kentucky Press flag.

Since each is refreshing and exciting, we can't decide. So we're asking those of you who read the Press each month to cast your vote for the design that will grace the top of this publication for many years to come.

You'll find the five renderings on page 15 of this edition and a ballot on page 14. Let us know which you prefer.

Inside

All the winners! . . . insert
Convention coverage,
pages 3, 8, 9, 10, 12
Names, page 4
A new flag; you vote,
pages 14, 15

Three regional OM/OR seminars attract reporters

There's no shortage of questions about the General Assembly's recent revisions to Kentucky's Open Meetings and Open Records Laws.

That's why KPA sponsored, in late May and early June, a series of regional seminars on the new statutes.

Jon Fleischaker, an attorney with Wyatt, Tarrant and Combs law firm and a prime designer of the revisions, led the London, Lexington and Elizabethtown meetings. (A seminar originally scheduled in Madisonville had to be cancelled because of the attorney's court responsibilities.)

Publishers, editors and reporters

who attended the seminars were:

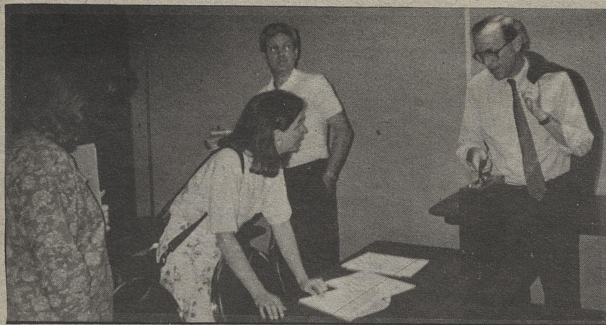
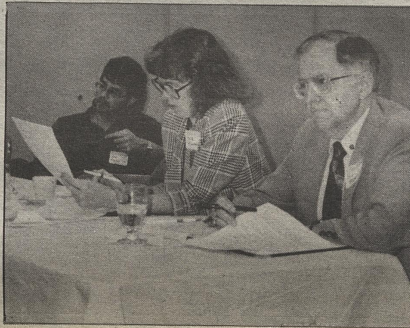
Lexington: Louise Hatmaker, Ninie Glasscock, Jennifer Brislin, Terry O'Connor, Bettina Poland, Tom Smith, Ken Simon, Jerlene Rose, Jamie Baker-Nantz, Jon Paul McKinney, Teresa Litter, Maleena Streeval, Mike Agin, Madlynn Coldiron, Lisa Summers, Bill Blakeman, Ron Bridgeman, Patti Clark, Paul Gottbraith, John Flavell, Russ Powell.

Also in Lexington, Jeff Phillips, Todd Blevins, Karen Neiman, Eric Vore, Stephen Peterson, Amy Wolford, Rick Baker, Byron Brewer, Bob Scott, Becky Barnes, Libby Fraas,

Liz Hansen, Lea Schultz, Scott Mandl, Steve Sabato and Bob Hensley.

London: Eddie Arnold, David Baker, Allen Blair, John Nelson, Wayne Knuckles, Raymond Short, Terry Spears, Linda Breed, Leigh Ann Wells, Lisa Carnahan, Theresa Hockenberry, Mark Francis, Brian Wilkerson and Phillip Todd.

Elizabethtown: Kit Millay, Nancy Wiedman, Tina Kunkler, David Greer, Laurie Ogle, Dan Brandenburg, Mary Ruth Tafoya, Lucienda Denson, Stan McKinney, Wales Hunter, Mark Chandler, Frank Boyett, Rick Howlett, Jim Highlands, and Teresa Litter.



Seminar photos by Madlynn Coldiron of The State Journal, and David Thompson, KPA executive director



Got a question about how a Kentucky law affects your advertising, reporting or editorial operation?

Call KPA's
FOI Hotline.
502/589-5235

The Kentucky Press

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Panelists to press: Cover democracy

By Pam Shingler
Press Editor

PIKEVILLE — "If I were an editor with an unlimited budget, I would set my two best reporters to do articles on democracy in Kentucky," Robin Epstein told participants in a Friday morning session at KPA's summer convention in Pikeville.

The Kentucky Local Governance Project official said she would assign one reporter to describe the status of democracy in the state and another to "find people who are working to change" the present system.

Epstein was one of four panelists who described how their organizations are involved in local governments across the state.

For the session on "At the grassroots: How democracy is working in Kentucky," she was joined by Ron Hustedde, public policy specialist with the University of Kentucky Appalachian Center; Joseph Szakos, coordinator of Kentuckians for the Commonwealth, and Laura Voss, executive director of Kentucky Center for Public Issues.

Epstein urged the media to "put pressure on and report violations" of the Open Meetings and Open Records laws and to continue to support citizen efforts to make governments more responsive.

Avowing that "democracy is hard work," long-time activist Szakos said that many local officials simply do not know how to include the public in their deliberations.

"How many judge-executives know how to run a meeting?" the KFTC leader asked. "We have to figure out how to train public officials to invite participation."

Voss contended the media have a larger role in making democracy work than they have assumed. "Journalists wear the badge of cynicism proudly," she said. "There's not much encouragement by the press of citizen participation."

Szakos advised editors to start the layout of the paper with letters to the

editor and "hope they fill up your paper."

"If you restrict (the letters section) to the top three of the week, then you have a writing contest," said Szakos, who also advocated helping readers who want to write letters but are uncomfortable with their writing ability.

He added that "papers seem to edit out opinions of grassroots people." Rather, he said, print reporters tend to favor quotes by "so-called experts," such as lawyers, doctors and public

officials.

He also urged editors to "be willing to follow long, controversial issues" and to do more "pro and con" features.

UK's Hustedde tied the survival of newspapers to their ability to "form" the public, as well as inform it.

Epstein, a former reporter, also encouraged more "long, in-depth stories. It is not accurate that readers want only short, recap stories."

Tri-weekly execs share carrier delivery advice

By Pam Shingler
Press Editor

PIKEVILLE — *The Appalachian News-Express* has saved almost \$40,000 by converting to carrier delivery rather than mail.

With 18 routes covering 700 square miles, the tri-weekly newspaper and a shopper are delivered by independent carriers, said Todd Rainwater, general manager of the Pikeville paper.

Rainwater and Steve Lowery, publisher of *The Kentucky Standard*, also a three-times-a-week paper, shared their experiences with participants in a Saturday morning session at the summer convention.

Critical to the success of such a conversion, Rainwater said, is assigning one person to coordinate it. He also advised setting realistic goals and time lines.

Lowery echoed the need to be realistic, admitting that the switch to carrier delivery has taken longer than he had anticipated.

Unlike the *News-Express*, the *Standard* is not trying to reach 100 percent of its county, but rather has focused on three Nelson County population areas.

Lowery offered advice on selecting carriers. "The best bets," he said, "are retired people and those with jobs

who want to supplement their income."

Both speakers said routes should be mapped and begun one at a time. A detailed audio tape of each route is also essential, they agreed, so that a substitute carrier can fill in at a moment's notice.

The two showed that there is no single approach to carrier delivery. Rainwater, for instance, pays carriers strictly per piece delivered and not for mileage, while Lowery pays a lower piece rate but includes mileage.

Also, the Pikeville paper put up tubes in front of each house on its routes. A "hot dot" on a tube indicates the household subscribes to the newspaper, as well as gets the free shopper.

Currently, the Bardstown paper is delivered to the porch of subscribers. Plans are, however, to use hooks to put the paper on existing yard poles. *The Kentucky Standard* is also put in plastic bags on which advertising space can be sold.

Moderator Max Heath of Landmark Community Newspapers Inc. added that carrier delivery is the most economical and efficient way to deliver shoppers and regularly second-class papers "if the paper is really big."

Convention coverage

Patton slips info to conventioners

By Allen G. Breed
Associated Press

PIKEVILLE — Lt. Gov. Paul Patton said he took his position as acting governor a bit too far yesterday (June 19) when he announced that a "Fortune 350" company was establishing its headquarters in Kentucky.

"It's been agreed upon, but it hasn't been announced," said Patton, who referred vaguely to the company at a meeting of the Kentucky Press Association. "I think they were waiting for the governor to come back."

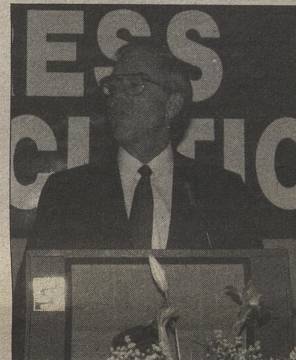


Photo by Terry Spears

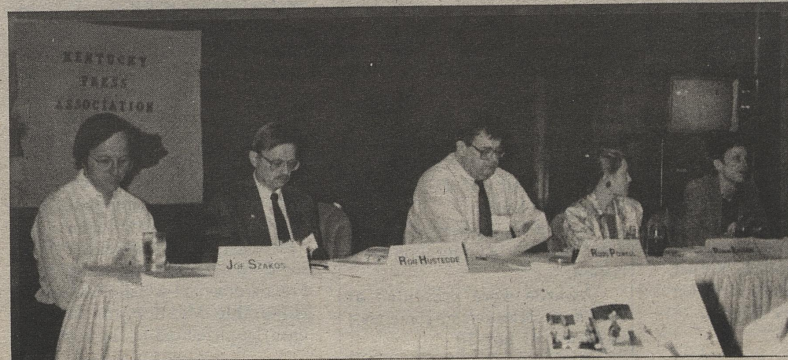
Lt. Gov. Paul Patton

Gov. Brereton Jones is on vacation until June 24, leaving Patton as the state's chief officer. Patton joked that in several short stints as acting governor, calling out the Kentucky National Guard during Thursday's storms was "the first time I've actually done something."

Patton said the company, which he refused to name, was a new manufacturing firm. But Patton, who is also secretary of the state Economic Development Cabinet, would not divulge what products it would make or where in the state it would be located.

