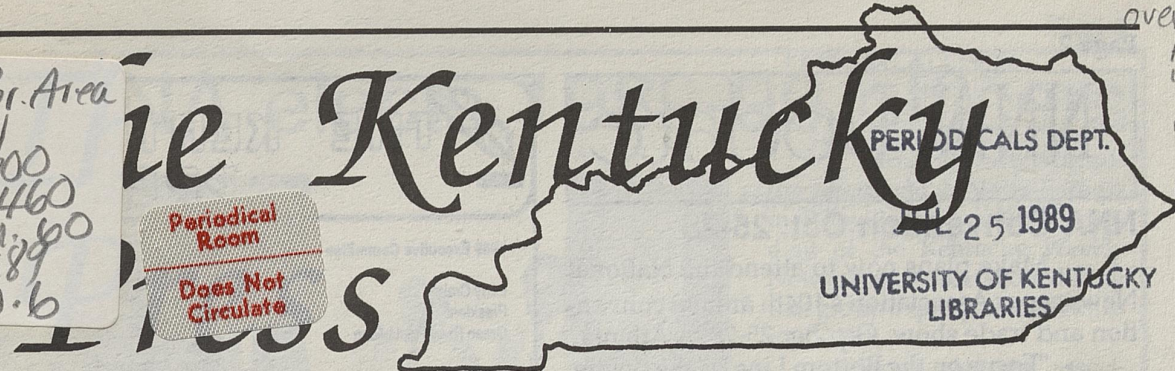


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1989
no. 6

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Official Publication of the Kentucky Press Service - Volume 60, Number 6 - June, 1989

KPS sets ad record

The Kentucky Press Service's advertising placement division placed a one-month record of nearly \$189,000 in May with Kentucky newspapers.

The 1989 mark bettered a May, 1987, mark of \$188,700 when KPS placed a large amount of political advertising for Kentucky's primary election.

The \$188,747 in 1989 was aided by a \$104,000 placement of inserts for the Kentucky Department of Insurance Consumer's Guide. Another \$85,000 was placed for display advertising.

KPS established a one-year record in advertising placed in 1987 with \$1.2 million placed. That figure included a Department of Insurance tab and heavy amounts of primary election advertising.

Gloria Davis, KPS advertising director, said this May billing covered 57 different advertising orders placed with the newspapers.

"We had only two advertising orders for more than \$7,000," said Davis. "That means we placed a lot, a whole lot, of ad orders for under \$5,000 per billing."

The figure is especially good since no lottery advertising has been placed through the Kentucky Press Service to date.

"We've talked to the lottery agency about using all Kentucky newspapers and

about using KPS," said KPA/KPS executive director David T. Thompson. "They've contacted us twice, wanting help in placing ad orders less than 48 hours before publication date. In those cases, we've told them to go direct."

Most lottery advertising to date has been placed in broadcast. "But newspapers have had their voices heard."

Business Session scheduled

Notice is hereby given to members of the Kentucky Press Association that the 1989 Summer Convention Business Session will be called for Saturday, June 24, at 9 a.m. at the Bardstown Holiday Inn.

Business to be discussed includes the realignment of KPA board districts.

The Membership and By-Laws Committee recommended, and the Board has approved the following realignment of the KPA District structure:

- * KPA create Districts 15A and 15B to divide the present District 15 into two equal districts;
- * merge the present Districts 8 and 9 into one district;
- * merge the present Districts 10 and 11 into one district;
- * that no present board member in any affected district lose any part of his/her term because of realignment.

NNA Update

NNA Convention Oct. 25-28

Make plans now to attend the National Newspaper Association's 104th annual convention and trade show, October 25-28 in Atlanta.

"Focus on the Bottom Line" is the theme, covering all aspects of newspaper management including retailing, staff training, pressroom management, controlling waste, circulation building, preventing libel, selling your newspaper, fighting ad taxes, management trends, the AIDS problem and technology. And that's quite a mouthful.

For more information, you can contact NNA at 202/466-7200.

Rockwell Prints

You still have time to order a reprint of Norman Rockwell's "Hometown News," distributed exclusively through NNA. You can order your full color, 18 by 24 inch format print for just \$40 by contacting NNA.

This was the fourth cover in the Willie Gillis series and it marked an important milestone in the history of the *Saturday Evening Post*.

What's in it for you?

If you're a non-member of the National Newspaper Association and have asked that question before, now is the perfect time to find out. Through the end of June, NNA is offering a half-price membership for the last six months of the year.

