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Kentucky Press

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Eastern Ky. papers launch new editions

By LISA CARNAHAN
KPA Member Services Director

Spring brought change to Eastern Kentucky in more ways than the blooming of dogwoods and swelling of rivers. Two new editions of multi-county coverage newspapers hit the streets — one a merged Sunday edition between the Floyd County Times and Hazard Herald that's focusing on seven counties initially and the second, a Friday edition of the Perry County News that covers five counties and carries the name "Kentucky River News" as the

masthead.

The Floyd County Times and the Hazard Herald are both properties of Community Newspaper Holdings, Inc. (CNHI) and Rod Collins serves as publisher of both newspapers.

Collins came to Prestonsburg in April 1999 from the Richmond Register and within three months, took the newspaper to a Sunday edition. He took over at Hazard last October.

"There was a definite need for another edition in that area," said Collins. "We had already merged our shoppers, so it seemed natural. We

(Floyd County Times) already had a Sunday, so the plan to make it a regional paper emerged."

The newspaper is called "The Sunday Edition of the Times Herald" and it covers Leslie, Perry, Knott, Floyd, Johnson, Pike, Letcher and Magoffin counties. Collins says plans have also been made to extend coverage into Martin and Breathitt counties.

"We'll cover everything that's regional," said Collins. "Most of these areas have their own little pockets of news, with each newspaper

See **EDITIONS**, page 7

2001 KHSJA State Convention draws record crowd

Over 850 pack into Galt House East for annual gathering

All KPA convention-goers know the Galt House East in Louisville is big — huge, in fact. That's why it was picked as the host facility for the 2001 Kentucky High School Journalism Association State Convention. A good thing, too. The crowd on March 22 topped 800 as high school students and their teachers came from across the state to learn more about this thing called "journalism."

This year's meeting started the evening before the convention with a pizza party and dance for those students and advisers traveling



Photo by Jeff Moreland, *Citizen Voice & Times*

A panel of journalists and journalism educators took students' questions about journalism ethics at the 2001 KHSJA State Convention.

overnight. The event featured print and broadcast professional journalists who shared insights about their career choices with the students. The journalists also took questions

from the students.

The main highlight of the convention was presentation of the KHSJA awards for best newspaper, yearbook and broadcast entries.

Graves County High School took home the Grand Champion Award, which recognizes the school with the best all-around journalism pro-

See **CONVENTION**, page 3

Media role in public's view of youth violence debated

By JACINTA FELDMAN
KPA News Bureau Director

Professionals on both sides of the issue debated how much, if any, the media's coverage of youth violence sways public perception during a speaker series at Eastern Kentucky University on March 30.

Criminologists said the media covers youth violence disproportionately to its role in society. Journalists said the very fact that it is rare and unusual is what makes

those crimes newsworthy.

"I think you can say that about a lot of things we cover," said Lexington Herald-Leader Editor and Senior Vice President Pam Luecke. "We cover war disproportionately to its role in society, we cover sports disproportionately to its role in society. Lord knows we cover sports disproportionately."

Luecke was on a five-member panel that reacted to Criminal Justice Professor Victor Kappeler's

statements about the media's coverage of youth violence. Other members on the panel included Jim Ogle, senior vice president for news at WKYT-TV, Michael Marsden, Provost and Vice President of Academic Affairs at Eastern, Dena Tackett, student editor of The Eastern Progress and Liz Hansen, associate professor in the university's department of communications.

Kappeler said that the media

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What's Ahead

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Executive Inn, Owensboro

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to avoid Pagemaker conflict
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Supreme Court decisions
•Pg. 10: Don't get stuck in rut
of tradition when reporting

Kentucky people, papers in the news

Lexington minority paper goes on hiatus

Lexington's only black newspaper stopped publishing in February while funding is sought to expand the struggling venture, said its publisher.

The Community Voice Newsjournal, a biweekly newspaper with a circulation of 10,000 in Lexington and Louisville, published its last edition Feb. 23, said founder Donald Cordray.

Cordray, who is also the paper's only full-time employee, said he hopes to raise \$300,000 to hire more advertising and editorial staff to begin publishing again on April 9, the 14th anniversary of the publication.

The newspaper has never showed a profit and has published sporadically in the last year because

of an office move and health problems, Cordray said.

Willard retires after 25 years at Shelbyville

Jeanie Willard retired from The Sentinel-News in Shelbyville in the end of February, after 25 years of service at the paper.

Willard began at the newspaper in February 1976 as a part-time office assistant. She served as receptionist, helped the bookkeeper and handled subscriptions.

In the early 1980s, she replaced DuAnne Puckett, who went on to be the editor of the paper, as the writer for the Society page, which has become the Faith & Family pages.

For the past several years, Willard has been responsible for get-

ting information on weddings, engagements, births, deaths, community meetings, church activities and other events.

Combs joins ad staff at Laurel News Journal

Kelly Combs, 21, joined the advertising staff of the London-Laurel News Journal.

A native of Hazard, Combs will be working with local businesses and assisting them in reaching consumers throughout Laurel County through the News Journal.

Gleaner's classified ad section expanded

The Gleaner's classified advertisement section merged with its sister publication, The Evansville Courier & Press, in early March, increasing the Henderson paper's section by nearly eightfold.

Publisher Steve Austin said the reach of the classified section expanded from an estimated 30,000 readers to an estimated 240,000 as a result of the merger.

Beyond the increased number of pages, there will be more color, some variations in categories and a different typeface. The new section includes special real estate and automotive packages, as well as feature material, cartoon panels and puzzles.

"In general, it will be very user friendly, especially as readers adapt to it," Austin said.

Two sons help in family newspaper business

Michael Finch II joined the staff of the Todd County Standard in February.

He comes to the Standard from the Kentucky New Era, where he was sports editor.

Finch previously worked for the Standard, which is owned by his parents Mike and Belinda Finch, in 1998, after graduating from Western Kentucky University. During his brief time there, he won a KPA first-place award for best story series in the weekly class I division.

Besides writing and editing duties, he will assist in redesigning the pages of the newspaper, leading toward full computer pagination.

The Finch's youngest son, Brian, is also working on the redesign. He and Marci Owens have adopted the newspaper for their project in the Murray State University Journalism's Department's advanced editing and design class.

Brian is a junior public relations major. Owens is a junior print journalism major from Hopkinsville.

Yonker named news editor at Oldham Era

Rebecca Yonker was named news editor of the Oldham Era in February. Yonker, a Laurel County native, graduated from Western Kentucky University. She started her journalism career at the Commonwealth Journal in Somerset. She then moved to Florida before returning to Kentucky. After a temporary assignment with the Associated Press in Louisville, she took the job in LaGrange.

Lyon County paper gets new size, schedule

In an effort to become a more modern newspaper package, The Lyon County Herald Ledger went through some changes last month, which included trimming the width of its pages by about 1 1/4 inches.

Publisher Tim Hurst said the new, narrower size will accomplish two goals: making the paper easier to

See PEOPLE, page 12

The Kentucky Press

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Deaths

Marguerite W. Whittaker

Marguerite Walker Whittaker, co-owner and publisher of Lancaster's Central Record, died Feb. 21 at Central Baptist Hospital in Lexington. She was 79 and lived on Hill Court in Lancaster.

Whittaker had been publisher of the newspaper, which has been owned by members of her family since the 1940s, for several years and involved in newspapers for many more. She also was in her 17th years as a member of the Lancaster City Council.

And she was a retired Garrard County elementary school teacher,

having taught at the old one-room Mount Hebron School and at the 12-grade Camp Dick Robinson and Buckeye high schools. She retired from teaching in 1979 after 38 years in the classroom and began devoting more time to the newspaper.

"One of her main things was her recipe page. She had a page of recipes in the paper every week," said Oneida Black, a Central Record employee. "In December we always published a little insert, a little booklet of Christmas recipes. A lot of them (recipes) were hers.

See DEATHS, page 11

WKPA picks new officers

Karl Harrison, editor of The Paducah Sun, was elected president of the West Kentucky Press Association.

Vyron Mitchell, publisher of the Cadiz Record was elected vice chairman. John O'Neal Jones is the past president and served 2000-01 in that capacity. The election of officers was held during the group's recent spring meeting in Gilbertsville.

Pay not the only issue in keeping, attracting staff

It's time to take action to pull young talent to small town newspapers, according to Mike Shepard, president of the Washington Newspaper Publishers Association and publisher of the Walla Walla Union Bulletin. In a recent column published in the association's newsletter, Shepard detailed a major "what do we do about it" concerns in the newspaper industry — recruitment and retention.

While pay is an important issue, he wrote, it's not the only factor in the recruitment wars. Fewer and fewer young people are attracted to small town life. Furthermore, what is driving communications and journalism students to pursue non newspaper career paths is low wages and poor benefits, the fear of isolation in small, rural towns and, in some cases, just not feeling the work they would be doing is rewarding in ways beyond pay.

