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On the lookout

• June 5-6
NNA/KPA PhotoShop Workshop
Holiday Inn North
Lexington

• June 26-27
KPA Summer Convention
Embassy Suites
Covington

• Oct. 23-24
KPA/KFS Board of Directors
Fall Retreat
Jamestown Marina

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Room
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May, 1997
Volume 68, Number 5

The Official Publication
of the Kentucky Press
Service

P THE KENTUCKY PRESS

Balltrip goes from publisher to bureaucrat ...

(Editor's note: The following is part of a series on former and current journalism professionals in Kentucky.)

WHERE ARE THEY NOW?

Part of a series

with ease

By LISA CARNAHAN
KPA News Bureau

Ewell Balltrip has made the conversion from newspaper publisher to government bureaucrat a lot easier than you might imagine, actually finding more similarities in the jobs than differences.

Balltrip is executive director of the Kentucky Appalachian Commission, a division of the governor's office charged with developing and implementing strategy that would lead to the economic and social advantage of Appalachia Kentucky.

He comes to the job after nearly 30 years as a reporter, editor

and publisher. His newspaper career was spent primarily at his hometown paper, the Harlan Daily Enterprise and its sister paper, the Middlesboro Daily News.

"A lot of the skills and a lot of the talents that you have to have to be successful in the practice and profession of journalism, are some of the same skills and talents that I feel you have to have to be successful in the field of public service and public policy construction," said Balltrip. "First of all, you've got to be able to work with people. Both fields are people-intensive

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Balltrip met recently with the 44-member Kentucky Appalachian Commission in Prestonsburg. As executive director, the former newspaper executive is charged with overseeing the division of the governor's office.

Papers asked to help recruit foster families

KPA is urging newspapers across the state to join in an initiative to recruit foster families in each county in Kentucky.

The project was started by Grant County News Publisher Ken Stone. Stone said he became aware of the need for foster and adoptive families several years ago when he learned Grant County's abused and neglected children were often separated and placed in shelters and other institutions elsewhere in the state.

In 1996, nearly 3,000 children were removed from their family home or caretaker. There were 24 child fatalities due to neglect and physical abuse.

The project kicks off this month, coinciding with National Foster Care Month. The goal of the project is to increase foster and

See PAPERS, page 12

Weekly newsprint use study completed

Weekly newspapers in the U.S. consume 650,000 tons of newsprint a year, according to preliminary numbers from a national survey by the American Forest and Paper Association (AF&PA) and the National Newspaper Association (NNA).

The study is the first in recent

years to focus on the paper consumption of non-daily newspapers, which have posted significant circulation gains in the last decade.

"Weekly newspapers — which in our nomenclature include all newspapers issued less than five days a week — distribute more than 80 million copies each week,"

said NNA Chairman Roy Eaton, publisher of the Wise County Messenger, Decatur, TX. "Because that number now exceeds the weekday circulation figures of daily newspapers and appears to be growing, the importance of track-

See NEWSPRINT, page 12

New association for student journalists off to good start

The response to the first-round membership drive for the Kentucky High School Journalism Association has been overwhelming. As of April 30, 105 high schools had joined the new association aimed at strengthening scholastic journalism in the state.

Membership information was mailed out to every high school in Kentucky April 15. The mailing included a general explanation of the association, its goals and a card requesting information about the school's journalism programs. By filling the card out and sending it in, schools were given a free one-year membership to the association. In following years, a nominal membership fee will be charged.

"We're thrilled with the response in just the first two weeks," said Lisa Carnahan, KPA News Bureau Director and administrator of the high school association. "That's well over a fourth of the total schools in

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INSIDE

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Northern Kentucky offers wide
array of activities for convention
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Courier-Journal staffers fare
well in Gannett contest.
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Kentucky people, papers in the news

Senn named managing editor at Brandenburg

Vicki Senn has been named managing editor of the Meade County Messenger.

A native of Radcliffe, Senn, 45, is a former reporter/editor of The Salem Ledger and The Salem Democrat, two weekly newspapers in Salem, Ind. She was the society editor and also wrote hard news, covering politics, government and education. She also did some photography. A communications/journalism graduate of Indiana University, Senn has been recognized for her series writing by the Hoosier State Press Association.

Community Voice debuts Spanish language section

A Spanish language section in the

Community Voice began appearing in February.

The section will run once a month and according to editor, Roberto Arroyo, is a sign that the population in Kentucky is changing. Community Voice publisher Don Cordray announced his newspaper would publish the Spanish section "as a way to provide another people of color with an outlet to express themselves."

Arroyo said he would like to see the section eventually expanded into its own newspaper.

Cox added to ad team at Campbellsville paper

Melinda Cox has been hired as an advertising representative for the Central Kentucky News Journal in Campbellsville.

Cox is a native of Campbellsville

and most recently worked for Cox Cabinets. She has also held positions at Mr. Gatti's, Taylor County Bank and Fruit of the Loom.

Rice joins staff at McLean County News

Shelby Rice has joined the staff of the McLean County News as bookkeeper and classified advertising manager.

Rice, 21, Calhoun, will focus on expanding the classified section of the newspaper. She is a former employee of National Innovative Media Company, Calhoun. Rice replaces Sally Widdrington who accepted a full-time position in Owensboro. Widdrington will still cover sports for the Calhoun paper.

Pulaski Week announces new ownership, new plant

The Pulaski Week in Somerset has been purchased by Don Estep and Terry Forcht and joins a growing newspaper chain that includes the Whitley Republican News Journal, Corbin; This Week News Journal and the London-Laurel News Journal.

The new owners announced they will keep the existing staff and are looking into adding personnel at the Pulaski paper. Ground was recently broken for a new building for the newspaper in Somerset.

Estep and Forcht also announced plans to build a state-of-the-art multi-million-dollar printing plant in the region where they recently purchased the newspapers.

Ashland paper heads effort to aid flood victims

The Ashland Daily Independent spearheaded a fundraising effort to assist victims of recent flooding.

Publisher John Del Santo decided to utilize the paper's Needy Families Fund, normally used to assist families during the holidays, to help provide

flood relief.

A decision was made to give all the monies raised to the Salvation Army, thereby ensuring the funds would be used locally. The newspaper kicked in the initial \$5,000 and readers did the rest. In just two weeks, over \$31,000 was raised.

Pipes Gaines takes over reins at Daily News

John B. Gaines, who has served as publisher of the Daily News for 50 years, is passing the reins to his son, Pipes Gaines, who has been co-publisher.

John Gaines will keep his title as president of News Publishing Co. His work with the paper began 60 years ago when his father, Clarence Gaines, was publisher. It was Clarence Gaines' father, also named John B. Gaines, who founded the paper. John Gaines said he will continue to be actively involved with the newspaper.

Martin joins Enterprise advertising sales staff

Barbara Martin recently joined the advertising staff of the Harlan Daily Enterprise as an account executive.

Martin, a native of Harlan, returned to her home county from Lexington in 1988. She worked in advertising at a weekly publication and was employed by Kmart for six years and Belks department store for approximately a year before joining the Enterprise staff.

She is a member of Immanuel Baptist Church where she teaches a children's church class for five-year-olds.

Personnel changes made at Pikeville paper

Several personnel changes have been made recently at the

See PEOPLE, page 11

The Kentucky Press

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Bloopers: A laughing matter (if they aren't yours)

(The following headline bloopers were submitted by Dr. Bob McGaughey, Chairman of Murray State University's Department of Journalism and Mass Communications.)

• Something Went Wrong in Jet Crash, Expert Says

• Police Begin Campaign to Run Down Jaywalkers

• Safety Experts Say School Bus Passengers Should be Belted

• Drunk Gets Nine Months in Violin Case

• Survivor of Siamese Twins Joins Parents

• Farmer Bill Dies in House

• Iraqi Head Seeks Arms

• Is There a Ring of Debris around Uranus?