"I got into a subject there that I shouldn't have," he said after his speech. Fred Troutman, the cabinet's spokesman, was also tight-lipped about the subject, although he said he was making calls yesterday to several other prospects.

The cabinet, which is in the process of reorganizing, has also hired the first-ever economic development officer for Eastern Kentucky, long considered a neglected area of the state. Patton said he expects the state to begin hiring field agents for that office next month.



Grassroots discussion

Speaking of democracy at the summer convention, from left: Szakos, Hustedde, Powell, Epstein, Voss.

Naming names

JOE BEN OLLER, former publisher of the Jacksonville (Texas) Daily Progress, became publisher of the *Harlan Daily Enterprise* on June 1, succeeding **CELIA MCDONALD**. A 23-year veteran of the newspaper business, Oller formerly served as advertising director of the Sweetwater (Texas) Reporter and has been involved in management, operations and production of three weekly newspapers, a shopper and a printing shop.

Also at Harlan, **WANDA COTTRELL** has been promoted from circulation supervisor to circulation manager. She has been with the paper for seven years. Former mailroom employee **SUSAN KING** and new employee **VIRGINIA LEWIS** have both been named part-time district managers in the circulation department.

Advertising manager **NANCY FARMER** has been promoted to on-site manager at the *Grayson County News-Gazette* in Leitchfield. Retaining her advertising duties, she now also oversees the paper's day-to-day operations. Also at the *News-Gazette*, **JIM BROOKS** has joined the editorial staff as a news reporter. The 1992 Western Kentucky University alumnus was on the staff of the College Heights Herald.

The new advertising manager for *The Jessamine Journal* in Nicholasville is **TAMMY ROHRER**, who formerly held a similar position at the *Logan Leader* and *News-Democrat* in Russellville where she had worked since 1981. She attended Western Kentucky University.

MARK A. GEHRISCH, former district sales manager for the Florence (SC) Morning News, has been appointed circulation manager of *The Richmond Register*. The Cleveland, Ohio, native replaces **ROBERT BRINEGAR**.

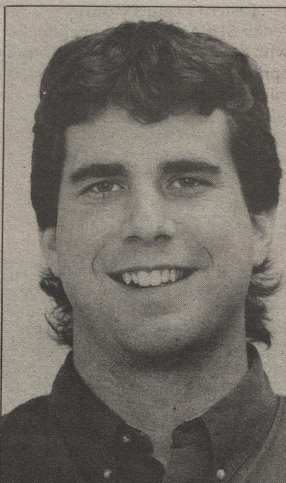
Welcome, Associates

Two communications organizations joined KPA as Associate members during June. They are **WAVE 3** television station in Louisville and *Lexington Weekly*, a new newspaper in Fayette County.

Renee Combs, community affairs coordinator, is the representative for **WAVE 3**. The address is 725 S. Floyd St., Louisville 40203; telephone 502/585-2201; fax 502/561-4115.

Major officers of *Lexington Weekly* are Jerry O. Kuykendall, publisher; Barbara Sutton, editor, and Jeff Kuerzl, advertising manager. The address is 900 N. Broadway, Lexington 40505; telephone 606/255-8860.

Also at Richmond, **SANDY L. BELLI** has been named advertising manager. The Fairmont (W.Va.) State College graduate formerly was advertising representative at the Bluefield (W.Va.) Daily Telegraph.



Herald-Leader photo

Chris Poore

CHRIS POORE, a May graduate of Western Kentucky University, won a total of \$4,500 in the recent National Writing Championship for college students, sponsored by the Hearst Foundation. Poore won \$2,000 by finishing first nationally in the feature writing category. He won an additional \$2,500 in competition with winners from other categories. His win also brought a \$2,000 check to the WKU journalism department. Poore started work June 1 as a Central Kentucky reporter for the *Lexington Herald-Leader*, where he had two college internships. He also was an intern at *The Kentucky Post* and Recorder Newspapers in Northern Kentucky and at newspapers in Cleveland, Seattle and Roanoke.

Another WKU student, **MARC PISCOTTY**, won a \$3,000 scholarship in the Hearst awards program with overall first place honors in photojournalism competition. Photos of Piscotty and Poore are included in a Hearst ad on the back cover of the June 13 edition of Editor & Publisher.

The new editor of *The News-Herald* in Owenton is **DANA C. STEWART**, a recent graduate of the University of Kentucky, where she contributed to the Kentucky Kernel, began a sorority chapter newsletter and edited the sorority's alumni newsletter.

COLEMAN LOVE, former advertising manager at *The News-Enterprise* in Elizabethtown, has accepted the post of commercial sales representative for parent company Landmark Community Newspapers Inc. A KPA board member, he is working out of both Elizabethtown and LCNI headquarters in Shelbyville. He was with *The News-Enterprise* for 18 years.

DWAIN MCINTOSH, who recently retired as director of university information services and assistant professor of journalism at Murray State University, has been named assistant general manager of the *Murray Ledger & Times*. A triple graduate of MSU, he joined the university staff in 1968 after a stint with the old Paducah Sun-Democrat and with state government.

SCOTT MCGEHEE, vice president/general manager of the Lexington Herald-Leader Co., has been named publisher/chief executive officer of Fort Wayne (Ind.) Newspapers Inc. and publisher of

The News-Sentinel in Fort Wayne. She joined the *Herald-Leader* staff in 1988 and the Knight-Ridder corporate staff in 1985.

Western Kentucky University graduate **JEFF PENDLETON** has joined the staff of Inside The Turret, a KPA Associate in Elizabethtown, as advertising sales representative. He was president of the Ad Club at his alma mater.

Two members of *The News-Enterprise* staff have received state awards. **LAURIE OGLE** won the 1991 American Cancer Society Media Award for her Lifestyles article on breast cancer. **DAN BRANDENBURG** was recognized as Media Advocate of the Year at the 46th annual meeting of the Kentucky Chamber of Commerce for his coverage of small business. Both are staff writers at the Elizabethtown daily.

Press Women announce awards

Cathie Shaffer of *The Daily Independent* in Ashland and Benita Heath, a freelancer from Ashland, tied for sweepstakes honors in the 1992 Kentucky Press Women communications contest.

Shaffer's first place awards were earned in the categories of general columns, editorial (daily under 50,000), lifestyles pages edited by entrant, arts, and health/medicine.

She won second place for news (daily under 50,000) and third place for social issues.

Pamela Todd, also of *The Daily Independent*, took first place honors for news in her paper's circulation category and for social issues. She also won third place for feature story.

Leslie Scanlon of *The Courier-Journal* earned three first place awards: daily (over 50,000), feature story (over 50,000), and personality profile.

Ashland staffer Amanda Stein received first place for social issues; second for general columns and feature story; and third for personality profile and news.

Elizabeth Hansen of the Eastern Kentucky University journalism faculty won second place for feature-general publication.

Other awards went to freelancers and organizational communicators.

The works of state winners advanced to national competition sponsored by the National Federation of Press Women, at which Shaffer won Honorable Mention for family/lifestyles page(s) edited by entrant.

School Bell Awards KPA papers get A's in school reporting

Six KPA member papers have won 1992 School Bell Awards from the Kentucky Education Association for their coverage of public education.

Print winners are Mason Branham Jr., *The Greenup News*; Sue Templeton, *The Messenger*, Madisonville; Ron Bridgeman, *The Jessamine Journal*, Nicholasville; Mary Branham, *The Times-Tribune*, Corbin; Ron Daley, *Troublesome Creek Times*, Hindman; and *The Franklin Favorite*.

Receiving Honorable Mention designation were John Roberts of *The Pioneer News* in Shepherdsville and Tammie Holt of *The Cynthia Democrat*.

Broadcast stations recognized were WEKU-WEKH, Eastern Kentucky University; WFMW-WKMG and WHRZ-FM, both in Madisonville; WTVQ-TV, Lexington; WFKN-AM, Franklin; WKMS-FM, Murray, and WKYU-FM, Bowling Green. Madisonville's WTTL-AM and Bowling Green's WKYU-FM and WKYU-TV earned Honorable Mention.

Each of the winners was nominated by the local education association.

Awards were presented at KEA's annual leadership conference in Richmond, June 16.

More names . . .

The *Appalachian News-Express* has experienced several staff changes. Former staff writer TERRY MAY has moved to the sales staff as an advertising representative. The Morehead State University alumnus joined the Pikeville paper's staff two years ago after working with the *Greenup News*. The new staff writer is LEIGH ANN BLACKBURN-WELLS, also a Morehead graduate. She was on the staff of the university's student newspaper, The Trail Blazer. Also new to the advertising department is sales representative MICHAEL PINSON, a local man who most recently worked for Courier Westford printing in Pepperell, Mass. Morehead senior ANGELA SKEENS is a cooperative study program student at the newspaper this summer.

Three employees of the *Lexington Herald-Leader* recently won Knight-Ridder Excellence Awards. They are projects editor DAVID GREEN, editorial excellence; circulation director MIKE KUJAWA, newspaper circulation; and production director DAVID STONE, newspaper production. Each receives a \$1,000 prize. The *Herald-Leader* is only the second newspaper to win three of the awards in one year since the program began in 1987. Fifteen winners from the company's 31 newspapers were selected by a panel of industry leaders.

JUDY JENKINS, columnist and reporter at *The Gleaner* in Henderson, is the winner of the 1992 Jesse Stuart Memorial print media award, given by the American Heart Association. She was recognized for articles on heart disease.

MADELINE RAPIER DOWNS has joined the staff of *The Kentucky Standard* in Bardstown as an advertising sales representative. She has worked in sales for 14 years.

The *Anderson News* in Lawrenceburg has a new reporter/photographer/salesman/ad compositor/darkroom technician. DWAIN HARRIS, who joined the staff in late May, has experience on three publications in his hometown of Columbia: *The Adair Progress*, *Columbia News-Statesman* and *The Farmer's Pride*. He attended Western Kentucky University.

HERB PARKER has been named to head the communications office of the Workforce Development Cabinet, a KPA Associate. He previously worked in the state's adult and technical education program. He replaces PAM VEST.