Here are some of the ideas discussed at a recent industry meeting of publishers and journalism educators, excerpted from Shepard's column.

- Get involved with your high schools. The journalism teacher often has no newspaper experience and would welcome the involvement of reporters, editors and publishers in the classroom. Once there, you have a valuable opportunity to talk to young people about all the advantages of practicing journalism in a smaller environment.

- Encourage the continuation of high school newspapers by deeply discounting (or printing free of charge) the school paper.

- If there's a lack of quality housing or affordable housing, consider having the newspaper buy a clean, small home that could be rented back, cheaply, to entry-level reporters.

- In that same vein, buy an inexpensive car that a young journalist could use. (One publisher

See STAFF, page 7

A lobbyist? Never in my wildest dreams

On the Association Front

By Lisa Carnahan
KPA Member Services Director
KHSJA Administrator



This most recent legislative session was different in more ways than what you've already read about: it was the first annual session of the Kentucky General Assembly (a change made possible by a constitutional amendment voted on in the 2000 session and approved by voters last November), it only lasted 30 days, in comparison to the biennial 60-day session that we've all grown accustomed to and last, but certainly not least, they (lawmakers) accomplished very little. OK, I concede, maybe that's not that much of a change after all.

It was different for me because, with my recent job change from News Bureau Director to Member Services Director, I'm no longer covering the legislature and instead responsible for lobbying. Yes, I'm a lobbyist — one of those eight-letter dirty words to many, if not most, reporters.

I got some pretty hefty teasing from my capitol reporter colleagues (or former colleagues I guess I should say) but, I was always quick to point out that if I was going to be a lobbyist, it would have to be something I fervently believed in. And, I'm very pleased to be able to say "newspapers," and all the related topics like: open meetings and open records, libel and priva-

cy concerns and protection of public notice advertising, fit into that category of fervent beliefs.

That's all that saved me from feeling as if I had turned to the 'dark side' - become one of those "former reporters" who had given up the craft for something perverted like a PR job.

Being a lobbyist is different, however. My biggest obstacle was trying to keep from violating one of the rules involving where lobbyists can and can't go. I must admit, I'd gotten pretty used to free reign of most areas, except of course the House and Senate floor once the gavel had slammed them into session. Other than that, reporters have pretty wide access (as we — I mean "they" — well should) to the capitol and to legislators.

My second trip to the capitol in my new role held a rude awakening. As I was chasing down a legislator, hot on his heels, one of the Legislative Research Commission staffers stopped and very sheepishly told me they were sorry to tell me that I wasn't allowed in that hallway anymore. Not allowed? How was I going to continue my hot pursuit? Call and make an appointment? Wait them out in their office?

I did both. And both worked out pretty well. I found the legislators to be very open to talking to me, even when they totally disagreed with KPA's stand on the issue. I'm sure that may not always be the case, but so far so good.

One of the keys to lobbying, according to veterans who have been eager to share their knowledge with me, is honesty and accurate information. Hey, kind of sounds like reporting doesn't it? Maybe this won't be such a dramatic change after all... but then again, I better reserve judgment until after a "real" session. So on second thought, I'll let you know next April.

Convention

Continued from page 1

the best all-around journalism program in Kentucky. Schools must compete in at least two of the three divisions of the contest — newspaper, yearbook and broadcast — to qualify, and must earn the most total points overall to win. This year's competition had more than 1,500 entries.

Graves County High School placed first in the General Excellence award in the Broadcast Division and second in the yearbook division for class AAA schools. The contest is divided into three classes based on enrollment: Class A, AA and AAA.

The contest honors individual achievement with points tallied for the overall honor of General Excellence. Students winning first place awards receive a plaque and plaques are also given to schools placing first, second and third in the overall competition. An added bonus to last year's contest, that was also a part of this year's

awards presentation, was a monetary award to all schools placing in the General Excellence category.

KHSJA began its fourth year of operation with the 2000-2001 school year, formed in 1997 to address a critical gap in scholastic journalism education in the state. Prior to its inception, there was no statewide organization to help high school journalism students and their teachers.

This year's keynote speaker was Joel Pett, editorial cartoonist for the Lexington Herald-Leader. Pett won the 2000 Pulitzer Prize for editorial cartoons.

Other schools winning General Excellence awards in the 2001 KHSJA State Competition were: Newspaper Division, Class A: First Place — St. Mary High School; Second Place — Berea Community High School and Third Place — (tie) Walton-Verona High School and Cumberland County High School.

Newspaper Division, Class AA: First Place — Assumption High School; Second Place — (tie) Bowling Green High School and Washington County High School and Third Place — Fleming County

High School.

Newspaper Division, Class AAA: First Place — South Oldham High School; Second Place — Trinity High School and Third Place — Oldham County High School.

Yearbook Division, Class A: First Place — Carroll County High School; Second Place — Mercy Academy and Third Place — Corbin High School.

Yearbook Division, Class AA: First Place — Bowling Green High School; Second Place — Highlands High School and Third Place — Bourbon County High School.

Yearbook Division, Class AAA: First Place — Scott County High School and Third Place — South Oldham High School.

Broadcast Division, Class A: First Place: Bardstown High School; Second Place: Mercy Academy.

Broadcast Division, Class AA: First Place: Henry County High School and Second Place — Bourbon County High School.

Broadcast Division, Class AAA: Second Place — St. Xavier High School and Third Place — Montgomery County High School.

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Papers still not devoting enough time to visual planning

Design is Everything

By Edward F. Henninger



It's discouraging to look through a newspaper and often see page after page after of text with just a few small, scattered photos or graphics. After more than two decades of design awareness, many newspapers are still unappealing — even daunting — in their presentation.

These newspapers often have little idea of visual planning. Ask writers and/or editors what photo or graphic should accompany a story and they couldn't tell you. It's not their fault — they've never been given the training they need to think visually.

And even when the visual elements are top quality, they're often given minimal display. Most of the time, that occurs because we think of them last. We edit our stories, count their length, figure where they should go on the page — and only then try to cram in the visual element.

There is a cure and it's a simple one: Place visual elements first.

By placing the visuals first, you give yourself the opportunity to design the page rather than just reacting to the number and length of stories. In short, you put yourself in control.

By placing the visuals first, you

create a page that has impact, order and harmony.

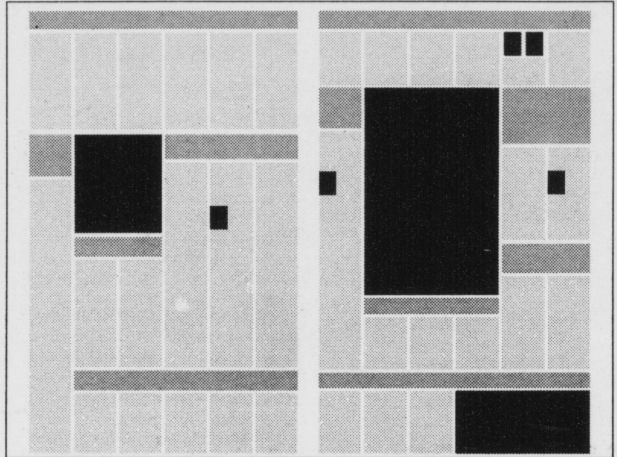
By placing the visuals first, you give the page dynamic and direction.

Let the shape of the visuals help you decide placement. If your lead photo is a vertical, you may want it to go at the top of the page. If it's a horizontal, it might be better to place it below a story that wraps across the top. In both cases, what you're trying to do is to place the key visual over what is called "optical center" of the page. Optical center is a bit above and left of true center.

Size of the visual? My guideline is that on an open page the lead art must be no smaller than 24-column inches. That's three columns by eight inches or four columns by six inches — no smaller. Secondary art on the page should be about half the size of the lead art. Remember: the lead visual can be larger (and often should be larger) than 24 column inches.

Once you've placed the lead art (and have an inkling where you're going to put the secondary art), only then should you begin placing stories on the page. If there are too many stories, move one or two of them to an inside page. If the stories are too long, segment them or trim them to fit.

Would I sacrifice part of a local story just so I can maintain visual impact on the page? In an instant. It's when we go the other way — reducing the size of the visual so we don't have to edit our stories — that the page begins to unravel. Good



The page on the left lacks visual impact. With a large lead visual element, the page on the right is attractive and compelling.

design requires an ability and a willingness to edit stories as you're placing them on the page.

As you do, remember another key element I call "critical mass." The term was originally used to describe the critical amount of material needed to create nuclear fission, but it works in page design also. By "critical mass" on the page, I mean a proper proportion of type-to-visuals to help the visuals stand out. If you were to place a second or third piece of art too near the lead visual, the lead art loses impact and the page will probably appear cluttered. Be sure your stories help to separate

key visuals. Too much gray on the page creates a boring look. But just the right amount of gray between key visual elements helps them to give the page some punch.