• Stud Tires Out

• Prostitutes Appeal to Pope

• Panda Mating Fails; Veterinarian Takes Over

• Soviet Virgin Lands Short of Goal Again

• British Left Waffles on Falkland Islands

• Lung Cancer in Women Mushrooms

• Eye Drops off Shelf

• Teacher Strikes Idle Kids

• Reagan Wins on Budget, But More Lies Ahead

• Squad Helps Dog Bite Victim

• Shot Off Woman's Leg Helps Nicklaus to 66

• Enraged Cow Injures Farmer with Ax
• Plane Too Close to Ground, Crash Probe Told

• Miners Refuse to Work after Death

• Juvenile Court to Try Shooting Defendant

• Stolen Painting Found by Tree

• Two Soviet Ships Collide, One Dies

• Two Sisters Reunited after 18 Years in Checkout Counter

• Killer Sentenced to Die for Second Time in 10 Years

• Never Withhold Herpes Infection from Loved One

• Drunken Drivers Paid \$1000 in '84

• War Dims Hope for Peace

• If Strike isn't Settled Quickly, It May Last a While

• Cold Wave Linked to Temperatures

• Enfields Couple Slain; Police Suspect Homicide

• Red Tape Holds Up New Bridge

• Deer Kill 17,000

• Typhoon Rips Through Cemetery; Hundreds Dead

• Man Struck By Lightning Faces Battery Charge

• New Study of Obesity Looks for Larger Test Group

• Astronaut Takes Blame for Gas in Spacecraft

• Kids Make Nutritious Snacks

• Chef Throws His Heart into Helping Feed Needy

• Arson Suspect is Held in Massachusetts

• British Union Finds Dwarfs in Short Supply

• Ban on Soliciting Dead in Trotwood

• Lansing Residents Can Drop Off Trees

• Local High School Dropouts Cut in Half

• New Vaccine May Contain Rabies

• Man Minus Ear Waives Hearing

• Deaf College Opens Doors to Hearing

• Air Head Fired

• Steals Clock, Faces Time

• Prosecutor Releases Probe into Undersheriff

• Old School Pillars are Replaced by Alumni

• Bank Drive-in Window Blocked by Board

• Hospitals are Sued by 7 Foot Doctors

• Some Pieces of Rock Hudson Sold at Auction

• Sex Education Delayed, Teachers Request Training

• Include your Children when Baking Cookies

Weather map available from AccuWeather for weeklies

AccuWeather is making community-specific weather maps available to all Kentucky weekly newspapers with a major manufacturer underwriting the normal access fee.

The project, announced last week to weekly publishers across Kentucky, allows weekly newspapers to have a specific 7-day weather map prepared for its community.

"We had worked the past 18 months with AccuWeather in trying to find a statewide corporate sponsor, or two, to underwrite a weather map product for our newspapers," said KPA executive director David T. Thompson.

"There was some interest because those we contacted felt the weather map with the company's streamer ad below it would draw more attention to the ad," he said.

The map file also includes an ad for the manufacturer that is to be published with each weather map. The company is paying all the costs for the weekly newspapers to have the weather map. The trade-out is publishing the ad at

ACCUWEATHER

Forecast for Hometown, US
All maps, forecasts and data provided by AccuWeather, Inc. © 1997

LOCAL 7-DAY FORECAST

Today	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
 Thunderstorms likely. 77/58	 Another thunderstorm possible. 80/60	 A morning shower, then sunshine. 82/57	 Clouds and sunshine. 85/59	 Mainly sunny and warmer. 85/60	 Sunny, increasing humidity. 87/66	 Hot and humid. 88/67

SUN & MOON

Sunrise 6:11 a.m.
Sunset 8:52 p.m.

Moon phases:
New June 15, First June 24, Full June 30, Last July 7

THE WEEK AHEAD...

Temperatures

Above Normal Near Normal Below Normal

U.S. & WORLD TRAVELER'S CITIES

City	Today		Thursday		Friday		Saturday		Sunday	
	Hi	Lo	Hi	Lo	Hi	Lo	Hi	Lo	Hi	Lo
Atlanta	85	66	81	66	84	67	86	67	84	68
Boston	84	62	79	63	78	59	74	58	74	57
Chicago	75	54	83	61	83	61	83	61	85	61
Danver	67	48	68	50	69	53	70	52	70	53
Kansas City	86	66	82	68	86	65	84	65	83	65
Los Angeles	76	60	84	60	83	59	84	60	82	60
Miami	84	62	79	63	78	59	74	58	74	57
New Orleans	85	66	87	66	84	67	86	67	84	68
New York	81	66	81	67	82	64	78	62	78	64
Seattle	67	48	68	50	69	53	70	52	70	53
Washington	86	66	82	68	86	65	84	65	83	65

World Cities

Amsterdam	85	66	87	66	84	67	86	67	84	68
Berlin	84	62	79	63	78	59	74	58	74	57
London	75	58	83	61	80	61	83	61	85	61
Paris	67	48	68	50	69	53	70	52	70	53
Rome	85	66	87	66	84	67	86	67	84	68
Tokyo	75	58	83	61	80	61	83	61	85	61
Toronto	85	66	87	66	84	67	86	67	84	68

Weather: W = sunny, PC = partly cloudy, C = cloudy, SH = showers, T = thunderstorms, R = rain, S = snow, B = blizzard, SS = snow, L = ice

THE WEEK AHEAD...

Precipitation

Above Normal Near Normal Below Normal

no charge, although newspapers are encouraged to contact local dealers to run ads close to the weather map area.

Although originally intended to

be published in black and white, AccuWeather agreed to make four-color versions available. "They're doing that at no additional cost," said Thompson. "So this gives

weekly newspapers an opportunity to have an attractive, fairly accurate, weather map specifically designed for the community and county they serve.

Need extra revenue for your newspaper?

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LEGAL NEWS & VIEWS

California privacy case cause for concern here

By KIM GREENE
KPA General Counsel
Wyatt, Tarrant & Combs

In the past, we have talked in this space about potential claims (trespass, invasion of privacy, etc.) against reporters and photographers who enter private property to gather news. This column is about a California case that threatens to expand privacy rights to encompass events that take place in some public arenas.

In this case, automobile accident victim Ruth Schulman sued for invasion of privacy (among other things) because a television cameraman had videotaped the events at the accident scene and inside a helicopter ambulance transporting her to the hospital. The photographer, of course, could just as easily be shooting still shots for a newspaper story, so the decision in this case is just as applicable to the print



media as to broadcast media.

The California Court of Appeal granted the news media's motion for summary judgment, finding there was no invasion of privacy. What has caused the alarm is the decision by the California Supreme Court to accept the case for review. Schulman did not have an automatic right of appeal. Instead, she had to convince the Supreme Court that there were issues in this case important enough for the high court's attention. Why did they agree to take this case?

Here's what happened. The Schulman family's car went out of control and over an embankment on an interstate highway. Ruth Schulman was pinned in the car and was released only when firefighters, police officers and other rescue personnel cut her free with "the Jaws of Life" device. In addition to the presence of numerous rescue personnel, the accident drew a crowd of onlookers who were able to view the scene from the freeway above.

The photographer was with a television sta-

tion that was preparing a story about rescue operations for a later broadcast as part of a television show called "On Scene: Emergency Response." The photographer roamed the accident scene and rode in the helicopter, videotaping the rescue. The on-flight nurse wore a microphone which picked up her conversations with Schulman and other rescue personnel.

When it ultimately was broadcast, the segment opened with the helicopter on its way to the accident site and the narrator's voice describing generally what had happened. The camera captured the nurse getting out of the helicopter and viewers watch and hear her speak with various rescue personnel and Ruth Schulman. Schulman was shown several times but either from a distance or when her facial features were blocked by other people or obscured by an oxygen mask. She was heard speaking several times, asking about her family members that were in the car and stating that

See PRIVACY, page 9

AG Opinions

Vicki Elliott/Shelby County Fiscal Court

Elliott appealed to the AG's office after she was dissatisfied with the response she received from the fiscal court after requesting "all of the paperwork submitted ... to Fiscal Court in regards to a proposed Shelbyville/Shelby County Airport Board (including) letters of support."

After first delaying the response by indicating the request had been sent to the county attorney for review, after six days Elliott was faxed several pieces of information.

The faxed information included a letter from an attorney representing the Shelby County Aviation Enthusiasts to the judge executive expressing support for an airport board, an unaddressed letter from Shelby County Aviation Enthusiasts, also voicing support for the board, a list of 21 people who had written letters of support for the board, and the associations they represent, and a draft ordinance relating to creation of an airport board.

The county attorney defended the court's action saying Elliott and the court had engaged in "regular dialogue" from the date her request was received and that at no time was the request denied.

The AG's office determined the fiscal court's actions had violated the Open Records Act by its failure to respond in writing within three business days. The AG opinion noted the court had, however, acted in compliance with the law by providing Elliott with all records in its custody.

Assistant Attorney General Amye Bensenhaver noted in her opinion the case underscored "the need for a proper written response."