Lexington Herald-Leader editorial cartoonist JOEL PETT was a member of a panel on "political correctness" during the Association of American Editorial Cartoonists convention in Colorado Springs in June. He is quoted in the June 20 edition of Editor & Publisher as saying, "A great number of people feel the media has a very conservative bias. Witness the sycophantic reaction of the media to the Gulf war."

TROY MCCracken has left the staff of *The Sentinel-News* in Shelbyville to take a sales position with a specialty publication of The Greensboro (NC) News and Record.

FLOE and MARGARET BOWLES celebrated their 60th wedding anniversary on May 28. Publisher emeritus of *The News-Enterprise* in Elizabethtown, he was KPA president in 1985 and recipient of the Edwards M. Templin Memorial Award in 1981.

A new part-time advertising assistant at *The Sentinel-News* in Shelbyville is LISA JOHNSON, a graduate of Sullivan Junior College.

CRAIG FRITZ of Western Kentucky University won first place for newspaper pictorial in the 49th Picture of the Year competition, sponsored by National Press Photographers Association.

Eastern Kentucky University senior SUSAN REED is interning with Landmark newspapers in Springfield, Lebanon, Campbellsville and Liberty. She is slated to edit *The Eastern Progress* this fall. Also interning in Lebanon, Springfield and Campbellsville is DAN WILLIAMS, a senior at Murray State University. Two other ECU students are interning with Landmark papers this summer. TOM MARSHALL, former Eastern Progress managing editor, is working with papers in Shelby, Oldham, Trimble and Spencer counties. He has accepted a fellowship this fall with the *Lexington Herald-Leader*. DARREN BOSTON, who will be Eastern Progress ad director next fall, is working with the Carroll County paper, as well as those in Shelby, Oldham, Trimble and Spencer.

The summer intern at the *Mt. Sterling Advocate* is KEITH PIERSAWL, a senior at Wilberforce University in Ohio.

At *The Daily Independent* in Ashland, KATHY WHITE is a new classified inside sales representative. She is a graduate of Ashland State Vocational Technical School.

KPAers judge circulation contest

Staffers from KPA papers and Associates met in Lexington June 8 to judge entries in the 1992 International Circulation Managers Association contest.

The judges included Ellen Ballard, publications manager for Kentucky Educational Television; Betsy Bly-Profancik, promotion department designer, and Marti Rice, creative services artist, both of *The Courier-Journal*; Ralph Henshaw, circulation manager for the *Advocate-Messenger* in Danville; Lillie Schweighardt, promotion/creative division artist, *Lexington Herald-Leader*; Lisa Smith, executive assistant for public relations, Blue Grass Airport, and KPA executive director David T. Thompson.

Helping to coordinate the contest judging from the *Herald-Leader* were art manager Mary Epple-Ekhoff, circulation marketing manager Steve Davis, circulation promotion manager Mike Faust and promotion/creative division promotion manager Steve Medley. Assisting with coordination from the *Courier-Journal* were metro circulation supervisors Pat Weis and Pat Willoughby.

Awards and such

• The Institute for Southern Studies is offering cash prizes for the best investigative and feature writing in daily newspapers in 13 states, including Kentucky. Investigative articles, individual or series, should critically examine policies, practices and accountability of public & private decision makers and institutions. Features should address "The South in Transition" in individual articles or series. Publication date must be between July 1, 1991, and June 30, 1992. First prize is \$300 in each of three circulation categories. Entries must be received by July 21. Submit three copies of the entry, unmounted complete newspaper pages or mounted clippings, letter describing context and impact, and \$25 per entry to Southern Journalism Awards, 2009 Chapel Hill Rd., Durham, NC 27707. For an entry form, call 919/419-8311.

Writing tip

If you must write bananas four times, then write bananas four times; nothing is gained by three bananas and one elongated fruit. —James J. Kilpatrick

Former C-J reporter is 'Distinguished'

Howard Fineman, chief political correspondent for Newsweek magazine, received the Distinguished Kentucky Journalist award from the Louisville chapter of Society of Professional Journalists at the group's annual awards program June 16. He was a reporter for *The Courier-Journal* from 1973 to 1980.

The chapter also honored Sen. Wendell Ford for defending freedom of the press.

Print journalists recognized with Metro Louisville Journalism Awards during the program include:

Deadline reporting: Metro newspaper/wire service - T.L. Stanley, *Courier-Journal*; non-metro/community newspaper - Mike Farmer, Thomas Barr, John Roberts, Pete Mio, *The Pioneer News*, Shepherdsville.

Continuing coverage: Metro - Scott Wade, Leslie Scanlon, Patrick Howington, Andrew Wolfson, Michael Jennings, Cynthia Wilson, Rick McDonough, Stan Macdonald, Lawrence Muhammad, M. David Goodwin, Bill Wolfe, *The Courier-Journal*; non metro - Madelynn Coldiron, *The State Journal*, Frankfort.

Enterprise reporting: Metro - Wilson, C-J; non-metro - Coldiron; magazine - Staff, Louisville magazine.

Business reporting: Metro - Tom Loftus, C-J; Bruce Allar, Louisville magazine.

Feature writing: Metro - Bob Hill, C-J; non-metro - Ninie Glasscock, *Springfield Sun*; magazine - James Nold Jr., Louisville magazine.

Editorial writing: Todd Duvall, *The State Journal*.

Column writing: Metro - Hill; non-metro - (tie) Glasscock and Kit Millay, *The Oldham Era*, LaGrange; magazine - (tie) John Filiatreau, Allar, Louisville magazine.

Photography: Metro - Sam Upshaw Jr., C-J; non-metro - Farmer, Roberts, Barr, Mio, *Pioneer News*; magazine - John Nation, Louisville magazine.

Sportswriting: Non-metro - Mickey Patterson, *Oldham Era*.

Criticism: Metro - Nold, C-J.

Minority/women's affairs reporting: Metro - Mary O'Doherty, C-J; non-metro - Kevin Eigelbach, *The Sentinel-News*, Shelbyville.

Staff members at WAVE-TV, a KPA Associate, also took home the following SPJ awards: Craig Hoffman, continuing coverage; Lisa Robinson and Bruce Carter, enterprise reporting; Carter, photography; news department, public affairs program; and Kathy Pharr, minority/women's affairs reporting.

The mayor needs milk and cookies

The Commonwealth-Journal, Somerset

The Open Records/Open Meetings, commonly called "sunshine laws," are not cookies baked by Nabisco, the famous baking company.

Apparently Mayor Smith S. Vanhook has been eating too many "Sunshine" cookies. He's all confused about how much "sunlight" to which the public can be exposed without getting "tanned."

Vanhook reportedly chastised "naughty" councilors who gave the newspaper a copy of the city budget before it was finally approved. He claims such a document is not public record until it's in its final form.

C'mon, mayor. You know better than that. Or, you should.

Besides, how do you know, Mr. Mayor, that a member of the council brought us a copy of the budget? If a stork can deliver a baby, surely it's not out of the question to believe a little bird "laid" it upon us.

Laws governing open meetings and records provide that meetings and procedures of any committee or panel formed by a governmental agency are open to the public and press. That means meetings of city council's Finance Committee are open sessions, even during the period of budget preparation.

It is a weakness of local media that Finance Committee meetings are not staffed with reporters. Our excuse is that we are so short-staffed; we simply don't have the people to stay with the commit-

tee during the many meetings and long hours of work during budget preparation.

Keep in mind, Mr. Mayor, that we have a right to be there if we choose. And maybe we should cover the budget meetings. What information is more important to taxpayers than how their hard-earned money will be spent?

Finally, Mr. Mayor, it would do you well to get yourself a tall, cold glass of milk (June is National Dairy Month) and a box of "Sunshine cookies" and read the Open Meetings/Open Records law while you enjoy a snack.

You might even invite city attorney Joe Travis.

Kentucky views

Editorials from across the commonwealth

A new look for The Springfield Sun

By Ninie Glasscock

Take a look at the flag on the top of this page. (The "flag" is newspaperspeak for the nameplate that says *The Springfield Sun*.)

Take a good look. This week (June 3) is the last week you'll ever see it there.

Our bound volumes don't go back enough years for us to determine exactly when the words *The Springfield Sun* were set in Old English type and placed as you see them at the top of this page. But it happened somewhere between 75 and 100 years ago. We do know that the flag as you see it has capped the front page of this newspaper for at least three quarters of a century.

Next week, it will be gone.

Next week, there'll be a brand new flag on the front page -- the flag, we hope, will spell *The Springfield Sun* for the next 100 years.

And the new flag isn't the only change you'll see in next week's issue of this newspaper. There will be much to see next week that's different from the way *The Springfield Sun* has looked for years.

The staff has worked for six months on a redesign of the whole newspaper, including the headline type, standing heads -- like "Sports" and "Features" -- and column heads, like the one with my picture that you see here. Those will all look different next week.

We'll be unveiling a different format for the editorial page.

We'll be presenting the same columns that you depend on seeing in the newspaper -- only with new names and pictures.

The whole package will be presented next week, during the bicentennial week, as a part of the newspaper's contribution to the county's bicentennial celebration.

Okay, okay, I hear you. I hear you. You're all shouting the same question: Why? Why are we changing the newspaper?

The answer's simple: We want *The Springfield Sun* to be the best possible newspaper for our readers. Times have changed. Our readers' needs have changed. Our redesign is an effort to meet the demands of those changing times and needs.

The staff of *The Sun* has spent hundreds of hours researching the styles of other newspapers -- figuring out what would work here and what would not. We spent hours in discussions about what to keep -- what our readers wanted in their newspaper -- and what to change. And we took our show on the road, asking groups throughout the county what they wanted from the newspaper.

You'll see the result next week.

So I invite you to savor this week's issue. Cuddle up warm and comfortable in it, the way you ease down into a pair of worn house shoes.

Open meetings to become more open

Ron Bridgeman

The Jessamine Journal

The new preamble to the state's revised open meetings law gives clear direction. It says:

"The General Assembly finds and declares that the basic policy of (state law) is that the formation of public policy is public business and shall not be conducted in secret and the exceptions provided for by section 3 of this act or otherwise provided for by law shall be strictly construed."