Placing the visual elements first on your page gives you a road map, a plan for what you're going to do on the page. And proper planning is the key to good design.

(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, or by e-mail: go2omnia@aol.com)

TV, newspapers, radio, web sites: Working together is possible

Interactive Insider

By Peter M. Zollman



We've all heard about newspapers forming alliances with a local TV or radio station for print promotion and editorial content, or more often for Web promotion and content.

Good idea. But what are the rules of engagement? How do you form an alliance, and how can you make sure it's mutually beneficial?

Alliances range from a one-shot deal — "Let's create a Web contest and promote it in our newspaper, on our TV station, on the radio" — to complex, long-term alliances, such as a newspaper providing content for a radio station in exchange for promotional mentions and news content rights.

The newspaper might offer its journalists, movie reviewer and auto columnist for on-air interviews and

updates, while the station promotes the paper on-air, and gives the newspaper rights to any news interviews or stories that the station generates.

What is the simplest way to decide if an alliance is possible?

When you can complete the equation "1 + 1 = x" with a "3" or higher. If what you contribute, and what your affiliate contributes, makes the ultimate whole greater than the sum of the individual parts, form an alliance. If not, forget about it.

Other examples of possible alliances:

•A video/text alliance, where a TV station contributes news and feature video clips to a newspaper Web site, while the newspaper provides text information on the TV station's site.

•A content-provision alliance, where a newspaper or TV station agrees to provide content to the other, or both agree to swap content. The St. Petersburg (Fla.) Times, faced with the highly touted Media General "convergence" project across bay at the Tampa Tribune /

WFLA-TV/TBO.com, recently formed a content alliance with WTSP, in St. Petersburg.

•A formal business relationship, where a newspaper and another media partner, typically a TV station or radio group, form a separate company to build a regional Web site with its own brand and identity.

MySanAntonio.com, owned by Hearst, owner of the San Antonio Express-News, and Belo, owner of KENS-TV, the CBS affiliate there, is a formal Web-based partnership. Not all alliances have anything to do with interactive media, of course, but in many cases, Web sites are the impetus for something that probably should have been done anyway.

Forget the notion of "competitors." Lots of competitors have developed online alliances, including The Globe and Mail and Torstar Corp. in Toronto, offering Workopolis.com; several groups of directly competitive daily and weekly newspapers in the Chicago area, which developed ClassifiedsChicago.com along with DriveChicago.com, and the St. Petersburg Times and WTSP Television.

What's the process for creating an alliance?

Figure out first the "who" and "why." What does your newspaper have that they need? What do they have that you need? And how can you work together so that you can share resources and both come out better off in the end?

Sounds simplistic, and it is. But it's also the underlying process to negotiating some of the most difficult alliances imaginable.

What can your newspaper offer? Text content (news, feature and "utility," like auto and movie reviews); branding and reputation; online classifieds; deep, rich sports coverage and more.

What does your potential alliance partner have — say, a local TV station? Weather with personality and immediacy; full-motion video from your local market; powerful coverage of breaking news stories; and remarkable promotion value.

If you have a match — and not all alliances can or should be a match, regardless of what "they"

See TOGETHER, page 10

Technology Today

Thumbs up for newly reviewed products

By Kevin Slimp



If it weren't for Bill Will, Technology Manager for Washington Newspaper Publishers Association, I might never get an article written. He's always kind enough to send a gentle e-mail message reminding me he hasn't read anything of late from me. I received such a message this morning from Bill. As I looked around my desk I found a stack of items I've been trying out and meant to review sometime in the future. It looks like that time is now.

The first is the Olympus E-10 SLR digital camera. You may remember that the E-10 was the first 4 megapixel digital camera released for under \$2,000 a few months ago. I ordered one for my office (couldn't get one donated) and have been extremely pleased with the results.

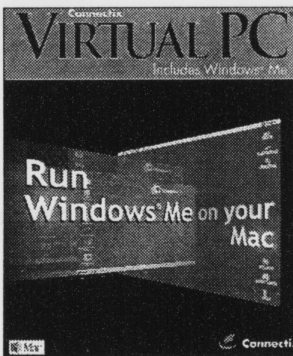
We use photography for several different types of projects from brochures and magazines to computer slideshows and a newspaper which we publish. The first time I handed the E-10 to our newspaper editor she reminded me it only took an hour for Walgreens to develop our film. It only took one photo shoot to change her tune. We've found we're getting better photos from the new digital camera than we were with standard 35mm cameras. From time to time, we hire an out-of-town photographer to take photos for us and we're constantly amazed at how much better the photos we do "in house" look than the ones we hire out.

The main features of the Olympus E-10 include 4.0 megapixel (2240 X 1680) resolution, a 4x ED Glass optical zoom lens, a dual autofocus system, programmed automatic exposure modes, USB compatibility and a multi-pattern flash system. The E-10 comes with a 32 MB SmartMedia memory card, with an additional space for another card. We added a 64 MB card to bring the total memory to 96 MB. That allows us to take approximately 33 two to three column photos, 8 full-page photos (11 MB in size), or 90 smaller photos.

I can't get over the bright colors, crisp sharpness and high quality of the photos we're taking with the E-10. The list price of the E-10 is \$1,999 and most dealers list it at



Above: The Olympus E-10 SLR digital camera has a wide range of capabilities. Below: The newest version of Connectix Virtual PC is faster and runs smoother.



that price. I was able to talk my salesman (with one of the mail-order dealers) down to \$1,799. The additional 64MB media card was less than \$100.

Virtual PC Allows Mac User to Run Windows

I received the newest version of Connectix Virtual PC a few weeks ago. I've reviewed previous versions of this program in the past and had a hard time getting over the slow speed and tendency to crash. This newest version, however, has made me a believer. Loaded on my dual-processor G4, I hardly notice a slowdown compared to the standard PCs around our offices. Connectix supplied me a "Windows Me" version of the software (it comes in Windows98, Windows2000 and Windows Me versions).

I put Virtual PC through a few tests to see how it would perform. First, after starting up Windows, I checked the network to find out if Virtual PC would see the Xante printer connected to our Apple Ethernet network. Sure enough, it saw the printer. Next, I installed

See PRODUCTS, page 6

OS 9, Pagemaker conflict solved by system upgrade

Dr. Tech Hotline

By Tim Jones
Parts-Plus



In a previous month we talked about the problem with Pagemaker 6.5 and Mac OS 9.

The system is supposed to flush out temporary files when Pagemaker quits. However, with this combination it does not happen. Several calls are still coming in on this problem. The official cure from Apple is to upgrade to MAC OS 9.1. The temporary cure that I have been telling you about is a program called Eradicator. You can download this program from www.versiontracker.com. You should run the program at least once a week or more if you are dealing with many different large Pagemaker documents.

Another Pagemaker problem is refusal to place text files. This can happen with any Pagemaker 6 version and Mac OS 8.6. Adobe recommends downloading an extension from Apple's website called Font Manager Update.

You can find the extension at: <http://asu.info.apple.com/swupdates.nsf/artnum/n11489>.

With QuarkXPress, problems have come up in placing PDF files. Quark recommends downloading an update PDF Filter 1.6.

You will find it at www.quark.com/support/downloads/details.jsp?id=439.

An old question that is still

Hotline Numbers

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859-314-5146

859-623-3880

859-624-3767

e-mail: tjones9692@aol.com

FAX: 859-624-9893

asked is, "Should I turn the computers off every day or just leave them on continually?"

The experts are split 50/50 on this issue. If you have extremely good surge protection and battery backup systems, it would be safe to leave them on. My concern is that leaving them on during a lightning storm is asking for trouble. On Macintosh computers, the downside of leaving them on continually is that some files loaded into memory can become unstable and a restart will clear up such problems.

I have just received Mac OS X (Mac OS 10). It contains Mac OS 9.1 so if you are thinking of getting OS 9.1, you may want to go ahead and buy OS X.

I do not recommend you upgrading all the computers to OS X yet. I do recommend that you get a copy and try it out on one Mac. The minimum requirements will be a Mac G3 with 128 MB RAM.

Next month I will tell you about my personal experiences with OS X.

Job Shop



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

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Apperson retires, Rouse takes top post at Murray

Murray Ledger & Times Staff Report

Longtime Murray Ledger & Times Publisher Walt Apperson retired from the newspaper on March 31.

Alice Rouse, general manager of the newspaper, will become the new publisher.

Apperson will become publisher emeritus at the newspaper and will stay involved there part-time to help during the transition. He has been publisher and co-owner at the newspaper since 1973.

In making the announcement to the 35 staff members at the newspaper, Apperson said, "This newspaper will continue its priority for local news and sports for Murray and Calloway County. Murray is a wonderful community and has given the newspaper and our family its total support. I pledge to more than 8,000 subscribers that the goal of this newspaper will be to work for the economic betterment of the entire area."