Recent court opinions hold both good, bad news for Kentucky newspapers

Good:

The Supreme Court has refused to revive a former Kentucky judge's libel lawsuit against The Courier-Journal over editorials that criticized her work and endorsed her election opponent.

Jacqueline K. Schroering had served eight years as a district judge in Jefferson County when she unsuccessfully ran for reelection in 1993. During the campaign, the newspaper published several editorials including one that endorsed her opponent.

The newspaper said in its coverage that lawyers questioned in a poll rated Schroering unqualified for the bench. The newspaper quoted lawyers, who were not identified, as saying they often left her courtroom wondering whether she understood their arguments.

Schroering sued after her defeat, but a state judge dismissed the lawsuit and a Kentucky appeals court agreed.

The state court said the newspaper's notes of interviews with lawyers backed up its statements. There was no evidence the newspaper had acted with malice, adding the statements could not be proved false.

Under the Supreme Court's landmark 1964 ruling in *New York Times v. Sullivan*, a public official can collect damages for libel only by proving the false statement was made with actual malice — knowledge or reckless disregard of its falsity.

Good:

The Urban County Government has lost its bid to withhold information from the Lexington Herald-Leader about the settlement of lawsuits involving the city.

The state Supreme Court issued a unanimous opinion in late March upholding the Court of Appeals decision in favor of the newspaper.

The newspaper began its battle in 1994 when it requested five years' worth of information about settlements and judgments against the Lexington police department.

The city released some information but withheld details that could have led to the identity of the recipients. The city argued disclosure would be a violation of privacy because of confidentiality agreements in some settlements.

The high court decided the city's position had to be rejected because the settlements involved the use of public money.

Bad:

The Elizabethtown News-Enterprise lost its bid at the circuit court level to force the Hardin County School System to release statistics on disciplinary actions. The News-Enterprise, which sought the records in order to analyze trends in student disciplinary problems, will appeal the decision to the Kentucky Court of Appeals.

The judge's ruling followed an appeal by the county schools to hold off a News-Enterprise request last year for information on disciplinary actions. In the appeal, the schools asked Hardin Circuit Court to overrule a November 1996 Kentucky attorney general's decision that would have required the schools to fulfill an open records request made by the newspaper. The Elizabethtown Independent Schools complied in July 1996 with a similar request from the paper.

The newspaper asked both school systems for information about discipline problems, specific actions taken in response and the schools where the problems occurred. It did not seek the names or personal information of any students involved.

'97 Ad Seminar



Above: Jamie Smith, advertising manager for the Kentucky Enquirer, discussed one of his newspaper's promotions with presenter Lisa Dixon. Dixon, right, talked to the group about promoting their newspaper effectively and inexpensively. The 1997 Spring Advertising Seminar was held at the Holiday Inn North in Lexington and drew a crowd of about 80. The two-day seminar featured the 1997 Spring Ad Contest awards banquet. The contest drew over 2,200 entries from 63 newspapers.



It may be time to polish your networking skills

By JOHN FOST
Raleigh, NC

Networking is an important part of the business world. I'm not talking about cyberspace or the Internet. I'm referring to building a "network" of business contacts.

You can network anywhere...on the phone, in your company or in your circle of friends. But let's narrow our focus to organized networking events which are usually held before or after business hours. Here are some points to keep in mind:

1. Your name tag is your logo. Don't make people guess your identity. Write or print your name (first and last) legibly. And remember to include the name of your paper. Place the name tag on your right lapel, which makes it easier to read when you're shaking hands.
2. New business is in the cards. If it takes more than a couple of seconds to produce your business card, you're making a disorganized first impression. Keep a good supply of your cards in the outside, right pocket of your jacket. (Ladies, make sure you wear a jacket or dress with handy pockets.) And place the cards you receive in the left pocket.
3. Write notes on backs of cards you receive. After you meet a person, make a note of what you talked about and whether you promised to call or send information.
4. Prepare a 15-second com-

Ad-libs®

By John Foust
Raleigh, N.C.



mercial to promote your services. When you're meeting someone for the first time, don't just say, "I represent The Gazette and specialize in helping people generate business with their advertising." If the other person expresses interest, you may want to tell them how you helped one of your clients increase sales.

5. Go easy on the food. Most people stand up at networking events. Holding a cup or glass is manageable. But take my word for it, it's hard to shake hands when you're holding a doughnut in one hand and a cup of coffee in the other. What do you do when the other person asks for your card? Should you ask them to hold your doughnut?

6. Step out of your comfort zone. What's the use of going to a networking event and talking only to the people you already know? Circulate. Meet new people. Look for opportunities.

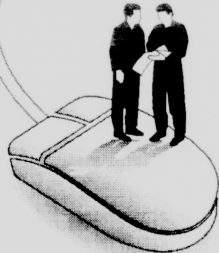
7. Remember your manners. This seems too obvious to mention, but I've seen a lot of people lose their social skills in a crowd. If you want to meet a person who is talk-

See NETWORKING, page 7

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Balltrip

Continued from page 1

fields. The skills of analysis are also important in both areas. You've got to be able to quickly assess and respond to issues and questions in either career channel."

Similarities exist because of the business side of both jobs as well. As publisher of three newspapers (his last stint was at a daily in Dyersburg, Tenn.), he was naturally responsible for drafting and meeting a budget which required financial skills. Those same financial skills are coming in to play now, as the director of a division of the governor's office with its own budget and a mandate to comply with that budget.

"There are more similarities from the perspective of skills and talents that are applied in both fields and because of that I've really not noticed the major differences," he said. "I think anybody who goes into journalism goes into that profession with a concept of public service. That's the reason you become a reporter or an editor — you have a vision of providing a service to the public and of making a contribution to society as a whole through what you do in your work. I would say the parallel to that in the position that I have now is exactly the same. I have an opportunity now to make a contribution, albeit to a much wider audience than the one I was dealing with at the newspaper.

"... We have an opportunity to generate something that I hope will be of value to the public. And that's what we did at the newspaper. We generated a product every day that we hoped would be of value and benefit to the public."

It is these parities that have helped Balltrip make an effective transition.

"It's a different kind of product, but the motivating factors that made me enjoy journalism as much as I did are making me enjoy this job as much as I am now."

The most frustrating part for Balltrip is to learn his new goals can't be accomplished overnight.

"I'm used to accomplishing goals in the business world, and in the world of journalism, much more rapidly than the process that creates public policy," said Balltrip.

The Appalachian Commission was restructured and for the first time, is a division of the governor's office. The restructuring was an effort to consolidate the resources and available parties and get them working together, Balltrip explained. The 44-member commission includes eight of the governor's cabinet secretaries. This was a deliberate move to have the secretaries see first-hand the region's needs and to be able to take that information back to their agencies.

Balltrip is treading uncharted waters in his new position.

"... We have an opportunity to generate something that I hope will be of value to the public. And that's what we did at the newspaper. We generated a product every day that we hoped would be of value and benefit to the public."

Ewell Balltrip

Kentucky Appalachian Commission

"As the first director, there is no benchmark," he said. "That's taken some getting used to. I was accustomed in the newspaper business to knowing exactly what was expected of me. The corporate leaders would establish a bottom line and that was your benchmark. Even in public service, if your agency has a long history that can be your guide ... well, we have no history. It makes me want to push and wish we could move more rapidly, although people in it a lot longer than me have said we're moving incredibly fast."

Balltrip began his newspaper career at his hometown paper in Harlan as a summer intern in 1968 after graduating from high school. Throughout college, he continued his summer stints at the paper and when he graduated from Baylor in 1972, he joined the staff on a full-time basis as a reporter.

In 1979 he was named editor of the paper and in 1985 the publisher's title was his. Four years later, a second paper, the Middlesboro Daily News, was placed under his direction.

It was a prestigious job. The papers were owned by The New York Times Co. and that ownership provided Balltrip with unique opportunities, both personally and for the communities. The New York Times Foundation donated thousands of dollars to several worthwhile community projects while Balltrip was at the helm of the Enterprise and Daily News.

In 1990 Balltrip was faced with one of the biggest decisions of his life. The New York Times Co. announced it was selling several of its smaller properties, including the Harlan and Middlesboro papers. And while it may have been a big decision, it wasn't a hard one for Balltrip.

"My wife and I decided that if the opportunity presented itself, we would stay with the New York Times Co.," said Balltrip. "We had basically decided to be corporate nomads for the Times Company ... because without question, it is the greatest company on the planet Earth in which to be affiliated. It is the premier newspaper company in the world."