That's an important statement. It greatly strengthens the law. "Public policy is public business and shall not be conducted in secret."

It should be clear that the "formation of public policy" includes more than a formal vote. It includes the process leading to a decision.

How does a city commissioner feel about a new sewage plant? Why does a planning commission member vote for or against a particular rezoning? What priority does a school board member put on a new building versus technology versus vocational programs? How does a fiscal court member decide to support a basic or enhanced 911 system?

Those are legitimate questions that go beyond a simple yes or no vote.

Three changes in the open meetings law are particularly noteworthy:

1) A new clause prohibits a series of less than a quorum of a body's members when those meetings are

"held for the purpose of avoiding the requirements of openness."

In Jessamine County, we have two bodies that deal with items in different fashion, but both limit the public's access to the decision-making process.

Fiscal court members routinely meet before their meetings, in groups of one or two with Neal Cassity, judge/executive, and/or each other. That helps explain the issues, contributes to understanding of differences among magistrates and generally aids in conducting smoother meetings.

The meetings also dilute or cancel any real debate about issues at the public meetings.

Nicholasville city commissioners, on the other hand, meet quite publicly every Tuesday in work sessions. At work sessions held before regular meetings, Mayor Sam Corman often outlines who will make what motion at the official meeting.

Going through the agenda ensures that the meetings are more efficient. It also ensures that the public misses most of the real discussion that leads to decision.

Neither the fiscal court nor city commission routinely tries to avoid the open meetings law. Their practices are more for convenience, for the sake of getting business done.

But a fine line exists between efficiency and shutting out those who are affected by government.

The changes in the law encourage public bodies to include those they represent.

2) The law will require a specific, written agenda for all special sessions. Only the items on the agenda may be discussed at the meeting and that agenda must be sent to members of the body and news media "as soon as possible." In addition, the agenda must be posted in a "conspicuous place in the building where the special meeting will take place. The notice shall be calculated so that it shall be posted at least 24 hours before the special meeting."

Most often special meetings are held too quickly, with little notice to members of the public. Most special meetings are poorly defined and are regularly held in our county without a written agenda.

3) With the new law, an opinion from the attorney general on an open meetings question will carry the force of law, unless the opinion is appealed within 30 days.

This provision will speed up the process for dealing with potential violations of the law. It will also make the process more economical -- it's much less expensive to seek an attorney general's opinion than to file a lawsuit in circuit court.

All of the changes are geared to making public business more accessible to the public. It's our government. We're entitled to know what it's doing and how it reaches decisions.

An open meetings violation?

Maleena D. Streeval, *Casey County News, Liberty*

Members of the Casey County Fiscal Court would do good to read the state's open meetings law.

I'm willing to bet that the fiscal court held an illegal session Monday during its regular semi-monthly meeting.

The court spent more than two hours Monday in an executive session called to discuss "specific personnel." However, I suspect that this closed session was used instead to discuss the court's 1992-93 budget.

County Judge-Executive David Johnson requested the closed meeting and referred to a letter that the county attorney had with him at the open meeting. I was privileged to read that letter, by County Attorney Tom Weddle's own offer, and I can report that it came from the state attorney general's office and detailed budget cuts for Weddle's office.

I suspect that the fiscal court used its closed meeting as an opportune time to discuss the cuts proposed in Johnson's budget. My suspicions are reaffirmed by the fact that three magistrates left the closed meeting a total of five times — to get copies of the county budget that was to be discussed later in the open meeting.

If the budget wasn't being discussed in this closed session, then why did these three magistrates feel the need to excuse themselves from the meeting to get copies of it?

Kentucky Revised Statutes does allow fiscal courts and other public agencies to go into closed session to discuss *specific* personnel, but only when discussion might lead to the discipline, firing or hiring of a *specific* employee.

Closed sessions are not to be held to discuss a budget that may have consequences for general personnel or even budget cuts that affect specific personnel, as I suspect was the case in this session.

The fiscal court on Monday should have held its discussion on budgets and budget cuts in open session and then called an executive session to discuss the specific personnel to be affected.

We, the public, have the right to know how the magistrates and county judge-executive plan to spend our money. We deserve to hear all of the discussion and not just a motion after everything has already been hashed out behind closed doors.

General Assembly expanded laws on meetings, records

By G. Wayne Bridges, Attorney, in *The Kentucky Post, Covington*

The recent session of the Kentucky General Assembly amended the open records and open meetings laws. They have made it easier for the public to gain access to records and to attend meetings of public agencies.

The General Assembly states that its policy is to have free and open examination of public records that are in the public interest. Any exceptions are to be strictly construed.

The official custodian of records may require a written application describing records to be inspected. The application may be hand-delivered, mailed or faxed to the public agency. One may inspect the public records during regular business hours of a public agency or may receive copies of the records through the mail.

The law provides that records or information compiled and maintained by county attorneys or commonwealth attorneys pertaining to criminal investigations or criminal litigation shall be exempt from disclosure and shall remain exempt after enforcement action or litigation.

One who has been denied disclosure of public records may complain to the attorney general, who shall render an

opinion within 10 days excluding Saturdays, Sundays or legal holidays. One has 30 days to appeal from the day the attorney general renders his decision.

If an appeal is not filed, the attorney general's decision carries the force of law.

A person who prevails against an agency in an action under this section may be entitled to attorney fees and \$25 for each day he was denied the right to inspect the public records.

Concerning the open meetings laws, the General Assembly has tightened the definition of meetings and bans series of meetings of less than a quorum to skirt the law. But individual members can hold discussions to educate members on specific issues.

The public agency shall provide written notice of special meetings, and the notice shall consist of the date, time and place of the meeting and the agenda. The discussions and action at the meeting shall be limited to the items listed on the agenda.

Written notice must be delivered personally as soon

as possible or transmitted by facsimile machine or mailed to every member of the public agency and each media organization that has filed a written request to receive notice of special meetings. The notices shall be calculated to be received at least 24 hours before the special meeting.

In the case of an emergency that prevents these notices, special meetings may be held. The agency shall make a reasonable effort to notify members of the agency and media organizations that have filed a written request for notice.

At the beginning of any emergency meeting the chairman shall briefly describe the emergency preventing compliance with the law. These comments shall appear in the minutes. Discussions and action at the emergency meeting shall be limited to the emergency for which the meeting was called.

One aggrieved by the law may file a complaint with the attorney general similar to the action in the open records laws.

AG's opinion shallow, but straightforward

Mark Chellgren
Associated Press

The opinion from Attorney General Chris Gorman's office was fairly straightforward.

Problematic. Shallow. But straightforward.

The opinion was on the subject of the Open Records Law, the only topic on which the attorney general's views carry some legal recognition.

The subject was the records of ambulance runs by a city fire department.

The question posed on behalf of the *Kentucky New Era* newspaper in Hopkinsville was whether the records of those runs — who was involved, what services were rendered, etc. — are subject to scrutiny and review by the general public.

The answer, according to assistant attorney general Amye Majors, is generally no.

Records of ambulance runs would disclose "personal features of private lives," the opinion said, "including the nature of an illness or the circumstances under which an injury was inflicted."

Such public disclosure, the opinion continued, "renders that individual vulnerable to 'certain predatory types such as thieves and con artists.'"

Thus, the attorney general's office said, any information about the identity of people served by ambulances, including name, address, age and nature of injury, is exempt from disclosure.

The opinion did acknowledge some public interest in the operation of a government ambulance service. Therefore, the opinion said, general information such as the number of runs and their destinations can be made public.

The matter is discretionary, the opinion noted. The Open Records Law allows exemptions; it does not mandate them. Governments can choose to disclose all information about the ambulance services they provide.

On its face, the opinion seems to be a reasonable balancing of privacy concerns and public interests.

But the opinion ignores reality. It is an academic, theoretical exercise when it could just as easily, and more responsibly,

draw from actual practice.

The opinion suggests a city may release "a sanitized version" of ambulance reports or "prepare a summary" containing only the general information the attorney general has deemed worthy of public scrutiny.

So, paramedics should spend their time preparing not one, but two reports of their activities. One, the truth. The other, some sort of "sanitized version" of reality.

And what of the finance records maintained by ambulance services? Most local governments charge people for using ambulance services. Those bills routinely include the location of the ambulance run, the distances involved, what services were rendered and other information used to determine charges. Does this mean that bills for government services should also be sanitized?

The opinion does not say because that specific question was not asked. Never mind the reality of the situation.

But using the attorney general's theory, the bills could also be kept secret because they contain much of the same

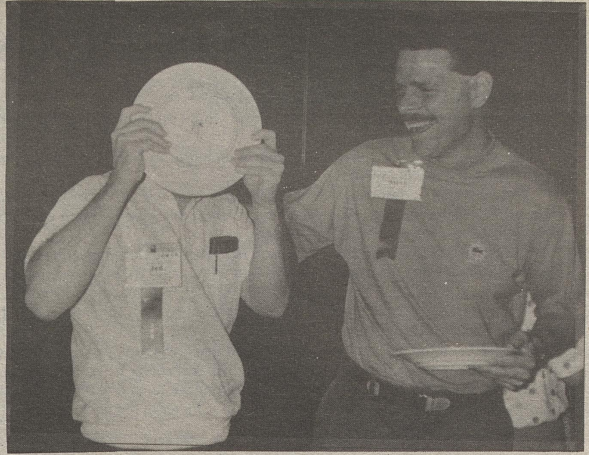
information the opinion says is personal. This would represent a gross departure from practice and legal mandate.

So what would be the harm, some might ask. Whose business is it if someone has to call an ambulance?

Initially, it's the business of almost everyone in the community. For it is the entire community that pays for the ambulance services to begin with. Individuals may be charged later for using the service, but it was tax money that paid for the ambulances, that pays for the salaries of paramedics and that pays for the gasoline and oil used to run the ambulances.