"We hope to see Murray continue its growth as we record the daily events happening around us," Apperson said. "My thanks to this community for the friendship you have shown us by making the Ledger & Times viable. My family and I will continue to reside here

and work for progressive growth locally. I urge that you give the new publisher the support you have afforded to me and our staff. Thank you, Murray, for all you have given in order to have a award-winning daily newspaper," he concluded.

Apperson, a native of Mayfield, began his almost 28 years as publisher in Murray after serving as a reporter, photographer and ultimately editor of the Mayfield Messenger beginning in 1965.

Prior to that, Apperson worked one year in advertising sales at The Paducah Sun.

Apperson, 68, attended Western Kentucky University on a football scholarship and received his college degree from there in 1955. While at Western, he was named to the All-OVC football team and was involved with the Air Force ROTC on campus.

After college, he was commissioned second lieutenant in the U.S. Air Force and served there for three years, most of which was spent on tour with the 313th Air Division in Okinawa. He was discharged from the Air Force as a Reserve Captain before starting his career in the newspaper business.

Rouse began working at the Ledger & Times in 1975 as a book-

See MURRAY, page 7



Walt Apperson has retired from the Murray Ledger & Times after serving as publisher and co-owner of the paper since 1973. He will assume the title of publisher emeritus. Longtime GM of the paper, Alice Rouse, has been named publisher.

Products

Continued from page 5

the Xante printer software in the Windows Printer Control Panel area. I was impressed to see that my programs not only saw the printer, but had all the options available on the Macintosh platform.

Next I created a "shared" folder, which allowed my computer to swap files back and forth between the PC and Mac platforms. A perfect opportunity for me to test the software arose in the afternoon when I needed to download the video stream of a new television commercial I'm working on. I quickly found that the files I needed to download from the website could only be viewed in Windows. Here's what I did: I downloaded the files from the website while in Microsoft Explorer on the Macintosh platform. I placed the files in the shared folder which I had previously created, then double-clicked on the files after moving over to Windows (Virtual PC). I was pleasantly surprised when the Windows Media Player opened and the video clips played perfectly.

One note of caution: I wouldn't try using Virtual PC on a computer slower than a G4. Though the software works on a G3, the speed becomes a real issue at slower speeds. It also requires Mac OS 9.0 or later. I

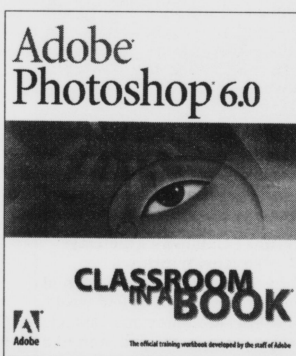
would suggest a G4 with a minimum of 128 MB ram. Otherwise I was thoroughly pleased with the newest version of Virtual PC and would recommend that every "all Mac" newspaper install a copy for the time when using the Windows platform becomes necessary. Now, if you could only run Mac OS on Windows...

Two Books Worth Keeping in Your Library

I receive a lot of books for review purposes, and two recent arrivals would be helpful to many newspapers. With the advent of Photoshop 6.0 (which I plan to review next month) a lot of newspapers are looking for training materials. Let me suggest two books recently released.

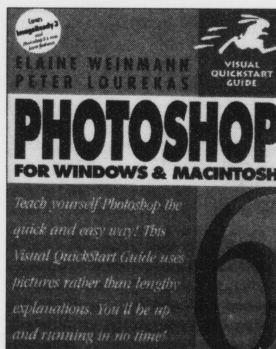
The first is Adobe Photoshop 6.0 Classroom in a Book. As it has for years, Adobe Press has released an excellent resource which includes 17 lessons in Photoshop 6.0. The book also includes a CD with files which help walk users through the lessons. This book is a great resource for new users, as well as advanced users who are looking to move a little deeper into Photoshop. The Classroom in a Book series can be purchased at larger bookstores or from Adobe's website at www.adobe.com or Peachpit Press' website at www.peachpit.com. MSRP is \$45 (U.S.).

The second book is the Photoshop 6 Visual Quickstart Guide by Peachpit Press. As it has in previous



Two books that Slimp recommends are: Adobe Photoshop 6.0 Classroom in a Book (left) and Photoshop 6 Visual Quickstart Guide. Classroom in a Book is good for new users as well as the more advanced and the Visual Quickstart Guide takes "an easy, visual approach to teach Photoshop," according to Slimp.

Quickstart Guides, this book takes an easy, visual approach to teach Photoshop and ImageReady. By using pictures to guide users through the software, it's an easy way to learn how to make Photoshop do the things you want it to do. Peachpit's Quickstart Guides work like reference books, allowing you to look up what you need and then go straight to work. For instance, if you want to learn how to create a gradient fill, simply turn to page 214 where there are two pages of instructions and photos related to that topic. The Photoshop 6 Quickstart Guide



can be purchased at larger bookstores or directly from Peachpit Press at www.peachpit.com. MSRP is \$21.99 (U.S.).

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

Editions

Continued from page 1

handling that area. This will handle it all and include all of it. We'll give the customers in all those counties news from their neighboring counties that affects them. So many issues are regional here, like industrial programs, water problems and pollution concerns."

New staff members have been added to handle the extra work — two ad reps in Prestonsburg and one in Hazard and about the same number of new employees in the editorial department, according to Collins who added the paper is also utilizing correspondents.

"Community reaction has been really good," said Collins. "In fact, an awful lot of calls have come in, especially down around Hazard, wanting to go into the Sunday edition. It seems to be very well accepted, not just from the general subscriber base, but also advertisers."

The Times Herald will be printed at the Prestonsburg plant that recently saw two units added to its Harris press, enabling greater use of color.

"Even though all the work associated with creating a new newspaper been exhausting, it's reminded me how much I love this business," said Floyd County Times editor Ralph B. Davis. "From what I've seen, everyone has poured their hearts and souls into making this newspaper the best it could be. It may sound corny, but I am truly proud of the Herculean effort everybody put into this."

"I believe that the Times Herald fills a need in Eastern Kentucky. Until now, there has not been a newspaper which consistently covers this region as a whole. The Central Kentucky newspapers get into this region some, but too often it seems they are only after the sensational stories which promote old stereotypes and make our region look bad. And the newspapers which are published in this region pretty much stick to

their own counties. While that certainly serves their markets, it has to be an obstacle to growth when people are unaware of the successes and failures taking place just a few miles down the road. We are hoping that The Sunday Times Herald will open the lines of communication just a bit. We want to put a face on Eastern Kentucky."

The Perry County News published its first multi-county edition on March 30. The Kentucky River News is covering Leslie, Breathitt, Letcher, Knott and Perry counties.

The paper has advertised the new edition in the Perry County News, local radio stations and on WYMT-TV, according to ad manager Karen Fields.

Fields, a veteran of the business in Eastern Kentucky, came to the Perry County News with the new ownership about a year ago. The paper is now owned by Bruce Williams and is one of the roughly less than 50 percent of independently owned papers in the state.

Williams said three new employees have been added so far, with another expected to start in a few weeks. Publication day for the Perry County News has been switched from Wednesday to Tuesday.

"We're also looking for more reporters and hope to use some summer interns," said Fields.

Each edition of the Kentucky River News will feature the crime blotter from each of the five counties, sports coverage and school news from each county, an Opinion Page and weather reports. It will provide news from the community and technical colleges, and nursing homes. Fields said the paper has also initiated NIE programs in a lot of area schools.

"We've received quite a few subscriptions already, even before coming out," said Fields. "I think a lot of people are impressed with the changes we made when we took over and are looking forward to this new edition. The changes, which gave the paper a much better look, were pretty much immediate, within a month."

The paper will feature color in every issue, at least the front and back of each section.



The first Sunday edition of the Times Herald was published April 1. The newspaper initially is providing coverage in eight counties and plans to extend into two others in the near future.

"The employees are excited. They're tired but can't wait to see it at the same time," said Field. "There's really been a great attitude among the staff. The atmosphere here overall is just really good."

Murray

Continued from page 6

keeper. Eleven years later, she was promoted to business manager where she served until being named general manager in 1992. A native of Anniston, Ala., she attended Gadsden Junior College in Gadsden, Ala., and Brescia College in Owensboro, prior to moving to Murray.

In taking over at the Ledger & Times, Rouse said, "I am very excited about this promotion to publisher of the Ledger & Times. I have worked closely with Mr. Apperson over the past years and I believe this will be a smooth transition."

"This newspaper and this community has always been an important part of my life and will continue to be so. I ask for the support of the staff and the community as we all work together to make this newspaper the best we can for Murray and Calloway County," she said.

Since taking over the newspaper in 1973, Apperson also became

very involved in the Murray community, as well. In recognition of this commitment to the community, Apperson was named "Citizen of the Year" in 1991 by the Murray-Calloway County Chamber of Commerce.