It's not a discount program, but a chance for non-members to give it a try.

If you need to know what NNA has done for you lately, check May's Kentucky Press for Adam Kelly's column on NNA activities in the past few months. Kelly is the regional director for Region 3 that includes Kentucky.

Repeal Section 89?

There's still a chance, however slim, that Congress will repeal Section 89, the controversial requirements on employee benefits.

Enforcement of the rules has been delayed until October 1. In the meantime, call or write your Congressman and indicate your unhappiness with the absurd regulations.



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Green River Republican

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Gallatin County News

District 8
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District 13
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District 15
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Official Publication of the Kentucky Press Service

KWNA elects 1989-90 officers



Front row: Hank Bond, Marilyn Bond, Barbara Justice, James Mulcahy. Back row: Terry Spears, Marty Backus, Ken Metz.

PERIODICALS DEPT.

JUL 25 1989

Barbara Justice, editor of the Appalachian News Express in Pikeville, was elected president of the Kentucky Weekly Newspaper Association during that group's spring conference in mid-April.

James Mulcahy, associate editor of the Clay City Times, was named vice president and Carlisle Mercury co-publishers, Marilyn and Hank Bond, were elected secretary and treasurer, respectively.

Elected to the Board of Directors were Ken Metz, editor of the Bath County News Outlook; Marty Backus, publisher of the Floyd County Times; and Terry Spears, publisher of the Martin Countian and Mercury.

Herchenroeder elected to UK Hall of Fame

John Herchenroeder, the nation's first news ombudsman who spent 53 years with the Louisville Courier-Journal and Times, was one of three journalists inducted into the Kentucky Journalism Hall of Fame at the University of Kentucky.

Induction ceremonies were held April 28 during UK Honors Day.

The Hall of Fame was established in 1981 by the UK Journalism Alumni Association to honor persons who have made a significant contribution to the journalism profession.

Herchenroeder was named ombudsman of the Courier-Journal and Times in 1967, the first to serve in such a capacity at a newspaper.

Also inducted into the 1989 Hall of Fame were Milton Metz, a veteran broadcast per-

sonality at WHAS-Radio and WHAS-TV in Louisville; and Moneta J. Sleet, Jr., a native of Owensboro who was the first black American to win a Pulitzer Prize for photography. Sleet, a photographer for Johnson Publishing Co., pub-

lishers of Ebony, Jet and EM magazines, won the Pulitzer for a photograph of Coretta Scott King at her husband's funeral.

The three inducted this year bring to 63 the number of journalists in the Hall of Fame.

Ads by WKU students win three top awards

Public service ads created by three Western Kentucky University students won all three top awards in judging by the American Academy of Advertising and the International Newspaper Advertising and Marketing Executives.

Student winners were Tim Hurt and Stanley Whitney, first place; Beth Blanford and Carol Gann, second place; and Steve Broderson, third place. The students are taught by Carolyn Stringer, associate professor of advertising.



John Herchenroeder

From Here and There...

Jessamine Journal sold to Republic

The Jessamine Journal has been sold to Republic Newspapers, Inc., a Tennessee corporation owned by Douglas A. Horne of Knoxville.

Ed Easterly III, publisher of the Journal, made the announcement May 2.

Full legal transfer of the Journal land, buildings and equipment will not occur until April 1, 1990, and Easterly will continue to operate the Jessamine Journal in the meantime.

The Journal has been published since 1873 and is the second oldest business in Nicholasville.

Central Record celebrates 100 years

The Central Record in Lancaster celebrated its 100th birthday in early May.

In a commemorative issue, the Central Record included a history of newspapers serving Garrard County. In the process, the issue recognized, "although not definitely determined," that in May, 1889, The Central Record was first put on the masthead, replacing The Central Kentucky News.

Henry C. Cox, a former county attorney, purchased The Record in January, 1942 at public auction, along with three other local businessmen. In the early '50s, Cox

bought the interests from two businessmen and James R. Whittaker purchased the remaining stock.

Caldwell Co. Times honored by state 4-H

The Caldwell County Times in Princeton was honored recently by the Kentucky Association of Extension 4-H agents.

The Times received the "Communicator Award, Weekly or Bi-weekly Newspaper," during the association's annual conference.

Company interested in Business First

Shaw Publishing Co. of Charlotte, N.C., has announced intentions to buy a majority interest in the parent company of Business First, a Louisville tabloid that is an Associate member of the Kentucky Press Association.