Then there is the matter of temptation. For some reason, a few people in positions to do so can't seem to resist abusing government. There are people who view ambulances as something akin to personal medical taxi services. There are people who might decide that running an ambulance as a taxi service might be a personally profitable undertaking.

And how is the public to guard against such abuse? Sorry, the attorney general says that's none of your business.



Convention coverage

The food was great. The hospitality was exceptional. The fresh flowers were beautiful, and I thoroughly enjoyed the Kentucky Opry.
Dorothy Abernathy.



Marty Backus and others worked very hard to attract key Kentucky newspaper executives to Pikeville.
Ed Staats

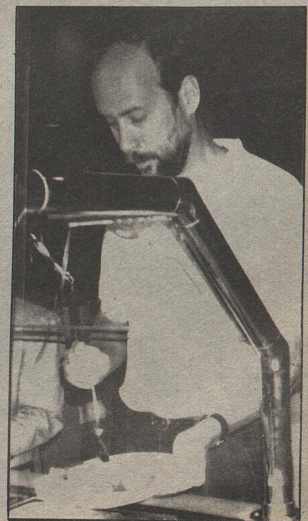
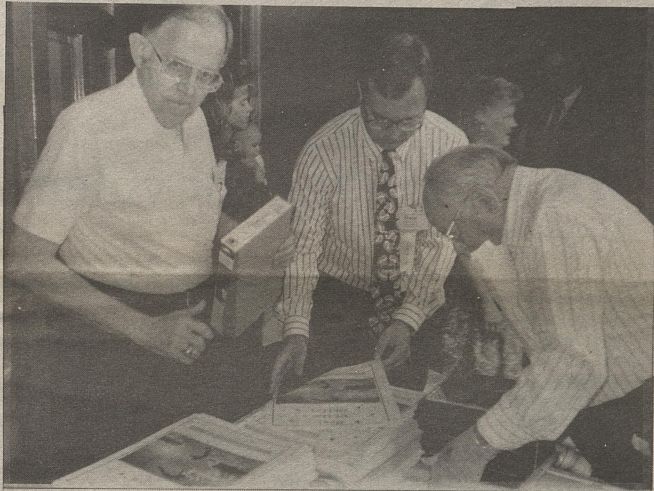
I can't recall any community going out in total commitment to make our organization feel such a warm welcome. What an exciting feeling to drive into Pike County and see the many marquees with "Welcome Kentucky Press Association."
David Thompson



I don't ever remember a city making such a devoted effort to make sure that everyone with the Kentucky Press group was happy. The image of Eastern Kentucky has been forever changed in my mind.
Jerry Lyles

I have never met such warm, loving people as I did while in Pike County. Everyone went out of their way to make us feel welcome.
Gloria Davis

**1992
Kentucky
Press
Association
Summer
Convention,
Pikeville
June 18-20**





Convention coverage

MCI sprinting for voters

By Allen G. Breed
Associated Press

PIKEVILLE — MCI, the long distance telephone company, isn't just asking for the names and numbers of your friends and family anymore. Now, it's after your vote.

Secretary of State Bob Babbage said that MCI has established a toll-free number by which Kentuckians can order voter registration forms. He said if people won't come to the courthouse and register, the courthouse should go to them.

"If citizenship is as easy as other things we do, the voters will come," Babbage told a gathering of the Kentucky Press Association. "It's to give people a convenient, easy way to register and participate."

states — have said (to MCI), 'If you can do that in Kentucky, can you do it here?'" he said.

Babbage has also founded Democracy Inc., a non-profit foundation whose goal is to find ways to increase voter participation. The group has already published coupons in newspapers around Kentucky. People can use the coupons to order registration forms.

"Other states are hearing about it and going bonkers," said Pat Melton, state projects director for the organization.

Also on Freedom Friday, Democracy Inc. groups in at least 50 counties have arranged for voter registration booths at supermarkets and other public places, Babbage said.

Other possible projects include direct mail campaigns in counties with low registration. Babbage is even thinking of copying a Costa Rican idea of mock voting booths for children to get some "reverse peer pressure" going on the adults.

While acknowledging that registration doesn't guarantee participation, Babbage noted that "we can't get them if they're not registered." Babbage noted that of those Kentuckians registered, 97 percent have voted at least once in the last five years.

"The voter apathy problem is a solvable problem," he said. "Anything you do to encourage turnout, that's OK with me."



Convention coverage

In last month's primary election, 25 percent of Kentucky's 1.8 million registered voters made it to the polls. And Babbage said an additional 800,000 people eligible to vote were not registered.

The toll-free number — (800) 92K-VOTE — is unique to Kentucky. MCI will activate the line July 3, which Gov. Brereton Jones has proclaimed "Freedom Friday."

Babbage said the phone idea is catching on.

"At least three states — three big

Databank

Profits, profits, profits

The cost is steep (\$99.95), but it sounds interesting. *Selling More Advertising: A Guide to Special Promotions for Small Newspapers* by Nick Murray has such intriguing entries as "Pigskin Profits" and "Praise the Lord and Pile the Profits." The book is described by Mark Samuels of Wisconsin Newspaper Association as "a blueprint for extra ad revenue, including explicit instructions, philosophy, illustrations and worksheets." Write/call Murray at 608 W. Colorado, Hammond, LA 70401; 504/345-2005.

More promo tips

Another costly (\$100) but promising book is *The Brilliant Book of Promotions, Sales Tools and Special Events* by Naomi K. Shapiro. PubAux contributor Ken Blum says the book includes "almost every general category of promotions for advertising, classifieds, readership, community service, cooperative pages shared among merchants, in-house, circulation and quiet months." For a copy: Creative Brilliance Associates, Box 44237, Madison, WI 53744-4347; 608/233-2669. (ADvantage, Wisconsin Newspaper Assn.)

4 from NNA

National Newspaper Association is offering three publications developed by International Newspaper Financial Executives to help increase profits. With self-explaining titles, they are Budgeting for Newspapers (\$15), Newspaper Credit and Collection Management (\$15), Guide to Developing a Chart of Accounts for Newspapers (\$27), and Business Focus: Newsprint Accounting and Inventory Control (\$19). Add \$3.50 for handling for each publication. NNA, 1627 K St. NW #400, Washington, DC 20006-1790.

Journalist finds poet within

David Dick has done it. The book he left the Bourbon Times to devote more time to is out.

Jim Warren of the Lexington Herald-Leader staff recently reviewed *The View From Plum Lick* by the former broadcast newsman and newspaper publisher. Dick is director of the University of Kentucky journalism school and the education representative on KPA's board of directors.

Here are Warren's words about his colleague's book.

Sometimes a man wanders far and wide searching for himself, only to find what he is looking for back where he started.

David Dick did that. And we should be grateful because the result of his roundabout search is *The View From Plum Lick*, a small book that will give certain readers a great deal of pleasure this summer.

I say certain readers because this is not a book for everybody. Those who crave convoluted plots, exotic locales and cliffhanging action won't get past the first few pages.

But anyone who has ever lived on the land, or wants to, will appreciate this book's simple pleasures.

Many Central Kentuckians already know that Dick, a leading CBS News correspondent for almost 20 years, left the network several years ago to return to Kentucky where he had lived for most of his first 30-some-odd years.

Many probably don't know that since Dick took up residence with his wife, Lalie, and daughter, Ravy, on a farm on Plum Lick in Bourbon County, he has been quietly writing down his thoughts and observations on life there.

Now, he has compiled those writings into *The View From Plum Lick*. And they

tell us not only that Dick has found himself in the country but that he has found a poet within himself as well.

For it is with a poet's eye for detail, and a farmer's feel for the land, that Dick charts life in the country -- and finds truths central to life anywhere.

In this day and time we tend to think of all truth as stored in computer data banks or as being figured out by consultants in tall buildings somewhere on Wall Street.

But Dick reminds us that there is truth also in the birth of a lamb; in the clear blue of a morning sky; in the flicker of lightning bugs over bottom land on a summer's night; in the closeness between husband and wife, parent and child.

Heshows us, too, that there is delight in something as simple as rain on a farmer's roof after a long drought.

Many books about farm life share a common fault. Frequently written by outsiders or "gentleman" farmers, they often ignore the long hours, back-breaking labor and meager incomes that often are the working farmer's lot.

There is some of that in Dick's book. But Dick doesn't pull all his punches. On Plum Lick cuddly lambs do get sick and die and, yes, go off to the slaughterhouse. And dogs do go bad and have to be shot.

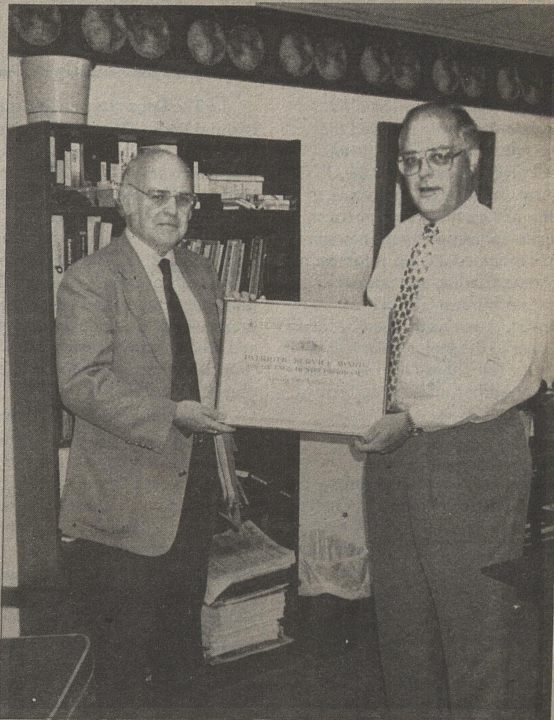
And yet you could never find on Plum Lick what Dick found the day he got lost on the south side of Lexington. He asked a man for directions.

"I've lived here 30 years," the man replied. "I don't know anybody, and I don't want to know anybody."

On Plum Lick everybody knows everybody else. And even a city slicker who reads this book can feel like one of the locals.