Over the years, Apperson has served as a member of board of directors or as a member of numerous civic, business and charitable organizations, including the Rotary Club, Red Cross, Murray Vo-Tech School, Murray-Calloway County Chamber of Commerce, Library Board, Union Planters Bank, Murray-Calloway County Economic Development Corp., Leadership Murray, MSU President's Club and many others.

In addition, he also serves as an elder at First Christian Church in Murray, and has served as chairman of the board for the church.

Like the publisher who precedes her, Rouse is also involved in her community. She serves as a board member for the United Way, Murray-Calloway County Chamber of Commerce, Freedom Fest, Kentucky Press Association and Murray Woman's Club and was a past member of the board of the

Relay for Life for the American Cancer Society. She serves as a member of the Kappa Department of the Murray Woman's Club. She and her family are members of the First Baptist Church of Murray where Rouse sings in the choir.

In his profession, Apperson has been honored numerous times for his work by state and national newspaper organizations. He has served as president of the Associated Press Editors of Kentucky, as a member of the board of the Southern Newspapers Publishers' Association and as a member of KPA.

Apperson points to the Ledger & Times' survival of a devastating fire in 1981 as one of his proudest moments in Murray. Despite the fire that completely destroyed the newspaper office downtown as well as the newspaper press, the Ledger & Times never missed a publication day. Under Apperson's leadership, the staff pulled together and kept putting the paper out without fail. Following the fire, Apperson oversaw the construction of the newspaper's new offices on Whittell Avenue where it remains today.

Staff

Continued from page 3

who is doing this said he always knows when he is about to lose a staff member... the person always buys a car just before quitting.)

- Make sure the pay at your newspaper is as good as it can be.
- Consider helping new editorial hires with the cost of moving to your town.
- Take the time to judge student newspapers at the college and high school level. The feedback will mean a lot.
- Encourage student involvement in training programs and workshops put on by your newspaper or your trade group.
- Find creative ways to show young staff you value them. Does their car need winter tires? Make a deal with the local tire shop and get it done.

The point is this: If we put our minds together to finding creative (and sometimes time-consuming and maybe even costly) solutions, our current case of brain drain is as curable as an ear infection.

(The above article appeared in the Inland Press Association's newsletter.)

LEGAL NEWS & VIEWS

C-J, Hardin Co. Schools' Supreme Court cases lauded

By **KIMBERLY K. GREENE**
KPA General Counsel
Dinsmore & Shohl



On March 22, 2001, the Kentucky Supreme Court published two decisions affecting news media in this state.

One of them concerns access to a school system's disciplinary action statistics. The other concerns a newspaper's access to jurors in a capital murder trial.

The Courier-Journal v. Honorable Paul Braden

During the capital murder trial of Larry Osborne, Whitley Circuit Judge Paul Braden ordered members of the jury not to communicate with anyone about the case. This order was neither objectionable nor unusual, since trial judges have the right to take measures to protect the integrity of the jury and ensure a fair verdict.

The situation became unusual, however, at the conclusion of the trial (Osborne was convicted; his appeal is pending). Before he excused the jurors, Judge Braden gave them copies of a new order that stated: "That no person shall contact, communicate or interview any juror involved in this trial, except as permitted by this court."

Over a year later, the newspaper attempted to interview a juror who refused and referred to the circuit court order. The newspaper filed a motion asking the court to withdraw the order, but the court declined. The Osborne trial had been the first capital murder trial in the county

in 50 years and Judge Braden found that the case had a high impact on the community and that the jurors "have a certain fear for their personal safety and for their mental stability..." The Kentucky Supreme Court unanimously disagreed. Because the trial was completed and an appeal was underway, the circuit court had lost authority to restrict access to the jurors. The trial judge had no authority to restrict the jurors in anyway at that point.

The Supreme Court noted that the trial court could tell the jurors at the end of the trial that they had no obligation to talk to anyone and could refuse to do so. But it is the jurors' decision, not the circuit court's. "Once the jury is dismissed, the determination to speak or not to speak is solely on the individual juror." According to the Supreme Court, former jurors have a recourse if they are actually harassed or intimidated by someone attempting to speak to them about the trial. That former juror could report the problem to the police.

Bottom line — a trial court cannot prohibit a reporter from interviewing a former juror, nor can the court prevent a juror who chooses to speak about the trial from being interviewed.

Hardin County Schools v. The News-Enterprise

Some of you have been following this case as it made slow progress through the court system. It all started when a reporter for The News-Enterprise made open records requests to the Hardin County Schools and the Elizabethtown

Independent Schools. The public records requested were statistical compilations of disciplinary actions taken by the school systems over the course of a year. These reports were purely statistical. They contained no names of students or other identifying information about those students. Instead, the reports indicated, for example, that there were three suspensions for fighting at "X" high school during 1995. Almost by return mail, the Elizabethtown Independent Schools produced copies of their reports.

The Hardin County Schools declined. The dispute zigzagged its way through the judicial system. First, the Kentucky Attorney General found that the school system had violated the open records law by refusing to provide the reports. The Hardin County Schools appealed to Hardin Circuit Court, which held there was no violation.

The reasoning hinged on a federal privacy-education law commonly known as the Buckley Amendment. That law prohibits school districts receiving federal funds from having policies or practices of releasing the education records of students. An education record is defined in the law as "those records, files, documents and other materials which contain information directly related to a student..." A regulation expands that definition to include records containing information that makes the identity of a student easily traceable.

The Hardin Circuit Court felt that someone

See **CASES**, page 9

AG Opinions

Evansville Courier & Press/ City of Owensboro

The Owensboro Police Department did not violate the Open Records Act when it denied John Lucas' request to inspect its investigation records of a police shooting, the Attorney General decided in March.

Lucas, who is the Western Kentucky Bureau Chief for the Evansville Courier & Press, wanted access to the investigation report about the Nov. 16 shooting of Tyrone Clayton Jr. by Officer Lorhn Frazier.

Lucas argued that the files should be open for public inspection because the investigation was finished.

City Attorney David C. Fowler denied Lucas' request, saying that no final administrative action had been taken. He said that the documents were exempt from the Open Records Act because they were preliminary. He said the documents would not lose their exempt status until they are "incorporated into final agency action."

Lucas appealed to the Attorney General. In support of his argument, he sent the Attorney General's Office an arti-

cle written by Owensboro Police Chief Allen Dixon, which ran in the Messenger-Inquirer in December. In the article, Dixon refers to the "completed investigation report that was turned over to the Commonwealth's Attorney and coroner."

He said in his appeal that because "many Owensboro residents have expressed doubt about the ability of the OPD to investigate adequately whether the shooting of Clayton by Frazier was justified, it is in the public interest to make the details of the report available for inspection."

In the decision, Assistant Attorney General Amye Bensenhaver wrote that because the investigation is on-going and no formal charges have been filed, the report is not open to public. Bensenhaver agreed with Fowler, saying that because the files are part of an investigation done by a police department's internal affairs office, they will continue to be exempt until they are adopted as part of the final administrative action.

She cited the 1982 court case, *City of Louisville vs. Courier-*

See **AG**, page 9

Court: KSU must release confiscated yearbooks

By **SCOOBIE RYAN**

A settlement's been reached in the Kentucky State University yearbook case that calls for KSU to release the 717 copies of the Thorobred that have been locked up for almost six years.

In January, the Sixth Circuit Court of Appeals ruled KSU was wrong to withhold the yearbooks. On Feb. 28, the lawyers for Charles Kincaid and Capri Coffey said that KSU had agreed to release the yearbooks, pay Kincaid and Coffey \$5,000 each, reimburse the Society of Professional Journalists' defense fund and pay legal costs.

Lawyers Bruce Orwin and Winter Huff said KSU agreed to use alumni records to locate students from 1992-1994 who were entitled to the confiscated yearbooks.

"All I want is my yearbook," said Charles Kincaid. "It was something they did not have the right to take."

Kincaid was a KSU student when the yearbooks were confiscated. He and the yearbook's editor, Coffey, filed suit asking that KSU be required to distribute the yearbooks. The first ruling went against them. On appeal, before a

three-judge panel, Kincaid and Coffey lost again. The third time, they asked that all the judges serving on the Sixth Circuit Court of Appeals hear their case.

"We lost. We lost before three judges; we went back and asked for an en banc hearing," said Orwin, a Somerset lawyer. He and Huff, another Somerset lawyer, said they were encouraged when the entire court decided to hear the case.

"The law was always there," said Huff. "We finally got a big enough audience to listen. And," she said, "Judge Cole wrote an excellent decision."