Shaw said it had offered to buy a stake in American City Business Journals Inc. for \$2.25 a share or \$22.25 million.

Business First was founded about five years ago and has faced uncertainty for the past two years as the parent company underwent rapid expansion in 1986 to include 36 publications.

Hawpe featured on E&P front

David Hawpe, editor of

the Courier Journal and president-elect of the Kentucky Press Association, was featured on the front cover of the May 15 Editor & Publisher along with C-J managing editor Irene Nolan. The front cover recognized the C-J's efforts in winning its ninth Pulitzer Prize, this one for the coverage of the 1988 church bus tragedy in Carroll County.

That E&P issue came one year and a day after the crash that killed 27 Hardin County church members.

**Was that
city council
closed meeting
legal?**

**Get the
scoop**

**by calling the
KPA FOI
Hotline
(502)
589-5235**

**Jon Fleischaker
or
Kim Greene**

Across Kentucky

Ewell Balltrip, publisher of the Harlan Daily Enterprise, delivered the commencement address to the Southeast Community College graduating class.

Earl Burchfield, publisher of the Middlesboro Daily News has been named senior publisher of the Daily News and publisher of the Claiborne Progress in Tazewell, Tenn. Burchfield has served in various capacities for nearly 40 years with the Middlesboro daily. Both publications are owned by The New York Times Regional Newspaper Group. **Ron Sawyer**, former general manager of the Lakeland (Fla.) Ledger has been named publisher of The Daily News.

Two reporters from the Kentucky Post were honored for service to the community at the Mental Health Association of Northern Kentucky annual dinner recently. **Peggy Kreimer** and **Michele Day** received the Baron Award for Community Service.

Mike Phillips, who spent five years as managing editor of The Kentucky Post, has been named editor of the Bremerton (Wash.) Sun. Most recently, Phillips was editor of the Hollywood (Fla.) Sun Tattler.

Wanda Cottrell, circulation clerk of the Harlan Daily Enterprise for the past two and a half years has been named circulation supervisor of the Enterprise.

Fred Hall, previously the advertising director of the Valdosta, Ga., Daily Times, has been named publisher of the

Richmond Register, succeeding Randall Shew. Hall is a 27-year veteran of newspapers and related businesses including five years as owner and operator of an advertising agency and five years as publisher of a series of trade publications.

Allison Tutt, a junior-to-be at Western Kentucky University, has been hired as an editorial summer intern with four Landmark Community Newspapers, Inc., operations -- Campbellsville, Springfield, Lebanon and Liberty. Tutt is a journalism and psychology major at WKU and is a reporter for the award-winning College Heights Herald.

Barry Minton has joined the LaRue County Herald News as sportswriter and proofreader. A graduate of Cumberland College, Minton is also the language arts teachers at LaRue County Junior High during the school year.

Jim Nolan, president of The Manchester Enterprise, Inc., has named **Glenn Gray** publisher of the Enterprise publications and **Brent Mer-**

shon as managing editor of The Enterprise and sister publication, Headline News. Gray has been with The Enterprise since 1983, serving as news editor and then general manager. Mershon previously was managing editor and assistant general manager of the London Sentinel Echo, prior to leaving that newspaper last year. Nolan, who had been publisher of the Enterprise, announced that he was now president of the board of directors of the company.

Lori J. Taylor has been named editor of the News-Herald in Owenton. She succeeds **Lee Cochran**. Taylor is a 1985 graduate of Northern Kentucky University with a bachelor's degree in journalism and advertising. Prior to the recent promotion, she was advertising manager of the News-Herald. The announcement was made by publisher **Ed Ashcraft**.

Mark Provano, a 14-year veteran of the Courier-Journal, has been named regional editor. Provano, who has been daytime assistant re-

Continued on Page 6

Is it safe to print?

When you have a news story or ad that might be questionable, find out if it's safe to print it.

**Call the KPA FOI Hotline
(502) 589-5235**

Jon Fleischaker or Kim Greene

Across Kentucky

Continued from Page 5

gional editor for eight years, will supervise the newspaper's 11 bureaus in Kentucky, Indiana and Washington. Provano succeeds Pam Luecke who is leaving to work for the Hartford (Conn.) Courant.

Wickliffe R. Powell, managing editor of the Ashland Daily Independent, has been honored for the third time in four years for volunteer service to public television. Powell was named Kentucky Educational Television Volunteer of the Year for 1988. The announcement came at the Friends of KET annual meeting that marked the end of Powell's two-year term as president of the statewide organization of people who provide financial support for KET programming, development and awareness activities.