As easy as the decision was, the leaving proved a little bit harder.

"It was hard to leave my hometown paper ... damn hard. I had spent basically all my professional life there and had had the privilege of going from a summer intern reporter, who started out writing



Balltrip met with Gov. Paul Patton during the last meeting of the Kentucky Appalachian Commission.

Little League baseball games, to ending up as a publisher of that newspaper and more importantly as a New York Times Co. publisher," he said.

The rise for Balltrip in his native region is a source of tremendous pride for the 47-year-old.

"When you get right down to it," he said, "how many journalists have had the opportunity to do what I've done, in their hometown? I dare say not many. It was just a tremendous experience there. Because it is home, it does deepen the commitment to perform appropriately journalistically. I always felt that I had as much of a responsibility to my community in Harlan as I had a commitment to the corporate side. My responsibility to the community was to produce a paper that made a significant contribution ... in terms of providing information, in terms of stirring debate on public issues and in terms of offering comment on public issues when it needed to be done. The commitment to the corporate side was to meet the financial goals that they had set."

The "corporate side" of newspapers, paired with the public service obligations, force even publishers from the editorial side of the house to primarily focus on the bottom line.

"You can't have a good newspaper without a good financial performance," said Balltrip. "A newspaper is a strange animal in that yes, it does have a very significant public-service orientation to its operation, but that orientation can be no more intense than its financial position allows it to be."

The New York Times Co. sent Balltrip to Dyersburg, Tenn., to publish a six-day-a-week operation there. Then in the summer of 1995, Balltrip experienced another corporate buyout. The New York Times Co. sold six more properties including Dyersburg and its only remaining Kentucky property, the Madisonville Messenger.

Some of the papers, including Dyersburg, were purchased by the Paxton Media Group. None of the six publishers were offered other

positions within the Times Company.

"Quite simply, there was no place else to go," said Balltrip.

Within a few months of the change in ownership, Balltrip found himself at a juncture in his career. The new owners made the decision to bring in a fresh face and for the first time in nearly 25 years, Balltrip wasn't going to work every day at a newspaper.

"There were no publisher positions, or anything similar, available with the Times and when I didn't have that opportunity, that obviously derailed the plan my wife and I had which, like I said, was to be corporate nomads for the Times. So when that was no longer possible, I was not despondent over leaving newspaper work because I knew I would not be able to pursue the career that I had wanted to pursue ... the career that I left Harlan for."

When asked if he misses newspaper work, Balltrip doesn't respond with his usual quickness.

"Yes ... and then no," he said. "I miss it from the aspect that it was something that I did every day for 28 years ... and I miss it from the aspect that I am not doing something that I thought I would be doing for the rest of my life. But I don't miss it from the aspect that now I've got some new challenges and new missions and that tends to invigorate one and tends to cause you to be a little bit more energized ... And it makes you use your talents and your skills in a more deliberate way than what we may use them when we become too ingrained in what we're doing."

"I never in my wildest dreams thought that I would end up as a government executive in the governor's office in the commonwealth of Kentucky," he said. "But the good Lord and fate and other factors came together to put me where I am and because I am there, I'm experiencing the same thing that I went through with the move from editor to publisher. I'm feeling renewed and reenergized by the new challenges and new opportunities."

Editors: Don't overlook your advertiser index

It's something you may not consider very important.

Most of your advertisers think it is. Many of your readers think so, too. And if they do, well ... shouldn't you?

Your advertiser index (you do carry one, don't you?) offers a service to both the reader and the advertiser. The reader benefits from an index by being more easily able to find ads for a particular item, service or retailer. The advertiser benefits from an index that sends readers his way.

And if you consider your newspaper an invaluable service to both readers and advertisers, odds are you carry an advertiser index that works for both of them.

The most important point to keep in mind when creating an advertiser index is to anchor it. It's of little use to your readers and advertisers if they can't find it. Consider placing it on page 2, perhaps packaging it with the postal box and a how-to-contact-us list.

Other suggestions:

- Use a clear, sans serif typeface.
- Give the type enough size so it can be read easily. I'd advise no less than eight or nine point.

Design is Everything

By Edward F. Henninger



The index is a tool—and tools that are too difficult to use are discarded.

- Avoid the use of italics or too much bold face, which can make the list harder to read.
- Organize properly. I've seen some indexes that are set up by page number, thus becoming only marginally useful. If readers knew the page number, they wouldn't have to go to the index to find it. Instead, set up the index alphabetically. If the index tends to be longer than about six or eight inches, consider creating categories, with entries alphabetically within those categories. This shouldn't be difficult — you're already doing it in your classifieds.
- If the columns in the index are wide enough to warrant the use of leaders, keep them light and simple.

• When designing a package of this kind, the temptation is greater to use a screen behind the list. Fight off that temptation. Keep it readable.

• Also avoid the temptation to use heavy rules or borders around the index. A 1-point rule...in black...works very well and gives your paper a more professional look.

• Construct the label for the index as you would labels for other elements in the paper. The index should be like the telephone on your desk: right there when you need it, but just enough out of the way when you don't.

• You might be able to sell sponsorship of the index to an advertiser, just like your weather package or the sports scores package. If so, a logo or small piece of art — tastefully used — could become part of the package.

An ad index—if it's correctly done—can help you offer greater service to your readers and your advertisers. And I can't think of a good reason for us not to give our customers greater service.

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

Every newspaper could use a Rocky McClintock

We all need a Rocky McClintock. That name probably won't register to any of you, except the editorial staff of the Georgetown News-Graphic and any Georgetown resident who knows anything about the Georgetown City Council.

Rocky McClintock is an attorney, born and raised in Scott County. He's serving his first term on the Georgetown City Council. And it's his first venture into the political arena.

Rocky is one of only two newcomers on the eight-person council. There was a lot of dissatisfaction with the previous council but obviously not enough to start anew.

But Rocky is bringing new light to city council meetings. Or should I say, new "openness." He's by no means a renegade, or self-serving.

Rocky McClintock, though an attorney and though a city council member, is a newspaper reporter's dream.

How many city council, fiscal court or school board members do you have who question before each discussion of an executive session, "Is there a need?" and "If so, what is the reason?" Not only does Rocky question why the council needs to go into executive session, he makes sure the proper procedure is followed. A motion, stating the specific purpose,

and a second are now as much a part of Georgetown City Council meetings as is the Pledge of Allegiance.

And going a step beyond that is what Rocky did a recent council meeting. A motion was made to go into executive session. Rocky questioned whether the reason given was the real reason for the session, or if the discussion feel under one of the exemptions allowed in the Open Meetings Law. The council agreed to go into the session with the stipulation that if the discussion showed the session was not within an exemption, the council would quickly return to its regular session.

Just a few seconds into the executive session, Rocky realized the discussion the council was about to take up was not within the exemptions provided in the Open Meetings Law and he demanded the council leave the executive session immediately. The council did, returned to chambers and voted to adjourn its meeting.

Imagine. A member of a public agency questioning the need for an executive session, making sure the procedure is proper and then, of all things, demands the council leaves an executive session because the discussion does not meet the law.

Rocky has been a thorn to those who serve on the council with him.

On Second Thought

By David T. Thompson
KPA Executive Director



Most of you know I'm originally from Georgetown and still live there. I've followed numerous council meetings through the local access channel on the cable system. Three times in the last two years I had written the mayor, city attorney and some friends on the council about violating the law when going into executive session.

Typically, they decided to go into executive session by the mayor saying something like, "Okay, let's take a 5-minute break. Go to the bathroom, get a drink of water and when you get back we'll be in executive session."

And no one bothered with the proper procedure. After my second letter, they at least took notice. When the need for a session was mentioned, someone on the council would say, "Let's not forget the motion." And again, off they'd go to the bathroom, get a drink and then enter into executive session.

Those reminders are not need-

ed anymore. At least not with Rocky McClintock on the scene.

I'd never met Rocky until April 20. He was a student at Scott County High back when I was at the Georgetown News and Times.

Rocky and I attend the same church, but he goes to the early service, me to the late. So until April 20 our paths had never crossed. Rocky called that evening to thank me for a letter to the editor in the Georgetown News-Graphic that commended him for his actions on executive sessions.

I told him he didn't need to thank me. Instead, it's every resident in Georgetown, every supporter of government openness who needs to thank him.

As I said in the letter, "If cloning is ever perfected, perhaps Rocky McClintock can be the model."

Unfortunately, there are few Rocky McClintocks serving on public agencies in this state.