Circuit Judge R. Guy Cole, Jr. wrote the 9-4 decision in favor of the students. The ruling said KSU's yearbook was a limited public forum and as such, KSU's confiscation of the yearbooks "violates the First Amendment, and the university has no constitutionally valid reason to withhold distribution of the 1992-94 Thorobred from KSU students from that era." Cole's opinion rejected the lower court's ruling that said that a Supreme Court case on high school censorship, *Hazelwood v. Kuhlmeier*, also

See **KSU**, page 10

Commentary

High court ruling gives journalists access to some student discipline records

By DAVID GREER

It was a great victory for the public's right to know what happens in the public schools.

Considering recent episodes of senseless violence in several of the nation's public schools, including one here in Kentucky, one would hope and pray that the public now has — or should have — a keen interest in knowing what's going on in our public schools.

In a March 22 ruling, the Kentucky Supreme Court required the Hardin County Schools, based in Elizabethtown, to release the records of student disciplinary hearings — without marking out the particular school and offense — to the Elizabethtown newspaper, *The News-Enterprise*.

It's a story I know well because I was editor of *The News-Enterprise* at the time. The paper's education reporter asked for the information in a 1996 open records request in order to report about discipline problems in local schools. There had been a number of student fights at North Hardin High School in Radcliff.

Interestingly enough, the Elizabethtown Independent School system complied within three days to an identical open records request.

But the Hardin County Schools denied the request, citing student privacy concerns. But the newspaper argued it didn't ask for information that would identify specific students.

It's taken all this time to resolve the issue.

Along the way, the Hardin County Schools squandered a considerable amount of taxpayer money to wage this ridiculous legal battle to keep the public in the dark about discipline problems. The fact that a neighboring school system readily complied with the same open records request just demonstrates the Hardin County system's unreasonable handling of the situation.

The newspaper appealed the open records denial to the state attorney general whose opinions in such matters carry the force of law. The attorney general ruled in favor of the paper, saying nothing we asked for would convey the identities of individuals students.

The information we wanted consisted of raw numbers to demonstrate discipline trends and the names of the schools involved.



Not willing to release the information, the Hardin County Schools appealed to Hardin Circuit Court. Judge Steve Bland bought into the schools' elaborate theory of using a student roster and doing some amateur sleuthing to determine which students were missing from school on which days and being able to determine they had been suspended for some reason.

But students leave school for other reasons too. They get sick. They move. Parents check them out for various reasons. I didn't think the schools' case was strong. At that point, I made the decision to take the case to the Kentucky Court of Appeals because we had a strong case.

After a lengthy wait, the appeals court justices ruled 2-1 in favor of the paper. But the school system wasn't finished yet. It was appealed to the state Supreme Court, where the justices ruled 5-2 recently that the information requested would not convey individual student identities.

Since the case was never in the federal courts, it cannot go to the federal appeals court in Cincinnati. And I'm told the U.S. Supreme Court only takes those state supreme court cases with big constitutional issues involved. So it appears to be the end of the line in this case.

Even though we journalists love to thump our chests loudly over the "right-to-know" issue, this case was never really about that. Even those in the judicial system who ruled against the paper in the case admitted the public had a right to know what was happening in the public schools. The case was always more about a legal technicality of figuring out student identities, and if that violated a federal law known as the Buckley Amendment.

I was convinced then as I am now that the Hardin County Schools did not want the information released and used what it thought was a legal loophole to keep the information secret. Fortunately, the state Supreme Court designated this case as one to be used as legal precedent for future cases. This gives journalists the access to the information we need in order to keep our readers informed. The system worked.

(David E. Greer is publisher of Standard Communications which includes The Kentucky Standard, PLG TV-13, Kentucky Homes Magazine and www.kystandard.com)

Cases

Continued from page 8

interested in doing a little sleuthing might be able to take this statistical report and look at other information school districts are allowed to disclose (in particular, the dates of all students' enrollment) and eventually determine who the expelled students were.

(This reasoning ignored the fact that the same result could be achieved without the statistical disciplinary report, and only using the dates of enrollment. The Circuit Court's conclusion also failed to address how that sleuth might determine the identities of students who were not expelled, but merely suspended temporarily or disciplined in other ways.)

The Kentucky Supreme Court, in a 5-2 decision (those dissenting were Justice William S. Cooper from Elizabethtown and Justice James E. Keller from Lexington), held that the Hardin County Schools were required to release the reports because they did not contain any information which directly relates to a particular student. In addition, the Court mentioned the important public policy reason why disciplinary statistics should be disclosed to the public:

The public in general, the resi-

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dents of the community, and most certainly the parents of children attending a particular school system have a strong interest in the conduct of disciplinary procedures in their school.

The potential and reality of violence in our school system is brought sharply to our attention by the tragedy at Heath High School. Discipline, order and respect for legitimate authority is essential in the school system. Clearly, in today's changing society, a vital piece of information for parents and students is the school policy regarding disciplinary measures.

If you feel that a school system is interpreting the Buckley Amendment too narrowly and depriving you of statistical information that would help you determine how that school system is handling discipline, testing, advancement or other issues, call your Hotline attorneys.

AG

Continued from page 8

Journal and Louisville Times, as the controlling authority. In that case, the court found that the Internal Affairs office has "no binding authority to issue a binding decision and serves merely as a fact-finder for the convenience of the Chief and the Deputy Chief of Police."

So, while Internal Affairs may have completed its investigation, the case is not considered complete until final action is taken.

The Kentucky Standard/ Kentucky Bourbon Festival, Inc.

The Financial connection between the Kentucky Bourbon Festival, Inc., and the Nelson County Fiscal Court does not force the KBF to abide by the state's Open Meetings Act, the Attorney General decided in February.

David Greer, publisher of The Kentucky Standard in Bardstown, argued that the connections gave the Bardstown-Nelson County Tourism and Convention Commission control of the KBF, making the agency public and meaning it must conduct open meetings, according to the Act.

In a letter to KBF Board of Directors Chairperson Mary Nancy Todd, Greer said the Nelson Fiscal Court directed the Bardstown-Nelson County Tourism and Convention Commission to resume "financial oversight" of the KBF. He

also argued that because a "majority" of the KBF board members are appointed by a public agency the KBF, is in turn, public also.

In her response, Todd said that the Bardstown-Nelson County Tourism and Convention Commission does not have any control over the agency. She said the KBF did enter into a loan agreement with the commission, but that the agreement did not vest any control. Instead, it says the KBF will give financial reports to the Tourism Commission, which she said would have to take place at a public meeting.

Todd also said that only five of KBF's 15 board members are appointed by a public agency, not a majority.

The Attorney General's Office agreed. In the decision, Assistant Attorney General Amye Bensenhaver said there is no proof that the KBF was created by a legislative act or executive order. And, she said, the oversight role that the Bardstown-Nelson County Tourism and Convention Commission has over the KBF's financial situation does not constitute any control.

That, along with the fact that only five of the board's 15 members are appointed by a public agency, make the KBF private, Bensenhaver wrote.

"The Attorney General has repeatedly recognized that a private, not-for-profit corporation is not a public agency within the scope and meaning of the Act," Bensenhaver wrote in the decision.

Media

Continued from page 1

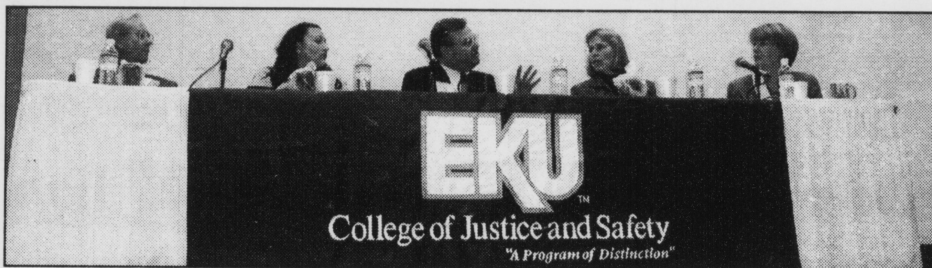
"spit out" news releases uncritically from police and other public officials. He said because the media wants to get the story out quickly and because they are afraid of alienating their sources, those officials can influence what is published and broadcast, and in turn, what people believe.

He said that is how the war on drugs started, the hysteria in the 1980s that there was a trend of child abductions, and most recently, the idea that there has been a "rash" of school shootings.

Kappeler said the number of violent crimes committed by youths is down from past years, but because of the way the media has covered school shootings, the public would never believe that.

People are interested in youth violence and that is why they are covered so heavily, Tackett said. She said when a child hurts another child, people want to know why, and they look to the news media for the answers.

And, Hansen said, newspapers are a business and they must make



Michael Marsden, Dena Tackett, Jim Ogle, Liz Hansen and Pam Luecke talked about the role media plays in the public's opinion of youth violence. The panel discussion was part of the Juvenile Justice and Child Welfare Speaker Series at ECU.

a profit, so providing their readers with something they want to read about is very important.

Time has always been a difficult factor for the media to deal with, especially with the immediacy of broadcast news, Ogle said. He has told all his reporters that if they don't see it with their own eyes, they have to always attribute all the information in their stories. He said those two things can make it difficult to make sure that everything is completely accurate and correct.