Tony Curnutte, who recently was a free-lance sports reporter for the Kentucky Post in Covington, has joined the Ashland Daily Independent staff as sports writer. Curnutte worked in the Independent's sports department from 1979 to 1982 as a news clerk and writer.

Cathie Shaffer, editor of Today's Living for the Ashland Daily Independent, was named the 1989-90 Communicator of the Year by the Ohio Press Women. Shaffer was chosen for the award because of her contributions to her profession and community. Shaffer formerly was editorial

page editor of the Owensboro Messenger Inquirer.

Morris Grubbs is returning to the Cumberland County News, this time as editor of the Burkesville weekly. Grubbs began working with the News while a junior in high school, and learned the business from four previous News' editors.

Donna Crouch, a recent graduate of Western Kentucky University, has been added to the Oldham Era news staff. A general assignment reporter for the College Heights

Herald while attending WKU, Crouch interned the past two summers at the Crittenden Press as reporter and photographer.

Terry O'Connor, former copy editor of the Omaha (Neb.) World-Herald, has been named executive editor of the Recorder Newspapers in Boone, Kentucky and Campbell counties, according to Recorder publisher Bryan Dear. O'Connor most recently was news editor of the Harlan Tribune, a weekly newspaper in western Iowa.

Ky. Post joins campaign in prostitution crackdown

With the assistance of the Kentucky Post in Covington, police in northern Kentucky are turning the spotlight on customers of prostitutes as part of a campaign to crack-down on prostitution.

The Kentucky Post has agreed to publish the names of men and women charged with prostitution-related offenses.

Customers have been able to hide the arrests from family and friends, since there was no publication of the names, but as Newport city manager Dennis Phelan said, "We want the world to know these people."

Officials in Covington and Newport contacted Kentucky Post representatives two

months ago, asking that the names of the men and women involved in prostitution-related offenses be published in a prominent spot in the newspaper.



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Regional Manager

1-800-223-1600

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METRO

CREATIVE GRAPHICS, INC.
Your creative advantage.

Journalism/Public Relations Internship Survey

Please take a moment to complete the following internship survey and return it to Lica McCain, KPA, at your earliest convenience.

Our newspaper is willing to accept interns in the following areas:

____ Reporter/Copy Editor

____ Advertising Sales

____ Public Relations

____ Photographer

____ Ad Production

____ Other (please describe) _____

____ Sports Writer

____ Circulation

Your
Name _____

Newspaper _____

Thank You! KPA and Kentucky's universities appreciate your support.

The Kentucky Press Association
Presents

its

1989 SUMMER CONVENTION

in

Historic Bardstown

June 22-24, 1989, Bardstown Holiday Inn

Tour Makers Mark Distillery
Visit My Old Kentucky Home State Park
and see

The Stephen Foster Story

Three days of meetings and activities that will make this a Summer Convention to remember

If you've stopped quarterfolding...

The National Newspaper Association is seeking to identify newspapers who are ceasing to quarter-fold their editions because of the new Postal Supplement rule that went into effect March 19. One provision of this rule states that inserts cannot stick out of its host second class publication.

"This has caused some problems with newspapers that quarter-fold," said Bob Brinkmann, general counsel of NNA, "and we strongly encourage all newspapers experiencing this problem to stop quarter-folding and enter their newspaper half-folded. We do understand that this may cause handling problems with local postal personnel, and we encourage them to complain up the line."

For this reason, Brinkmann is seeking to identify newspapers who are ceasing to quarter-fold because of this rule.

"If we can develop verified numbers of newspapers who have changed the fashion in which they enter this newspaper due to the mandate of this rule not allowing inserts to show, we may be able to impress upon the Postal Service what a silly result this is."

Newspapers that have changed their policies as a result of the new insert rules are asked to return the cut-out coupon below and send to KPA. We in turn will forward these on to the National Newspaper Association.

...then complete this survey and send to KPA

Postal Supplement Survey

As a result of the new Postal Supplement rule that went into effect March 19, we have stopped quarter-folding our newspaper to insure that inserts do not stick out.

Name _____

Newspaper _____

Address _____

City _____ State _____ Zip _____

Return this form to KPA. We'll send the completed surveys to NNA

Kentucky Press Service ~ 332 Capitol Avenue ~ Frankfort, Kentucky 40601