NNA's new address

The NAA headquarters has a new address: All mail previously sent to the Reston address (11600 Sunrise Valley Drive) should now be sent to the following address:

1921 Gallows Road
Vienna, VA 22182-3900

Networking

Continued from page 5

ing to someone else, don't interrupt. Wait for a break in the conversation and step in politely.

8. Watch your timing. If you linger too long in conversation, you rob other people of their networking time.

So say what needs to be said, ask what needs to be asked, then move on.

9. Follow up. If you enjoyed meeting a particular person, drop them a note in the mail. If you promise a prospect that you will call, don't wait until next week. Call right away, while your conversation is fresh in their mind.

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

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Paintsville, KY 41240
(606) 789-1940

Kyle Howard
HC 76, Box 1960
Garrison, KY 41141
(606) 473-6919

Vivienne Joslyn
6129 Mission Dr.
Orlando, FL 32810
(407) 298-4749

Kristi Maynard
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Pikeville, KY 41501
(606) 437-6486

Tom Musgrave
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(606) 266-1319

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1607 Clay Street
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(606) 836-4351

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796 Mallard Cove Drive
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MSU, Normal Hall 0010
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Merritt Island, FL 32953
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Lee Allen Miller
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Editors, journalism educators need to reemphasize attribution

By **JOAN ATKINS**
Morehead State University

An extra edition of the Atlanta Journal Constitution last July named security guard Richard Jewell as the focus of a federal investigation and said he fit the profile of a lone bomber responsible for the explosion of a pipe bomb in Centennial Olympic Park. In presenting this information, the Journal gave no attribution of any kind.

What happens now, as Jewell seeks retribution in the courts, may hinge on that fact.

Years ago, we were taught in journalism school that a statement damaging to an individual is potentially libelous unless an arrest has been made or formal charges have been filed against the individual.

We were told, at the very least, never to use accusatory information unless it had come from an official document or could be attributed to a credible, named source.

But in the Richard Jewell story, as in so many recent cases of journalistic excess, the temptation was to yield to competitive pressures.

No one wants to pass up a good story that others are trumpeting. And what's wrong with naming a suspect who is in fact a suspect — providing it's made clear he hasn't been charged with anything?

The problem — as in the Atlanta bombing case — is that the more notorious the crime, the sooner that explanation is lost.

Even sophisticated consumers of news quickly confuse mention of "a" suspect with the conclusion that anybody causing the kind of media furor Jewell was causing must be "the" suspect.

After the bombing, the hordes of journalists assembled to cover the Olympics first focused on the terror following the explosion, which killed one woman, injured

"Though the image and power of the press has been substantially altered since the days when journalism professors preached hard the ethics of proper attribution, the press still has the power to defame and destroy lives."

Joan Atkins

Assistant professor of journalism, Morehead State University

more than 100, and contributed to the heart attack of a cameraman.

For a day or two journalists focused on Jewell's lifesaving heroism. Then they learned — somehow — that he was a "focus" or "suspect" in the investigation. Without asking for proof or waiting for a responsible charge, they stamped him with a mark of guilt.

Within a few short days, and with careless abandon, the news media identified, vilified, stalked and stigmatized Jewell before the entire world without a shred of evidence. By the time, months later, when the media reported that law enforcement officials had dropped their investigation of Jewell and stated he was no longer a suspect, his life, and that of his family had pretty well been destroyed.

The journalism industry urgently needs to reestablish barriers against this kind of slander. And the barriers would be best devised now, between overwhelming events that create a faulty rush to judgement.

Journalism educators can provide grounding for those barriers by a strong and deliberate reemphasis on the teaching of proper and valid attribution to journalism students who will be entering a future news arena increasingly more driven by the forces of competition.

Lin Wood, one of Jewell's lawyers in his libel and defamation lawsuit against the Atlanta Journal, says he assumes the paper's defense against the charge of reckless disregard of the truth

will be that the information came from a law enforcement officer who seemed to be reliable.

This presents another problem that needs to be addressed in newsrooms and in the classroom — the symbiotic relationship that has developed between law enforcement and some journalists. This increasingly cozy relationship has served to help break down the old newsroom rules against publishing libelous information not backed up by a "named" source.

Leaks from law enforcement officials are chronic; sometimes true, sometimes false, sometimes deliberate, sometimes accidental. And they occur for reasons that are sometimes well intentioned, other times not.

Sometimes officials may be trying to calm a fearful public, especially in a high-profile case. Sometimes investigators try to bait a suspect with planted stories, hoping he will react in a guilty fashion. Both these scenarios could have applied to the Jewell case.

But often officials may be simply trying to put off a pressuring public until a credible suspect can be identified. Other leaks may be prompted by officials hoping to pad reelection possibilities by spreading the word they have a "target" under investigation.

What needs to be reemphasized in newsrooms and journalism classrooms, is that none of these reasons for leaking information justify an irreparable media assault on reputation and privacy.

See **ATTRIBUTION**, page 10

Judges needed for contest

At least 40 judges are needed for the Oklahoma Press Association's 1997 Better Newspaper Contest.

Entries will be mailed directly to the individual in the category and division they choose to judge. Anyone interested is urged to contact Sue Cammack at KPA (800-264-5721) with their address, phone number, category and division of choice.

The judging will take place in July but Oklahoma has asked for a list of judges as soon as possible.

The categories include: Advertising, News Content, Layout and Design, Editorial Comment, Personal Columns, News Writing, Feature Writing, Sports Coverage, Photography, and Sales Promotions. The divisions are: Dailies - Division 1 (9,000 and up); Division 2 (4,500 - 8,999); Division 3 (4,499 and less). Weeklies - Division 4 (3,000 and up); Division 5 (1,850 - 2,999); Division 6 (1,200 - 1,849).

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Speed shouldn't be the only goal in newsrooms

A silly joke from my childhood ended with the punch line, "Patience, jackass, patience."

Patience doesn't fit comfortably in the modern newsroom. Everything depends on speed: Get the story fast, write it fast, shove it in the next edition, do the same tomorrow.

If a writer or editor dares to say, "Hey, maybe we should slow down a little, maybe we should ponder what the real story is, maybe we should (gulp) wait a day, do something in depth for tomorrow's paper," he or she is a wimp, a sissy, a traitor to the principles of good old-fashioned newspapering.

Today's goal is speed. And the rationale is: Geez, if we don't run it, TV will have it first.

Do people really pay attention to who is first in delivering the news?

I don't think so. In my years of newspaper work, no reader has ever said to me, "You know, the newspaper was first with the story of the tax increase, but the TV station was first with the story of the murder."

Do you think people all over town are keeping elaborate charts, putting a check next to TV when it gets a story first, a big red X next to the newspaper when it gets a story second?

Understand: I'm not advocating. I love finishing first. A newspaper that settles for second will fall apart like a building made of feathers instead of bricks. The race to be first makes working in a newsroom a thrill. But first is not what makes newspapers different from other sources of news.

Newspapers need to make themselves a necessary part of readers' lives. And the way we do that is by explaining what happened.

TV doesn't have the patience to explain. TV needs action. The TV interviewer wants quick and confrontational comments, not reasoned, deliberate explanations.

We should be different. We want to take the time to understand each aspect of a story and explain it. That's what makes us a necessary part of readers' lives: Even when we're not the first source of the news, we're the only source of the explanation.

Covering the news event is only the first half of our job. After the event, we need the patience to say: OK, the easy part is over; now we have to pore over records, trudge through the neighborhood, track down the little things that led to this big, splashy event.

Patience should carry over to

Coach's corner

By Jim Stasiowski



programs of writing improvement. When a newspaper hires me to coach, I'll spend a few days or a week in the newsroom. By the time I leave, writers and editors are bursting with enthusiasm for better writing, for changes in the paper.

That enthusiasm lasts about a month.

I can tell. For the first month, I'll get calls and letters from editors and reporters, "Hey Jim," a typical letter from a reporter will read, "take a look at these four stories I wrote last week. I think I'm doing a lot better, don't you?"

Editors will call to say, "We're just starting the training program you recommended, and wow, we can already see the reporters are fired up."

Wonderful. But after two months, the letters and call cease. After six months, the paper and the writing are back where they started.

Patience, patience.

For instance, when I coach writers, a common criticism is they don't ask tough enough questions. So let's say reporter Jill hears by criticism Monday, then Tuesday interviews the police chief. She gets tough, he clams up, boom: She gets zilch.

Jill blames me: "Geez, Jim at least before, he would talk to me."