(Plum Lick Publishing, \$14.95.)

People want to know what is happening to them and what they can do about it. Listening to America, you realize that millions of people are not apathetic. They will respond to a press that stimulates the community without pandering to it, that inspires people to embrace their responsibilities without lecturing or hectoring them, that engages their better natures without sugarcoating ugly realities or patronizing their foibles. Those of us who are reporters can only hope this generation of publishers understands that what keeps journalism different is something intangible. For all the talk of price-earning ratio, bottom line, readouts, and restricted stock, what ultimately counts is the soul of the owner. The test today for capitalism is whether shareholders have souls, too. —Bill Moyers, quoted by Thomas Winship, E&P, April 4, 1992



Patriotic bonding

Joe Whalen, left, of the US Treasury Department recently presented KPA a plaque recognizing Kentucky newspapers' support of the US Savings Bond program. KPA executive director David T. Thompson accepted the award. Similar certificates were sent to papers throughout the state.

Ah, but the waste

Equality in management jobs by 2036

It's 45 years until 2036. That's when the present rate of gain by women in management positions on US daily newspapers will bring the totals to an equal amount between men and women.

That's not parity, mind you. Just equality. Parity would be when women would hold a number of management jobs equal to their proportion in the population. And that's more than 50 percent.

The 1991 survey, just completed, shows a gain by women of 7/10th of one percent over 1990.

Percentages of women in recent years have been 13.01 percent in 1987, 14.19 percent in 1988, 16.2 percent in 1989, 17.7 percent in 1990 and 18.4 percent last year.

Fifteen years ago, women represented only 5.2 percent of the total, making the average annual gain less than one percent.

(National Federation of Press Women, via Florida Press Association)

Next month's Press:

- More convention photos
- Journalism scholarship winners
- More profiles of Kentucky newspapers
- Ideas to use
- Information to share

KPA's new toll-free number:
800-264-5721 (KPA1)

On tap . . .

July 15 — Deadline for Southern Journalism Awards entries, 919/419-8311.

Aug. 31 — Deadline for KPA Fall Newspaper Contest.

Watch for entry information. Sept. 17-18 — KPA Ad Division Fall Seminar, Louisville Radisson

Jan. 21-23 — 1993 KPA Winter Convention, Louisville Executive Inn

Pick ups

□ *The Ohio County Times-News* in Hartford recently received the Golden Business Award, the top honor given a business by the Ohio County Chamber of Commerce. In addition, the county's Octoberfest, which is sponsored by the newspaper, was named the top volunteer or civic organization, and one of the paper's columnists, Gloria Fitzpatrick, was recognized by the chamber as the senior volunteer of the year. The *Times-News* is owned by Mrs. Andy Anderson and edited by Dave McBride.

□ *The News-Enterprise* in Elizabethtown has installed a "new" D.S. America Horizontal Camera. The 1977 model, obtained in Chattanooga, replaces the LogE 500 that was installed in 1974 when the paper became a daily.

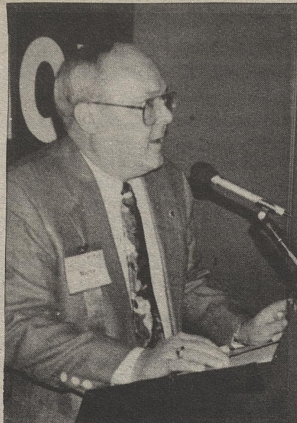
□ *The News-Enterprise* recently hosted the 1992 class of Leadership Elizabethtown with a panel discussion on the influence of local media. Publisher Mike Anders and editor David Greer were panelists, along with broadcast representatives.

□ *The Courier-Journal* last month bought Standard Gravure Corp.'s downtown Louisville plant and warehouse for \$2.03 million. Publisher George N. Gill said the paper will use the warehouse to store newsprint and will close its paper warehouse on Ninth and St. Catherine streets. The printing company closed in February.

□ Landmark Communications, parent of Landmark Community Newspapers Inc., has purchased Summary Scan, a marketer of customized data reports that track consumer-oriented promotions of packaged goods manufacturers. According to an article in Editor & Publisher, the acquisition is Landmark's first in the field of business information services. (E&P)

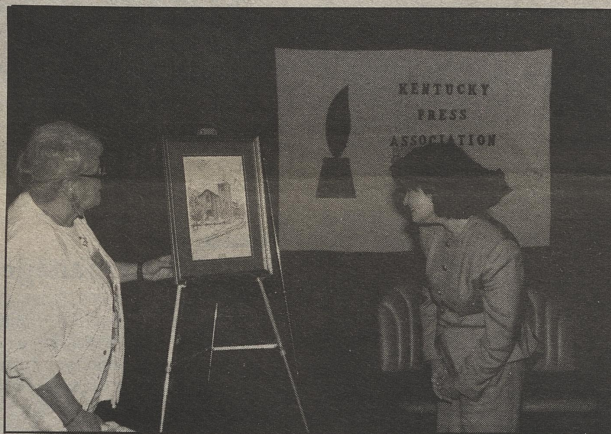
□ The Department of Journalism and Radio-TV at Murray State University and the Department of Journalism at Western Kentucky University have been reaccredited by the Accrediting Council on Education in Journalism and Mass Communications. The two departments were among 28 nationwide that passed this round of accreditation reviews. Nineteen departments and schools will be reviewed by the council during the 1992-93 academic year. (SNPA Bulletin)

□ *The Lexington Herald-Leader* was one of seven papers nationwide to host a Dow Jones Newspaper Fund workshop for minority high school students, funded by a grant from Knight-Ridder Inc. Students were to spend two weeks learning reporting, news writing and editing skills. The Lexington workshop was slated for June 7-20. (SNPA Bulletin)



Host with the most

Marty Backus, publisher of the Appalachian News-Express, welcomed participants to the 1992 KPA summer convention in Pikeville. He worked with members of the Pike County Chamber of Commerce to host the convention, which appeared to delight and surprise most all who attended.



Art appreciation

Louise Halmaker (left) of *The Jackson Times* looks over the painting she presented to Sara Combs during KPA's summer convention. The art work was given to the widow of Bert T. Combs as a token of appreciation for the late governor's attention to Eastern Kentucky concerns. Halmaker, along with many other publishers in the region, was a friend of Mr. and Mrs. Combs. (Photo by Terry Spears)

In memoriam

C. Michael Dunn

C. Michael Dunn, 63, a former employee of the *Courier-Journal* and *Louisville Times*, died May 30 in Louisville. He was also past president of Commercial Lithographing Co.

Gladys Kelly

Gladys Britt Kelly, 76, died June 2 at her home in Leitchfield. She had been a reporter for the old *Leitchfield Gazette*.

Mabel H. Oats

Mabel H. Oats, whose name was synonymous with news in Shelby County for more than half a century, died June 23 in Shelbyville.

Miss Mabel, as she came to be known, began work at the old *Shelbyville Sentinel* when she was 17 years old. Her 52-year career ran the gamut from selling advertising to writing news. She retired in 1973, a year after the *Sentinel* merged with the *Shelby News* to become *The Sentinel-News*.

"She started work for \$15 a week, which included writing the news, taking out the trash, sweeping the floors, selling ads, sending bills and running the mailer," the paper's former owner, William E. Matthews, said.

Bonnie Burks Gray, who worked with her when the papers merged, said, "Growing up in the newspaper business, she was a living legend. She was the personified example of what a real newspaperwoman was like. No task was too great or too small for her to do."


Before her retirement, she handled advertising and social news for *The Sentinel-News*.

K.T. Smith

K.T. Smith, 94, former society editor of *The Louisville Times* and a columnist in *The Times* and *The Courier-Journal*, died May 25 of pancreatic cancer at Hilton Head Island, S.C.

Born Mary Katherine Thomas in Smithville, Ga., she worked for the *Louisville papers* for 22 years. She was widely known for her column, "K.T.'s Corner," which ran in *The Courier-Journal* for 10 years before moving to *The Times* in 1953.

Her obituary in *The Courier-Journal* told of her first big story as a reporter at Wesleyan College in Georgia when she interviewed pianist Josef Hofmann. She wrote that he "ate his ham sandwich in three movements and drank his milk pianissimo."



Subscription \$2.00 per Year
IN ADVANCE.

Received of *T. S. Puckett*
\$ *2.* for subscription to **The Glasgow Times,**
for *one year* from *July 1st* 187*3*
to *July 1st* 187*4*
also \$1 for weekly Courier Journal for 1874.
W. Kilgore
Glasgow, Ky., *Dec 11* 187*3*.

The good old days

Ah, when a year's subscription to the *Glasgow Times* was \$2 and to the weekly *Courier-Journal* just \$1. That's what T. S. Puckett paid in 1873. A carrier for today's *Glasgow Daily Times* came across this old receipt and brought it to the newspaper for publication. According to the handwritten note just above the Kilgore signature, Puckett was able to pay for the *Courier-Journal* at the *Times*' office.

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Idea exchange

Kids' work

The Carson City (MI) Gazette sponsored "Kids' Week" in which fourth graders from a local elementary school learned about newspaper production first hand. After hearing classroom talks by the editor and ad manager, the students took assignments for news articles and ad copy and design. Block ads had already been sold, and advertisers got to approve the young writers and artists' work before publication. The students' contributions were then published in the paper's "Kids' Week" edition. A tour of the newspaper facility by the students culminated in their watching the special edition being printed. General manager John Norton says some advertisers who were not contacted for the first project called to make sure they were included on the next edition. Norton or editor Barbara Sutherland, 517/584-3967. (Plus Business)

Guide to revenue

A newcomer's guide proved to be the highest revenue section in the history of The Daily Citizen in Searcy, AR, when it was introduced in 1990. The 1991 edition bested that record by 34 percent! To enhance durability, the first and last eight pages of the 64-page tab are printed on heavy stock. The publication, with articles ranging from farming to entertainment, is distributed in the paper and through the Chamber of Commerce and Welcome Wagon. Publisher David McClain, 501/268-8621. (Plus Business)

A mile in my shoes

It's not a new idea, but it merits a reminder in light of the recently enacted Americans With Disabilities Act. A reporter for the Arkadelphia (AR) Daily Siftings Herald spent a day in a wheelchair for a feature story on how difficult it is for disabled persons to maneuver in bathrooms, across streets without sidewalk ramps, through narrow store aisles, etc. (Donrey Mediagram)



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Welcome, neighbor

With editorial and advertising working together, the Mercury of Pottstown, PA, publishes a biweekly, full-page promotion featuring photos of new business owners and their businesses. For "Welcome to the Neighborhood," an editorial photographer takes pictures of a new business, gets the company business card and jots down some basic information. The picture and copy become the center block of the publication, bordered by business card-sized ads sold on a three-month commitment. Ad manager David Yanoshik, 215/323-3000. (Plus Business)

Inquiring minds . . .