"If something happened at 2:30 and you have a newscast at 5 p.m., you have about two and a half hours to determine if someone's been lying to you, and often that's

not enough time to do that," Ogle said.

But he said, reporters always strive for the truth. They do not stop working on a big story like a school shooting after the first story has aired. They look for new sources and continue to question the officials to find out as much information and get the complete story to the audience.

Luecke agreed, calling newspapers the "first rough draft of history." She said sometimes it takes a while to get the whole story covered.

Criminal Justice Professor Pete Kraska, who was also a speaker at the series, said that it is not stories

by individual media outlets that spur the hysteria.

Kraska's work about SWAT teams on local law enforcement agencies has been featured in several national television news shows and large daily newspapers. He said most of the reporters he has talked with have been eager to make sure their stories are fair and accurate.

But because of the competitive nature of the industry, and efforts to localize national stories, the media as a whole can create the belief that there is a trend going on.

"Individual media people did not get together and say, 'let's be ugly and do this,' but the cumula-

KSU

Continued from page 8

applied to college students.

The SPJ contributed \$5,000 from its national defense fund to help with the last appeal. "It was the largest grant the legal defense fund has ever given out," said Bill Goodman, Blue Grass SPJ president and host of Kentucky Educational Television's news program, Kentucky Tonight.

Goodman said advisers and student journalists should not hesitate to ask professionals for help. "Oftentimes we read about cases like this and we're not sure of what to do. During the last round of appeals Bruce came to us. We initiated and submitted the paperwork (for the SPJ defense fund grant). This is an example of taking action and following through to uphold the freedom of the press."

Former Thorobred adviser, Laura Cullen, said she was pleased with the court ruling and the settlement. Cullen, now the editor of the Kentucky Gazette, was criticized by KSU administrators and demoted after she ignored directions to censor the content of the student newspaper. She left the university and filed suit for harassment. Her suit was not successful.

(Scoobie Ryan is a journalism professor at the University of Kentucky School of Journalism and Telecommunications. She is also a member of the Kentucky High School Journalism Association's Advisory Council.)

Commentary

What can we learn from this?

It's important to note the lessons of Kincaid v. Gibson. The court ruled in no uncertain terms that college administrators cannot co-opt student publications at state schools for public relations purposes. Administrators, at least those in the Sixth Circuit — Kentucky, Michigan, Ohio and Tennessee — cannot interpret the law and apply it as they'd like.

The ruling reiterates the importance of free expression in an academic environment. "The university environment is the quintessential 'marketplace of ideas,' which merits full, or indeed heightened, First Amendment protection," wrote Judge R. Guy Cole, Jr. in the majority opinion.

This case is also important because it shows there are dedicated professionals who value the First Amendment — and students' rights to use it — above time and money. It was the Blue Grass chapter of the Society of Professional Journalists who contacted the national SPJ to ask for the funds to help allow the case to continue. It was a pair of Somerset lawyers, Bruce Orwin and Winter Huff, who agreed to take a case that held little promise of profit or fame for them.

It demonstrates that persistence pays off. There are some powerful cautions here, too. First Amendment heroes suffer for their courage. KSU Thorobred adviser Laura Cullen was demoted and eventually left the university. Her allegations of harassment did not prevail in court. Fortunately she was able to move on and is now editor of the Kentucky Gazette. But, when she stood up for what was right, she had no guarantees of future employment.

The case also demonstrated the appalling state of media literacy in our society. Many highly educated citizens, like college administrators, lawyers and judges, don't always comprehend the role of a free press in democracy.

Finally, the court's ruling does not apply to an important group. The Supreme Court, in Hazelwood v. Kuhlmeier, made a critical distinction between high school and college journalists. There are no indications the Kincaid court would be receptive to a high school journalist who might complain of school censorship. If Kentucky's public high school students are to have full First Amendment rights to publish, those rights will need to be established by statute.

Scoobie Ryan

Together

Continued from page 4

offer — senior executives from both organizations should meet to review the broad outlines. Details can come later. Before the meeting, put yourself in their shoes and try to see how they can win in this alliance, too — perhaps even more than you do.

Be prepared to give. Too many newspapers, when developing an alliance, are very prepared to take — promotion, content, services, whatever — but they are unprepared to give anything. That's a recipe for a disaster in an alliance. Make sure the alliance is at least an equal sharing of material and services. Better: Feel like you're contributing 55 percent, and they're giving 45 percent. If your partners feel like they are giving a lot more than they're getting in return you'll have, at best, disappointment and unhappiness; at worst, you'll have lawsuits and recriminations.

And if you can truly say you're learning something from and about your alliance partner, as well as sharing content/promotion/whatever, then you'll really have an alliance built to last.

(Peter M. Zollman, pzollman@aimgroup.com, 407-788-2780, is founding principal of the Advanced Interactive Media Group, L.L.C., and Classified Intelligence, L.L.C., consulting groups that work with newspapers and media companies to develop successful interactive media services.)

Deaths

Continued from page 2

She had tried a lot of them that were sent in by readers."

"She did a lot of feature stories, like on older people, outstanding people. She did one a couple of weeks ago on a lady who started a catering service in the county," Black said.

"She was a very unique person. She was a caring person. She did an awful lot of things for people that no one knew about, and she did things for people that they themselves didn't know she had done," Black said.

Whittaker often paid city water bills for people who were unable to pay, Black said.

Said Jimmy Cox, Central Records managing editor and Whittaker's nephew: "She was a very dynamic lady. She was a very capable and bright person. Her life was the newspaper after she retired from teaching. She cared about people, and they, in turn, cared about her."

Whittaker was born in Garrard County, the daughter of Printus veterinarian, and Leila Walker. Whittaker received bachelor's and master's degrees from what is now Eastern Kentucky University.

She was the widow of James R. Whittaker, a former managing editor of the newspaper.

Richard Harwood

Richard Harwood, 75, a retired reporter, editor and ombudsman at The Washington Post who played an important role in the development of the newspaper for more than 30 years, died of cancer March 19 at his home in Bethesda, Md.

Harwood was a gruff, plain-spoken, broad-shouldered former Marine, a veteran of Iwo Jima. He grew up in the Midwest and the South in the Great Depression, the son of a Presbyterian minister who fell on hard times. Harwood began his newspaper career in Nashville and established his journalistic reputation at the Louisville Times.

The Times and its sister paper, the morning Courier-Journal, sent him to Washington in 1962 as a correspondent. Harwood joined The Post in 1966 as a reporter on the national staff. After two years as a highly visible and successful writer, he was named the paper's national editor, and spent the rest of his career as one of The Post's top editors, and as the paper's internal critic, or ombudsman.

Harwood brought to his work a highly developed skepticism and a conviction that the world is not as simple as people might think from reading newspapers or listening to radio or television reports. Conventional wisdom, he believed, often turns out to be wrong. He thought some Washington

reporters were too predictably liberal in their views, too elitist and too close to those in power, and he made those opinions known.

In 1968, Harwood was assigned to cover Robert Kennedy's campaign for the Democratic presidential nomination. He was with Kennedy when he was shot in the Ambassador Hotel in Los Angeles just after learning that he had won the California primary.

Harwood was born in Chilton, Wis., on March 29, 1925. Serving in the Marine Corps in the Pacific in World War II, he took part in four island campaigns, including Iwo Jima, where he was wounded. After the war, he attended Peabody Teachers College at Vanderbilt University, where he graduated in 1950.

Survivors include his wife, Beatrice Mosby Harwood, whom he married in 1950, of Bethesda; four children, Helen Harwood Minchik of Washington; John Harwood of Silver Spring, Md.; Richard Harwood of Cincinnati; and David Harwood of Boulder, Colo.; and eight grandchildren.

Linda L. Loudermelt

Linda L. Loudermelt, a prominent Corbin business woman and member of the Somerset-Pulaski News Journal's board of directors, died after a short illness Feb. 17.

Loudermelt was involved extensively in the business interests of Terry Forcht of Corbin, and had been associated with him in business for more than 30 years.

Shortly after graduating from Whitley County High School, she began working for Forcht as a legal secretary, and continued to be associated with him in the management of First Corbin Financial Corporation.

In the intervening years, she took an active role in the businesses and at the time of her death, she was on the board of directors of many of the banks and holding companies.

She was on the board of the holding companies of Tri-County National Bank and Williamsburg National Bank and Laurel National Bank. Additionally, she was on the board of five other group banks.

She also served on the board of First Financial Credit, headquartered in Corbin and was on the board of Duke Publishing Co. and The Whitley Whiz, which publishes the Corbin News Journal and The Whitley Republican.

She also was on the board of the Somerset-Pulaski News Journal, and the London-Laurel News Journal.

Loudermelt also was associated with Key Broadcasting Inc., a radio management group with stations in three states. Locally, the group owns WFTG in London.