My response: I don't want Jill to change overnight. I want Jill to get gradually more determined, more aggressive with her sources. If over the course of a year Jill pushes people a little more each day, by the end of the year the police chief will be revealing more than before, and he won't even notice Jill has changed.

No coach wants a reporter to make drastic overnight changes. Such changes would never last. One day I wake up and want to lose 20 pounds, so I buy \$120 Nikes ("I am Tiger Woods") and jog 14 miles. I weigh myself. Still 20 pounds overweight. I never jog again. Jogging hurts.

So does writing improvement. The payoff doesn't come the day the coach leaves. If you're patient, if you deliberately incorporate the recommendations into regular writing practice, if you create a reasonable training schedule and stick to it, improvement will sneak

See GOAL, page 11

Privacy

Continued from page 4

she wished to die. The nurse called her "Ruthie" and Shulman stated her age in response to the nurse's question.

As the helicopter neared the hospital, the viewer heard the flight nurse speaking by radio to hospital personnel and transmitting some of Shulman's vital signs. The camera followed as Shulman's stretcher was removed from the helicopter but did not go into the hospital with Shulman.

The narrator closed the segment by saying that Shulman's life was saved by the efforts of the rescue crew, and a written epilogue appeared on the screen stating that the patient spent several months in the hospital with severe back injuries.

In fact, the accident left Shulman a paraplegic. Three months after the accident, while still in the hospital, the television station broadcast the program. Shulman was surprised since she did not know her rescue had been recorded and had never consented to the recording or the broadcast. She sued the helicopter ambulance operator and the media defendant for two types of invasion of privacy, one based on the defendants' unlawful intrusion by videotaping the rescue and the second based on the public disclosure of private facts by broadcasting the videotape.

The Court of Appeal thoroughly examined the elements of these two invasion of privacy claims and concluded that the trial court was correct to dismiss these claims as to pictures taken at the accident scene:

We sympathize with [Shulman's and her family's] displeasure at the videotaping and broadcast of their rescue, but reject their contention that some zone of privacy existed at the accident site itself simply because their car was partially obscured by the surrounding terrain and foliage and because onlookers might have been prevented from walking around the rescue scene itself.

The fact that the accident and rescue took place just off a public highway and some onlookers were able to observe clearly convinced the Court of Appeal that Shulman had no expectation of privacy as to those events. The Court of Appeal felt differently, however, about Shulman's claim of invasion of privacy as to pictures taken inside the rescue helicopter.

The Court believed that the rescue helicopter was equivalent to a hospital room, a home, "or some other private place which gives rise to a patient's reasonable privacy expectations." It didn't matter that the photographer was riding the helicopter at the rescue company's invitation.

Because the Court found that "zone of privacy" existed inside the helicopter, it concluded that facts broadcast about the badly injured Shulman's appearance, demeanor and comments while on the way to hospital were private facts. The Court of Appeal reversed the trial court's summary judgment for the defendants on this issue.

Most of us are probably not too surprised by this conclusion. Events which take place in plain view of members of the public — even if traumatic, embarrassing and painful — are not private events that would subject a newspaper to liability if published. On the other hand, what transpired in the helicopter ambulance was not in public view and a patient ought to expect her privacy to be protected there. The law in most jurisdictions would support this conclusion.

But, if this result is so consistent with mainstream law, why would the California Supreme Court agree to review the case? The Supreme Court will address the specific issues of whether an accident victim has a right of privacy inside a helicopter ambulance and at a public accident scene.

There is a fear that the Supreme Court may use the opportunity to make broader rulings which would strengthen the law of invasion of privacy at the expense of the right of the people to be informed about matters of legitimate public interest.

Lawyers for the news media are concerned that the conservative nature of the California Supreme Court will make it less receptive to the media arguments than the appeals court was.

Why should we in Kentucky be concerned about a ruling of the California Supreme Court, or any other state's high court for that matter? Although the Kentucky courts are not required to follow decisions of other states' high courts, they can do so. If the logic of another court's decision appeals to the Kentucky Supreme Court and is consistent with our justices' view of developing Kentucky law, they often adopt that logic and reasoning.

As in California, the Kentucky Supreme Court has seemed less receptive to First Amendment protection for news gathering and publication in recent years. So, a restrictive decision in California could signal a trend.

We will continue to monitor this case and will report the resulting opinion to you. In the meantime, the prudent news organization would obtain the patient's permission to use information gathered and photographs taken in that helicopter ambulance, just as that reporter would seek the patient's permission to photograph her in her hospital bed or at home as she recuperates. Feel free to call your hotline attorneys with any related questions.

Make plans now to attend '97 Summer Convention

By LISA CARNAHAN
KPA News Bureau

This year's KPA Summer Convention promises to be one of the best yet with several information-packed programs and fun-filled activities to keep you busy.

The convention will be held June 26-27 at the Embassy Suites in Covington. The first day will feature roundtable discussions on topics that include Management and Employer/Employee Relations and Open Meetings and Open Records. That afternoon Kentucky Supreme Court Chief Justice Robert Stephens will address the crowd

about improving relations between the bench, bar and press.

The 1997 KPA Better Newspaper Contest Awards Banquet will be held Thursday night. After the banquet, a moonlight cruise up and down the Ohio River has been planned.

Friday morning will be filled with sessions on everything from professional sports marketing to libel and privacy issues. Representatives from both the Cincinnati Reds and Cincinnati Bengals will be hand.

And while the program-aspect of the Summer Convention may be over at noon Friday, the fun

is just beginning. Choose from golf, tennis, or a trip to King's Island. Then Friday night, the Reds take on the Cardinals. The Embassy Suites is just across the river from Cinergy Field so enjoy a walk across the suspension bridge and a picnic inside the stadium.

Convention information should have already arrived at all newspapers and KPA Associates offices. Anyone wanting information about Northern Kentucky and the Cincinnati area can request a visitor's packet by calling the Northern Kentucky Convention and Visitors Bureau at 800-STAY-NKY.

NAA announces ad firm to handle national campaign

The Newspaper Association of America (NAA) has announced Jerry & Ketchum, a New York advertising agency, will design the newspaper industry's national advertising campaign.

The NAA advertising campaign is scheduled for launch in the coming months with a mix of national cable and spot television, trade publications, outdoor advertising and, of course, newspapers. It will target a broad consumer base to promote reading, education and literacy, and showcase newspapers as a vital, vigorous medium. Over time, this campaign will support advertising sales, encourage wider readership and increase circulation.

"Our objective is to remind both readers and media decision makers what an energetic, powerful and current medium newspapers are and will continue to be as we approach the turn of the century," said John F. Sturm, NAA president and CEO. "We want to remind our audience of the abilities and possibilities newspapers now offer. And NAA believes the genius of Jerry Della Femina will deliver an undeniable wake-up call for everybody to pick up a newspaper."

"I feel like I've been training all my life for this account," said Della Femina. "My father, brother, two uncles, four cousins and I put in a combined total of over 180 years of service at The New York Times. I'm now part-owner of and columnist for the East Hampton Independent, a newspaper my daughter and two friends founded. I'm overjoyed at the chance to share my love, respect and belief in newspapers with the world."

Ad revenue increases in '96

Figures are 5.8 percent above 1995 receipts

The Newspaper Association of America (NAA) announced recently that total advertising revenue for 1996 grew by 5.8% over 1995.

Total advertising revenue grew to more than \$38 billion, an increase of \$2 billion plus from the \$36 billion grossed in 1995. Classified was up 9.9% to \$15.1 billion; retail grew 1.6% to \$18.4 billion; national rose 10.1% to \$4.7 billion.

"Newspapers continue to be the medium of choice when advertisers need to reach their local markets," said John F. Sturm, NAA president and CEO.

"The consistent growth in advertising, combined with the slippage in newsprint prices brought forth a healthy year for

the newspaper industry in 1996," said Sturm.

Fourth quarter results showed classified advertising up 8.9% to \$ 4.5 billion. Retail gained 1.5% to \$5.5 billion. National grew 8.9% to \$1.2 billion. A detailed chart outlining the growth in expenditures for each quarter of 1996 is attached.

"A shortened holiday shopping season dampened results in all categories of advertising," said Miles Groves, NAA vice president of market and business analysis and chief economist. "The strong economy helped to boost newspaper classifieds, with demonstrable growth in all categories, especially recruitment which was up 17.4% for the year."