"Where are they now?" is the title of a two-year-old special section in the Midland (MI) Daily News that profiles prominent persons who were born and raised in or began their careers in Midland. News staff research and write the articles about people ranging from the first set of triplets born at the local hospital to a longtime employee of the city's first radio station. In selling the modular-sized ads, ad reps encouraged advertisers to highlight new services and products for a "Did you know?" heading. Account rep Kevin Prior, 517/835-7171. (Plus Business)

Matchmaker

The Wetaskiwin Times Advertiser in Alberta, Canada, has had success with a promotion that asks readers to match merchant photos with pictures of their businesses. "Who's where?" is spread over two weeks with half the pictures running one week and the rest the next week. Cash prizes were awarded to winning readers. In addition to promoting older businesses, the promotion can target new businesses or stores in a single mall. Publisher Doug Hare, 403/352-2231. (Plus Business)

Post an ad

The Olney (IL) Daily Mail sells 3M Post-It Notes with advertisements printed on them. A local printer, who has a license with 3M, prints the advertisements for the newspaper before adhesive is applied. Many are store coupons. The ads are then affixed to the Daily Mail's front pages (newstand copies only), where the adhesive sticks but does not mar the printing. (presstime)

Personal & professional

The Athens (GA) Daily News/Banner-Herald successfully showcased area business professionals in a yearlong full-page ad promotion. Spotting 16 businesspersons (four across and four down), the page featured boxes with pictures of each individual and a question/answer format. The questions reflected the advertiser's business, such as "How does one choose a funeral home?" for a funeral director and "How can I tell if upholstery furniture has quality construction?" for an upholsterer. Ads were sold in 13-week blocks with limited participation to avoid featuring more than one of any type of business. Advertisers were encouraged to change the questions weekly for better reader response. Ad manager Barbara Powell, 404/549-0123. (Plus Business)

Coming up with the downpayment
The Winston-Salem (NC) Journal has successfully beaten its real estate tab competition with its "Five Grand in Hand" promotion. Real estate agents run the contest logo in their Sunday ads and then serve as registration points when they hold

open houses. Contest entries are drawn by the paper each week, and a monthly winner is chosen to receive \$5,000 toward the purchase of a home. Names of finalists are printed in the paper. When a winner closes on his/her house, the paper presents the check and runs a picture. Classified ad manager Tim Anderson, 919/727-7211. (Plus Business)

What do readers want?

According to the Washington Newspaper Publishers Association, a survey showed what many readers would like from newspapers. Among their wishes: moving all jumps to one page, more articles on child rearing and families, more questions and answers, and more telephone numbers for additional information.

Ideas from Inland

Reprinted from The Inlander, newsletter of Inland Press Association, June 12, 1992.

Over dinner

Restaurant placemats, on which ad space was sold, were used by the Hoopeston (IL) Chronicle to advertise a special Christmas promotion. The paper not only made a profit on the placemats, but also reached new customers. Ad manager Patricia Bailey, 217/283-5111.

Ornamentation

Starting with a drawing of an undecorated tree on Dec. 1, the Greenfield (IN) Daily Reporter invites readers to decorate it with ornaments printed each subsequent day through the month with an advertising message from a different sponsor. Readers have to watch for the advertising ornaments and put them on the blank tree. The prize for the reader getting all 30 ornaments is a year's subscription to the paper. Ad director Jeff Fawbush, 317/462-5528.

Farm outlet

If you're in a farming area where small farm service advertisers cannot afford or don't have access to preprinted inserts or single sheet flyers, you might copy the LaSalle (IL) News Tribune. The paper grouped these types of advertisers together into a single promotional piece and inserted it. (This may work for other advertising groups.) Robert Vickery, 815/223-3200.

July promotions

Month-long: Anti-Boredom, Nat'l Baked Bean, Nat'l Hot Dog, Nat'l Ice Cream, Nat'l July Belongs to Blueberries, Nat'l Picnic, Nat'l Purposeful Parenting, Nat'l Recreation & Parks, Read an Almanac month.
July 1: 1992 half-way point.
July 3: Dog Days, Air Conditioning Appreciation Days through Aug. 15.
July 4: Independence Day; Calvin Coolidge birthday.
July 5: Special Recreation Day/Week.
July 11: Nat'l Cheer up the Lonely Day; John Quincy Adams birthday.
July 12: Nat'l Therapeutic Recreation Week.
July 14: Gerald Ford birthday.
July 19: Nat'l Ice Cream Day, Captive Nations Week, Space Week.
July 20: Moon Day
July 31: Anniversary of 1st US patent, 1790.

We could all retire comfortably if we could just sell our experiences for what they cost us. (Printing Industry of Illinois-Indiana Assn.)

August promotions

Month-long: American Artists Appreciation, Nat'l Catfish, Nat'l Water Quality.
Aug. 1: Beauty Queen Week, Int'l Clown Week.
Aug. 2: Friendship Day, American Family Day, Nat'l Sporting Good Week.
Aug. 3: 500th anniversary of Columbus' sailing, Nat'l Smile Week.
Aug. 4: Coast Guard Day.
Aug. 5: Halfway point of summer, Nat'l Mustard Day.
Aug. 9: Family Day, Nat'l Certified Registered Nurse Anesthetist Week, Nat'l Recreational Scuba Diving Week.
Aug. 10: Herbert Hoover birthday.
Aug. 14: Social Security Act anniversary, V-J Day.
Aug. 15: Nat'l Relaxation Day.
Aug. 17: Nat'l Aviation Week.
Aug. 19: Nat'l Aviation Day, Little League Baseball World Series begins.
Aug. 20: Benjamin Harrison birthday.
Aug. 25: Be Kind to Humankind Week.
Aug. 26: Women's Equality Day.
Aug. 27: Lyndon Johnson birthday.

Heath testifies

From page 16

Sectional Center Facilities, in effect ending good service which has been in existence for many years," Heath said.

"The systematic efforts by the Postal Service to deal with the crisis at hand appear to have focused almost exclusively on rate levels. Until the Service's quality of delivery improves radically, we believe that the current crisis will continue — rate abatement or not," he said.

Heath also commented briefly on the just-released report by the Joint Task Force on Postal Ratemaking, saying NNA was studying the report's recommendations and would take official positions on specific recommendations at a later date.

"The bulk of the report, and what we see as its major recommendation, deals with the cycle of postal rate cases. The Task Force recommends that postal ratemaking be based on a four-year, two-step cycle, with a major case every four years. Rates for only the first two years, however, would be legally recommended, and projections for the last two given. Rates for the last two would actually be set in an interim case.

"While we have much more yet to study in the proposal, as a preliminary matter, the concept of the four-year, two-step cycle appears sound," Heath said.

The hearing was the first in a series of hearings in which the committee will hear from postal customers on postal reform. "Members of this committee will closely examine your recommendations and comments during the upcoming months as we attempt to address the problems of the Postal Service," Committee Chairman Frank McCloskey, D-Ind., said in an opening statement.

Items

Interpreting the Census

Starting this month, the US Census Bureau and Newspaper Association of America (formerly ANPA) are sponsoring an 11-city seminar tour on how reporters can use 1990 Census results. On the schedule are: Washington, DC, July 14; Boston, July 21; Denver, Aug. 24; Detroit, Sept. 14; Atlanta, Oct. 16; San Francisco, Nov. 13; Tampa-St. Pete, Dec. 7; Los Angeles, Jan. 11; Houston (February TBA); Kansas City, March 8, and Seattle, April 19. The fee, payable to NAA, is \$35. Contact John Blodger, NAA, 703/648-1068.

Learning to manage

New and potential newspaper managers are targets of "Training Tomorrow's Newspaper Talent," a July 23-24 seminar in suburban Chicago sponsored by Inland Press Association. The first day will be devoted to "Building the Newspaper Team," and the second to "Building Newspaper Management Skills." Cost is \$125 for the first person from each paper and \$75 for each additional registrant. For information, call Inland's Elaine Lange, 708/696-1140.

Supporting literacy

Camera-ready copy and art to support International Literacy Day on Sept. 8 will be available this month from Newspaper Association of America. The 1992 *To Read* supplement will include first person success stories, a story to be read aloud to beginning readers, literacy goals for adults and children, an interview with actor/literacy spokesman Danny Glover, workplace programs, promoting home reading, and more. There is a \$15 handling fee. Call NAA at 703/648-1000.

Get out your best stuff

Inland Press Association is sponsoring two contests you may want to compete in. Special sections are the focus of a contest with a July 22 deadline. Categories are best-in-show, non-traditional theme, kickoff and sales strategy, editorial and reader package, and development of co-op and national advertising. The time frame for entries is June 30, 1991, to July 1, 1992. Contact Elaine Lange, 708/696-1140. Aug. 17 is the deadline for entries in marketing competition, cosponsored by the central region of International Marketing Association. Promotions in 14 categories will be judged in two circulation groups: under 80,000 and over 80,000. Contact Bob Palermini at the above number.

Classified connections

The Chattanooga Choo-Choo (for real) will be the site for a seminar on classifieds, Aug. 16-19, sponsored by Southern Newspaper Publishers Association. "Reflections of Change: Pursuing Classified Excellence in the 1990s" is the title of the seminar, which covers topics on hiring and training salespeople to legal issues. Contact Gladys Barber, 404/256-0444.