Mindless reporting traditions a stumbling block to writers

Coach's corner

By Jim Stasiowski



The most fun thing I do is preach journalism heresy.

I love to stand before a crowd of reporters and editors, present them with an idea that goes against the grain, then watch their arms jerk into the air, looks of pure venom in their eyes.

Newspapers, of course, have a glorious history. We all enjoy the link to such romantic stalwarts as John Peter Zenger, Horace Greeley, Ernie Pyle, Woodward and Bernstein. Because we stand in that long and hallowed line, we revere the traditions handed down to us.

And that's the problem. We have, in our newsrooms, mindless traditions that hold us back. Let's look at some of them and attack their weak points.

1. Accuracy is the primary goal.

Wrong. Understanding is. Pure accuracy is worthless. If I accurately quote the major, but he is spewing gobbledeygook, what value does his accurate quotation have?

I have to get him to explain his words, I have to connect his words to ideas that will make sense to readers. I see way too many accurate quotations and facts that mean nothing.

Understand, I'm 100 percent in favor of accuracy. We must not fiddle with facts, and we must devote ourselves to checking our information as diligently as possible.

But reporters use accuracy as an excuse for poor writing. They take accurate notes, then type the notes into story form. If an editor says, "This doesn't make sense," they shrug and say, "Hey, don't

blame me, that's what the sources said."

Accuracy is the surface; dig beneath it for clarity, for meaning, for understanding.

2. Short stories are better than long stories.

Wrong again. A good long story is a treasure. Each of us has read stories so good, we wished they were longer.

Write good stories to the length they deserve. Write bad stories short.

Most writers try to cover up their bad stories by making them long. We hope the sheer length implies we had something worthwhile to say, even though that's often not the case.

A wise editor once told me: "Jim, your problem isn't that your long stories are too long. Your problem is that your short stories are too long."

3. Kids are impossible to interview.

Rubbish. Kids have lots to say. We adults simply ask them the wrong questions.

For instance, if you want to do a Thanksgiving story with kids, don't ask them, "What does Thanksgiving mean to you?" That allows kids to answer in one word: "Turkey."

Instead, ask them to tell you something they know about Thanksgiving, something they've learned. Start a conversation that will prompt them to speak in full sentences.

For instance, ask them to tell you the story of The Pilgrims, or of The Indians, or of the harvest.

Allow extra time to interview kids. Let them venture in whatever direction they want. You might not get what you wanted, but you will probably get something worth writing about.

4. Reporters have to be objective.

And athletes don't drink, and priests don't curse and politicians

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People

Continued from page 2

handle and offsetting increases in the cost of newsprint.

The paper also started enforcing new deadlines for submitted information. The information must be turned into the newspaper office by noon on Friday, prior to publication.

The deadline for ROP display ads has also been changed to 10 a.m. on Monday. The deadline changes precede the Herald Ledger going to full pagination production.

Martin named sports editor at Shelbyville

Todd Martin joined the staff of The Sentinel-News in Shelbyville as the sports editor. Martin majored in print journalism at the University of South Carolina in Columbia.

CKNJ updates web site

The Central Kentucky News-Journal has launched a new, more interactive version of its popular Web site, www.cknj.com.

The change took place March 8. The new site will allow viewers to search for articles by using a person's name, a place or by other key words, and all stories placed on the site will forever be available through the archiving feature.

The site will also offer up-to-the-minute weather, a couple of calendar options, national news, searchable classifieds and a weekly poll question and message board.

In the near future, a business directory will be added, which will be offered free of charge to local businesses.

E-town paper hires several new employees

The News-Enterprise in Elizabethtown filled several positions during the last few months. Laurie Ogle, Brian Walker and Greg Bartlett have all been hired as reporters.

Ogle has a B.A. in journalism from Western Washington University. Walker studied mass communications for three years at Carl Albert State College in Poteau, Okla. He has spent the last 10 years in the radio business. Bartlett, has a bachelor's degree in English and a master's degree in journalism from Indiana University. Bartlett was an associate instructor at IU's Journalism School while he worked on his master's degree. He has won numerous awards from the Indiana Collegiate Press Association and the Louisville chapter of the Society of Professional Journalist for news, feature and column writing.

Scott Sisco joined the staff as a new sports reporter. He earned a B.A. degree from Western Kentucky

University.

Lisa D'Alessio moved into the newly created position of human resource manager at the paper. Sandy Hornung transferred to The News-Enterprise as the paper's financial manager. She began her career at Central Office as a senior accountant.

Michael Bryant joined the staff as an editorial assistant. He graduated from Boyd County High School and received an associate's degree from Ashland Community College.

Former editor/publisher returns to Times Journal

David Davenport, former owner and publisher of The Russell Springs Times Journal, returned to the local newspaper in late February to assume the role of General Manager.

Davenport was managing editor and/or publisher of the newspaper from 1969 to 1990. He said he had no intentions of ever returning to the newspaper industry, but he came back to the Times Journal because he has a strong sense of commitment to the paper and the community it serves.

Davenport, who is also the owner and real estate broker of the Lake Cumberland Directory and Real Estate, a regional tourist publication and local real estate firm, said he will continue his role in the real estate business.

Lebanon Enterprise gets new website

The Lebanon Enterprise launched a new website, www.lebanonenterprise.com, in February. The site offers more options for its users, including an electronic archive of past articles.

Readers will be able to search past articles using a key word, said Editor/General Manager Teresa Rice.

The new site also offers searchable classified ads, a message board, an online poll, national news, an updated calendar of events and a business directory.

May named top editor of G-town college paper

Allison May has been named the new editor-in-chief of The Georgetownian, the weekly student newspaper at Georgetown College. May is a junior English major from Waynesburg. She has also had an internship at the daily Maysville Ledger-Independent, where she was a news reporter.

May replaces Derek Jones, who was the 2000 editor-in-chief. Jones, a senior from Ashland, is now features editor.

Landmark's Coffey to retire in August

Larry Coffey, president of Landmark Community Newspapers, Inc., has announced his retirement effective in August.



In making the announcement, Bruce Bradley, president of the Landmark Publishing Group, said, "It would be difficult to overstate Larry's impact on LCNI and on Landmark Communications. He has served as president of LCNI for 24 years. He joined what was then Newspapers, Inc. in 1968 as its controller. Landmark acquired the company in 1973 and Larry was named vice president and treasurer, later being named president."

Under Coffey's leadership, LCNI has been the growth engine for Landmark's Publishing Group. During his tenure, the company

has grown to 48 paid newspapers in 12 states.

The company also includes commercial printing, numerous real estate publications, shoppers and other speciality publications. LCNI's annual revenue is now second only to The Virginian-Pilot in the Publishing Group.

Coffey was last year's recipient of the Kentucky Press Association's Russ Metz Memorial Most Valuable Member Award. In honoring Coffey, the KPA president described him as someone who "never sought recognition for himself," someone who has "consistently promoted community service" and as someone who has "maintained a high code of ethics among all journalists."

"Larry has had an enormous impact on many of us, and we wish him well as he moves into retirement, planning to devote more of his time to work at his church," noted Bradley.

Traditions

Continued from page 11

just want to help people.

Reporters are no more objective than any other human being. We, like some of the people we write about, we dislike others. We cannot pretend we have no feelings.

Forget objectivity. Simply be fair. If you would ask a person you don't like a tough question, force yourself to ask the same tough question of the person you like.

Even if we could achieve objectivity, the price of shutting off our emotions is too high. Some of the best stories ever written came about because reporters' anger or skepticism pushed them to ask extra questions or chase down ideas that seemed to be going nowhere.

5. Reporters should go into every story without any preconceived ideas.

Oh, that's a beautiful philosophy. Let's all hire reporters with no imaginations.

Going into a story with no preconceived ideas is impossible. Even without trying, we preconceive how a story will turn out. The problem is, most of us preconceive a mediocre story.

Let preconceiving work for you. Preconceive an excellent story, then in your reporting, test to see if

your preconception is correct. If it is, you end up with an excellent story; if it isn't, then along the way, you almost always will find something to write about.

6. People who question newspaper traditions are the enemy.

Not so. Our harshest critics really are our best friends, for without them, we would do the same comfortable things over and over. If you find a newspaper heretic, shake his hand, tell him he's the best, offer to buy him a new car. If he accepts, you have found me.

THE FINAL WORD: In a business story, the reporter said the newly formed company "tout-ed" its product.

Reporters have the responsibility to know not only what a word means, but also what it implies. "To tout" implies exaggerated assertions, hyped-up salesmanship, the tactics of the obnoxious telephone-salesperson who swears the vacation in the Bahamas is absolutely free if you simply buy one bottle of Mira-Klean, the miracle cleaner, for only \$19.95.

If the company seems reputable, and the assertions seem reasonable, use something less judgmental, such as, the company "recommended" or "listed the merits of" its products.

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