Miss America addresses annual NNA conference

Holland is former Kentucky resident

Tara Holland, reigning Miss America who is a former resident of Owensboro, spoke to the National Newspaper Association's Government Affairs Conference attendees about her involvement in literacy efforts nationwide.

Holland, who travels more than 20,000 miles per month as Miss America, spoke to the group at the Library of Congress' reception of March 20.

With the reigning Miss America is Max Heath, left, former



KPA president and present NNA Board of Directors member, and David T. Thompson, KPA/KPS executive director.

WKPA elects officers for 1997-98

Leigh Landini was elected 1997-98 president of the West Kentucky Press Association at the group's spring meeting.

Landini, features editor of The Paducah Sun, succeeds Cindy Riley, editor of the Eddyville Herald-Ledger. John T. Wright III, sports editor of the Benton Tribune-

Courier, was elected vice-president.

The meeting was held at Murray State University and focused on technology.

Dues and seminar fees are used by the association to sponsor academic scholarships at Murray State and Western Kentucky University.

Attribution

Continued from page 8

Though the image and power of the press has been substantially altered since the days when journalism professors preached hard the ethics of proper attribution, the press still has the power to defame and destroy lives.

Many of the policies and guidelines established decades ago by editors and journalism educators to guide journalists in making ethical decisions in news coverage were established for very important reasons. And though society and the the media have changed drastically over the years, the reasons behind those time-worn ethical tenets are still valid.

Recent surveys show the public has very little trust in journalists as credible sources of information. If the press is to continue functioning under its most important founding principle — to keep the public accurately and objectively informed — public trust must be restored. That restoration is impossible as long as journalists continue publishing damaging information attributed to vague or unnamed sources, or as in the Jewell case, with no attribution at all.

It's time to revive the old classroom sermon — whispered accusations against named individuals should not be trusted and must not be used!

(Atkins is an assistant professor of journalism at Morehead State University.)

Regional SPJ awards announced

Students from Western Kentucky University captured 13 awards in the 1996 Regional 5 Mark of Excellence competition.

The awards were presented at the three-state meeting of the Society of Professional Journalists at South Bend, Ind., April 4 and 5.

The Eastern Progress, Eastern Kentucky University's student newspaper, won first place for best all-around non-daily student newspaper and will go on to face national competition from 11 other regional winners. The national award will be presented at SPJ's national convention in Denver Oct. 3-6.

Other first place finishers from Kentucky schools include Stacy Curtis, WKU, editorial cartooning; Darryn Simmons, WKU, column writing; Jennifer Almjeld and Tim Mollette, EKV, spot news reporting; Danetta Barker, EKV, sports writing; Chad Stevens, WKU, spot news photography; James Glover, WKU, feature photography; Suzanne Vass, Kristi Runyon, Kim Olson, WKU, radio newscast; James Wheeler, EKV, TV sports photography.

Judging in the Mark of Excellence awards is based on overall excellence including these criteria: accuracy and completeness, writing style, effectiveness, enterprise and ingenuity, extenuating circumstances.

Goal

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up on you, just as spring gradually overtakes winter's gloom.

Patience, Tiger, patience.

The Final Word: The adverb "eventually" is not a synonym for "gradually," although writers often use it that way: "John's eyesight eventually failed."

"Eventually" means that something happened at the end of a chain of events. A chain of events is usually not the cause of failing eyesight; the mere passage of time made John blind.

"Eventually" does not necessarily mean slowly. A chain of events can happen quickly: "The rumor of Johnson's firing started at the subcommittee meeting and eventually spread to the floor of the convention." That could have happened in minutes.

Writing coach Jim Stasiowski welcomes your comments or suggestions. Call him at 310-247-4600 or write to 5812 Heron Drive, Baltimore, MD 21227.

People

Continued from page 2

Appalachian News-Express in Pikeville.

- Kim Stacy has been promoted to news editor. A Grundy, Va., native and a graduate of Clinch Valley College, Stacy has worked at the News-Express for a year and a half and previously worked at the Virginia Mountaineer in Grundy.

- Paula Whitt has been promoted to advertising manager. A Pikeville native, she is a graduate of Pikeville College. The former advertising clerk, is a two-year employee of the News-Express.

Whitt replaces Teresa Fields-Branham, who stepped down as advertising manager in order to start a family. Branham, a 12-year employee, will continue to work as a sales representative.

- Terry L. May, a former employee of the paper, has been hired as a graphics designer and will work in the advertising, editorial, circulation and composing departments.

May is a Pike County native and graduate of Morehead State University. He was the editor and publisher of the Coal Journal and the former managing editor of the Greenup News.

- Gwen Mullins, a three-year employee of the paper, was promoted from receptionist to advertising clerk.

- Toby Miller, who joined the paper's staff in November in the circulation department, was promoted to advertising accounts representative.

- Melynei Mullins was recently hired as a receptionist. She will also work in the classified advertising department.

- Tammy Jo Hatfield has been hired as an advertising accounts representative. She attended Lexington Community College and was a member of the Army Reserves for six years.

Sizemore latest addition to Sentinel-Echo staff

Brian Sizemore has joined the staff of the London Sentinel-Echo as a staff writer and photographer.

Sizemore previously worked as sports editor at the Berea Citizen and was photo director of the Renfro Valley Bugle. He has also worked at the Richmond Register.

Smith promoted to ad manager at Enquirer

Jamie Smith has been promoted

to advertising manager for The Kentucky Enquirer/The Kentucky Post.

Smith joined The Cincinnati Enquirer/Post in 1993 as an account executive in the automotive classified department. He has spent the last 18 months working as a sales team leader in the automotive department.

In his new position, Smith will oversee the advertising operations out of the northern Kentucky office. A graduate of the University of Kentucky College of Business and Economics, Smith has received several awards for his advertising sales.

Bowling Green paper sponsors public service awards program

The Bowling Green Daily News was a co-sponsor this year of a program that recognizes area residents for outstanding public service.

The American Institute for Public Service was founded in 1972 to honor the highest ideals and achievements in American public service. The awards, called The Jefferson Awards, are part of the national program.

The Daily News co-sponsored the event with WBKO. Four area residents were recently honored with the awards during a ceremony in Bowling Green.

Porterfield named head of revenue development for Landmark papers

Don Porterfield has been named New Revenue Development Director of Landmark Community Newspapers Inc. (LCNI).

Porterfield has been the publisher of the Gazette in Galax, Va., and later the production director for Centaur Press in Westminster, Md. He most recently was New Ventures Specialist for The Roanoke Times, Roanoke, Va., a role similar to his new role with LCNI.

"He will work directly with our operations, guiding the creation and development of niche products or stand-alone publications in existing LCNI and non-LCNI markets. Besides leading start-up opportunities he will consider the potential of existing ventures for possible acquisition and development," said Bonnie Burks Gray, LCNI vice president/advertising director.

Porterfield will also serve as

died March 27.

Wade had been a correspondent for the newspaper for nearly 60 years. She took over the community news column when her mother, Bessie Withers, retired.

In addition to her writing interests, she was a charter member of the Pleasant Green Homemakers

regional manager of two of LCNI's new ventures that were launched this year, Sign-Pro and Kentuckiana Show 'n Go.

Madisonville Messenger announces staff changes

Martha May has retired from the Madisonville Messenger after 21 years with the newspaper.

May worked in the paper's composing room before moving into the newsroom as a copy editor in 1980. She most recently was responsible for computerized layout, headline writing and inside page design. She also edited and designed the weekly food page for several years.

Reporter Melanie Jones will take May's place as copy editor. Jones joined the Messenger staff in 1995 after working as a reporter for a newspaper in Alabama.

Mike Heronemus has been officially named managing editor, a job he's been performing since the paper was converted to a morning edition in 1996. Heronemus is responsible for editing, content, design and staff direction and reports directly to Executive Editor Tom Clinton.

Before joining the Madisonville staff in 1990, Heronemus retired as a U.S. Army master sergeant, editing and writing for a variety of military newspapers in the U.S. and abroad, and teaching journalism.

Lexington Herald-Leader recognized for editorials

The Lexington Herald-Leader won the editorials award in its category of the annual Green Eyeshade competition, an 11-state, all-media journalism competition sponsored by the Atlanta chapter of the Society of Professional Journalists. The entry, "Healthcare Insurance Reform," was a selection of editorials written by the editorial board of the Herald-Leader.

Grant County News sponsors 'eyeglasses for the needy' campaign

The Grant County News sponsored an eyeglass drive which netted nearly 300 pairs of glasses. The glasses were given to the area Lions Club who will present them to Lens Crafters for their third world program.