NAA adds VPs

The newly-named and merged Newspaper Association of America will have two new vice presidents, effective Aug. 1. Ruth Jarmul, formerly of the Wall Street Journal, will head the Marketing and Sales Department, and former Gannett executive Molly Cole will direct advertising in the Communications Department, including *presstime* magazine.

Legalese

Issues involving Kentucky media law

•Franklin Circuit Court Judge William Graham in May dismissed all sections of a lawsuit between the regional arm of the Kentucky State University Alumni Association and the KSU Board of Regents except those dealing with alleged violations of the Kentucky open meetings law. (The State Journal)

•Jefferson Circuit Judge Daniel Schneider, in a recent summary judgement, ruled against a doctor who sued the Courier-Journal and Louisville Times Co. for libel in 1983. The judge said that Charles Pearce could not prove that articles about him in the old Louisville Times were false, defamatory and a result of negligence by the newspaper. The suit had been dismissed twice before by Circuit judges, reinstated in part by the state Court of Appeals in 1985, dismissed again in 1989, and reinstated a second time in 1990. (Lexington Herald-Leader)

Hey, let's set the records straight.

No one now at KPA central office was here when the association was located at 63 Fountain Place, but we still get mail with that address. KPA moved from 322 Capitol Avenue in November of 1991, but we still get mail with that address.

Do us a favor. Check your mailing list. If you don't have the up-to-date address for KPA, take this opportunity to make the change. We'll appreciate it — and so will the post office. Thanks. The address for Kentucky Press Association, Press Service & Journalism Education Foundation is: 101 Consumer Lane, Frankfort, KY 40601

While we're at it, the telephone numbers are: 502/223-8821, 800/264-5721, Fax 502/875-2624

Vote for the new flag!

The Kentucky Press needs your help in picking a new flag. On page 15 are five designs from Stuart Simpson. Vote for one and return this form to Pam Shingler, The Kentucky Press, 101 Consumer Lane, Frankfort, KY 40601. Or call in your vote, 502/223-8821 or 800/264-5721. Or fax your ballot, 502/875-2624. Deadline: July 20.

1st choice (1, 2, 3, 4 or 5): _____

2nd choice (1, 2, 3, 4 or 5): _____

Optional:

Name _____

Newspaper/Organization _____

University foundations are public agencies, court says

By Mark R. Chellgren
Associated Press

FRANKFORT — An opinion issued (in late June) by the state Supreme Court may have finally settled the continued disagreement over whether university foundations are public agencies.

Universities have long tried to put official distance between themselves and their foundations, often creating non-profit corporations. But the court said such actions are so much legal fog.

The State Journal newspaper in Frankfort began the dispute by asking three years ago for the Kentucky State University Foundation's travel and expense records for the previous five years, plus an audit covering two years of that period.

The foundation said it was not the kind of "public agency" defined in the statute.

The Open Records Law says it covers a host of government entities from departments on down and includes the catch-all phrase, "or any agency thereof." The Kentucky Court of Appeals held that this phrase applied only to county and city governing bodies, but the Supreme Court disagreed.

Justice Donald Wintersheimer, who wrote the opinion for the 5-2 majority, said the law's intent was unmistakable and should not be thwarted by bureaucratic efforts to create havens from public scrutiny.

"The obvious purpose of the Open Records Law is to make available for public inspection all records in the custody of public agencies by whatever label they have at the moment," Wintersheimer said.

Albert Dix, publisher of The State Journal, applauded the ruling.

"We began this litigation because we felt the public had the right to know and should know of the status of the foundation," Dix said.

KSU officials declined to comment until they could study the ruling.

Wintersheimer's opinion contained an endorsement of the Open Records Law.

"The policy supporting the Open Records Law is expressly stated . . . to the effect that free and open examination of public records is in the public interest," Wintersheimer said.

"The exceptions which are provided by the law are to be strictly construed, even though examination may result in embarrassment and inconvenience for public officials or others."

Chief Justice Robert Stephens and associate justices Dan Jack Combs, Charles Leibson and Charles Reynolds joined in Wintersheimer's opinion.

Justice Joseph Lambert wrote a separate opinion that agreed with the decision but said the majority went too far. Stephens also joined in that concurring opinion.

While the KSU Foundation's circumstances clearly made it a public agency, not every university foundation fit that description, Lambert said.

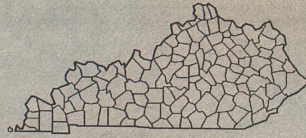
He said the KSU Foundation maintained offices on the campus, used the services of university personnel and had by-laws requiring its board to be the same as the university's board of regents. The KSU regents have since severed their association with the foundation.

"A group of citizens should be entitled to form an organization for purposes of raising money and engaging in other activities beneficial to a state university without being subject to the Open Records Act," Lambert's opinion said.

Justice Thomas Spain wrote a dissenting opinion in which he said the foundation should not be subject to the Open Records Law.

**KPA's new toll-free number:
800-264-5721 (KPA1)**

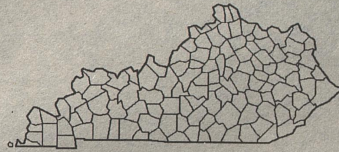
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⑤

Which flag will fly over The Kentucky Press? You choose.

Above are Stuart Simpson's renderings of proposed new flags for this publication. Cast your vote for 1, 2, 3, 4 or 5, using the ballot on page 14. Return your vote, by July 20, to Pam Shingler, The Kentucky Press, 101 Consumer Lane, Frankfort, KY 40601, or call in your choice, 502/223-8821 or 800/264-5721. The August edition of The Kentucky Press will feature the Simpson design that gets the most votes.



Hot shots

This blazing photo contributed to the judges' decision that *The News-Enterprise* has the best news pictures among Daily Class 2 newspapers. Jayme Burden captured this fire scene, which was much more dramatic in the original color, for the Elizabethtown paper.

NNA urges new mail subclass

Kentucky's Heath hits USPS service in congressional testimony

Publishers' Auxiliary, June 22, 1992
Washington, DC --Congress should approve legislation that would establish a new postal subclass for second-class, in-county and other mail that receives revenue forgone funds, Max Heath told a House committee June 9.

Heath, vice president and executive editor of Landmark Community Newspapers Inc., is chairman of the National Newspaper Association's postal committee. He also represents NNA on the Postal Service's Mailer Technical Advisory Committee.

Testifying before the House Post Office and Civil Service Committee, Heath also urged the committee "to impress upon the Postal Service the necessity of significantly improving its delivery performance."

And he asked the committee to cautiously consider the recommendations in a recent report by the Joint Task Force on Postal Ratemaking.

Heath said that while many of the recommendations seemed to make good sense, others were more controversial and needed to be thoroughly "aired and debated in Congress."

In urging the creation of a separate subclass of mail, Heath noted that the Bush administration has called for cuts in the revenue forgone appropriation. Revenue forgone is money that Congress gives to the Postal Service to make up for the revenue the Postal Service forgoes by giving reduced postage to churches, charities, newspapers mailed in-county and others.

"... the revenue forgone appropriation is once again under attack, and a permanent solution must be created," Heath said.

"The notion of creating separate subclasses for the preferred rates funded by revenue forgone is an idea which has been discussed for several

years, and it has been thoroughly aired and analyzed. It is consistent with the principles of the Postal Reorganization Act, and with the current practice of the (Postal Rate) Commission. . . . It is fair and equitable to all concerned," Heath said.

Speaking about Postal Service reform, Heath said the Postal Service has pushed for rate deregulation in the name of reform, while not concentrating enough on improving service.

He said many large mailers have suggested this rate deregulation in hopes of getting lower rates for themselves. "Many of these suggestions have included various forms of rate deregulation, and many have come from the very largest mailers who hope to obtain rates lower than smaller mailers, by threatening to pull their mail out of the mailstream. In conjunction with these efforts, rate deregulation -- cast as rate "reform" --

Contest: The winners

From page one

The Sentinel-News in Shelbyville repeated its 1991 showing with the plaque for General Excellence among multi-weekly publications. Published by Jim Edelen and owned by Landmark, the newspaper racked up five first place, five second place and four third place awards.

Also matching its 1991 top designation, *The Winchester Sun* earned General Excellence honors among Daily Class 1 newspapers. Published by Betty Berryman, the paper won six first place plaques and four second place certificates.

The Gleaner in Henderson kept up its winning ways by earning the top General Excellence plaque among Daily Class 2 competitors. First place awards in eight categories went to the paper, owned by Gleaner Publishing. Publisher Steve Austin also took home four second place awards and one third place award.

Earning second place honors for General Excellence were *McLean County News*, Calhoun; *Clay City Times*; *The Oldham Era*, LaGrange; *Central Kentucky News-Journal*, Campbells-ville; *Middlesboro Daily News*; *The News-Enterprise*, Elizabethtown, and *Messenger-Inquirer*, Owensboro.

Third place, overall, went to *The Fulton Leader*; *Troublesome Creek Times*, Hindman; *Georgetown News & Times* (tie); *Pulaski Week*, Somerset (tie); *Pioneer News*, Shepherdsville; *Harlan Daily Enterprise*; *The Advocate-Messenger*, Danville, and *The Lexington Herald-Leader*.

The contest was judged by members of the New England Press Association.

has been pushed hard by the Postal Service at every opportunity.

"The Postal Service is concerned with obtaining volume, having finally understood that alternate delivery is real, and that a crisis is upon the Postal Service. The Postal Service as an institution has not yet understood that delivery problems are just as much the cause of the Postal Service's current problems as are rates.

"The quality of postal delivery has been dropping for some time and has continued to drop over the last year. The only real attention given this deterioration of service -- other than honest efforts in individual cases to solve individual problems -- has been to change the USPS service standards so slower delivery became the acceptable norm. Service in rural America has especially been degraded by the elimination of certain highway contract routes between adjacent

See Heath, page 13