The frames will be cleaned and lenses made for people who can't afford eye care and glasses.

and a 4-H leader. She had also served Harrison County as its Welcome Wagon hostess.

She and her husband Robert L. Wade had five children, Donald Wade, Lois Ann Houchell Simpson, Carolyn Mae Williams, Rita Wade Brogli and Robert Dale Wade and one grandchild, Steven Wade.

Deaths

Continued from page 2
grandson.

Emma Lou Wade

Emma Lou Wade, 81, a former Cynthiana Democrat correspondent,

C-J staffers lead the pack in Gannett competition

The Louisville Courier-Journal took the most individual prizes in the 20th annual Best of Gannett contest.

Contest entries were divided among three divisions based on a newspaper's size and other factors. The Courier-Journal competed in Division 1 and the contest period was from Jan. 1, 1996 to Dec. 31, 1996.

In speciality reporting, reporter Veda Morgan won first place for beat reporting on education issues, including a report examining how the Jefferson County Schools' student-assessment plan pushes many black children away from their neighborhood schools and from programs designed to attract white students.

In sports reporting, the newspaper won first

place for its coverage of the PGA Championship played at the Valhalla Golf Club in Jefferson County.

In business-consumer reporting, Greg Otolski (recently appointed Courier-Journal business editor) and reporter R.G. Dunlop won first place for an investigation of the ties that the University of Kentucky Tobacco and Health Research Institute has with the tobacco industry.

The newspaper also won first place for staff enterprise reporting for its examination of how welfare reform will change the lives of hundreds of thousands of Kentuckians and dramatically shape the state's economic future.

Beverly Bartlett tied for first place in the commentary-column category for a selection of work.

Nick Anderson won first place in the editorial-cartoon category.

In the spot-news division, the newspaper tied for third with its coverage of the damage caused by tornadoes that ripped through areas near Louisville on primary election night.

In investigative reporting, reporter Joseph Gerth placed second for stories exposing problems in the state's foster-care system that cost at least 43 children their lives.

Reporter Jim Adams won second place in feature writing for a selection of work, including a story on the destruction caused by tornadoes in the region.

Judges included 18 journalists, educators and readers from communities served by Gannett papers.

Newsprint

Continued from page 1

ing our newsprint consumption has caught the attention of the paper and publishing industries."

The study, which was funded by AF&PA and conducted by Wilson Cunningham Company, Fairfax, VA., under the direction of NNA, used a statistical sample for weekly consumption with information from questionnaires sent to more than 7,200 non-daily newspapers.

Eaton noted that the figure of 650,000 tons a year isolates smaller weekly newspapers, which account for most of the weeklies in the U.S. In a separate calculation, the study also accounted for paper consumption by weekly newspapers with circulations over 150,000. When figures for those larger newspapers are tallied and included, the total annual consumption for weekly newspapers may exceed 900,000 tons.

In a separate phase of the study, newspapers were also asked to estimate paper consumption devoted to commercial printing operations. Preliminary estimates indicate that inclusion of commercial printing data may boost the total annual consumption number to as high as 1.2 million tons.

Papers

Continued from page 1

adoptive parent inquiries by 10 percent and approve at least one new home for every county in Kentucky.

Newspapers have been asked to run public service ads which were provided to them in late April. The ads feature a child jumping rope with the words "Help A Child Get a Jump On The Future." Prospective foster or adoptive parents are asked to contact 1-800-232-KIDS (5437).

The ads can be ran any size and Stone has offered to provide any additional information, supplies or support newspapers need.

New

Continued from page 1

the state and we're sure there's at least a certain percentage of those that don't have a journalism program at all."

The fundraising effort for the high school association has also been successful with over \$19,000 raised to date. Ashland, Inc., became the first Founder of the new association with its commitment of \$5,000.

In addition to journalism teachers and advisers across the state, the association is receiving the support of the state's universities, the Kentucky Department of Education and the Kentucky School Boards

Association.

In mid-April, the association also garnered the support of the Kentucky Broadcasters Association. KBA voted unanimously to support the high school organization which will serve students and teachers involved in all segments of high school journalism programs.

"This won't be a print-exclusive organization," said Carnahan. "We learned at the first meeting of our advisory council that it's imperative for the high school association to reach out to all the students and teachers of journalism, both print, broadcast and online. We couldn't have done that without the involvement of KBA and we're very pleased they chose to join us in this worthwhile endeavor."

Resolution of Support for Establishment of Kentucky High School Journalism Association

To all whom these presents shall come:

WHEREAS the mission of Kentucky's public schools is to prepare students with the skills and training necessary to empower them as competent, productive contributors to a democratic society and an ever-changing world; and

WHEREAS Kentucky's school board members are committed to enhanced educational opportunities for all students and especially to programs that prepare students for the world of work; and

WHEREAS Kentucky's high school journalism programs, print and broadcast, help students improve their writing and interpersonal skills and their capabilities in areas of communications technology; and

WHEREAS Kentucky's high school journalism programs prepare students with practical experience that will be beneficial in future employment opportunities as reporters, editors, photographers, graphic designers, and technicians; and

WHEREAS Kentucky's high school journalism programs frequently inform the community of school activities, achievements and issues which may not otherwise be covered by the community's news media outlets; and

WHEREAS Kentucky's school board members, as elected representatives of the community, are called upon to build quality working relationships with local news media in order to keep the public informed of school district activities; and

WHEREAS the Kentucky School Boards Association is committed to enhancing its members' abilities to work responsibly with the news media and to keep the public well informed on school issues, needs and accomplishments; and

WHEREAS the Kentucky Press Association has undertaken to support the establishment of a Kentucky High School Journalism Association to benefit the students of this Commonwealth;

THEREFORE, we, John Smith, President, and David Keller, Executive Director, Kentucky School Boards Association, in keeping with the unanimous vote of our KSBBA Board of Directors on Feb. 27, 1997, do hereby sign this resolution of support in endorsement of the establishment of the Kentucky High School Journalism Association.

John Smith, President, KSBBA
Member, Henry Co. Board of Education

David Keller
Executive Director, KSBBA

The first workshop for teachers has been scheduled for July 31-Aug. 1 at the University of Kentucky. The workshop will be a basic survival course for the beginning journalism teacher or adviser and include instruction on layout and design, photography, the Internet and other technology use.

"The response has been overwhelming not only from our own newspapers and Associate members but from the high schools as well," said David T. Thompson, KPA executive director.

"I think this is evidence of the eagerness of teachers and students to have a statewide organization to support their classroom and their products," he said.

FUNDRAISING

Since early March, KPA and the School of Journalism Foundation of Kentucky Inc. have been seeking contributions from Kentucky newspapers, media foundations and KPA Associate Division members to help in establishing the Kentucky High School Journalism Association.

Various "giving" categories, based on the amount of the contribution, have been established. As of April 30, the following companies or individuals had made commitments to KHSJA:

FRIEND (UP to \$99) — Fulton Leader, Tompkinsville News, Dawson Springs Progress.

KHSJA ASSOCIATE MEMBER (\$10 to \$249) — Laurel News Leader, Murray Ledger & Times, Kentucky AP Editors Association, Guthrie/Mayes Public Relations, Bath County News Outlook, Owenton News Herald, The Central City Times Argus, Perry County News, Georgetown News Graphic, Casey County News, Teresa Revlett, McLean County News, Union County Advocate, Benton Tribune Courier, Eddyville Herald Ledger, Franklin Favorite, Cadiz Record, Woodford Sun, Shelbyville Sentinel News, Princeton Times Leader, Alfaro Enterprises & Associates, Appalachian News-Express, Elizabethtown News-Enterprise.

PATRON (\$250 to \$499) — Harrodsburg Herald, Gene Clabes, The Farmer's Pride, Winchester Sun, The State Journal, Max Heath, CSX Transportation, Kentucky New Era, Anderson News, Citizen Voice & Times, Clay City Times, The Kentucky Standard, Bardstown, The Pioneer News, Shepherdsville, Danville Advocate Messenger, Mt. Sterling Advocate, Henry County Local, Henderson Gleaner.

SPONSOR (\$500 to \$999) — American Electric Power, The Ashland Daily Independent, The Oldham Era, Landmark Community Newspapers, Inc.

FELLOW (\$1,000 to \$4,999) — Recorder Newspapers, Preston/Osborne, Toyota Motor Manufacturing North America, Owensboro Messenger-Inquirer, Kentucky Utilities.