

# KPA

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# Kentucky Press

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## Hatfield among Journalism Hall of Fame inductees

Former Kentucky Press Association President and owner of Hatfield Newspapers, Inc., Guy Hatfield, is among this year's inductees into the Kentucky Journalism Hall of Fame.

The journalists will be honored during induction ceremonies at noon Thursday, April 12, at a luncheon at the Hilary J. Boone Faculty Center at the University of Kentucky in Lexington.

The hall of fame, sponsored by the UK Journalism Alumni Association, inducts journalists who are natives of Kentucky or have spent substantial periods of their careers in Kentucky.

Hatfield, publisher of the Citizen Voice & Times in Irvine, the Clay City Times and the Flemingsburg Gazette, distinguished himself as Kentucky's youngest publisher in 1973. He was also the youngest president of the Kentucky Weekly Newspaper Association and is the only person to hold that office three times.

During his year as KPA president in 1998, Hatfield visited every newspaper in the state.

*Hatfield distinguished himself as Kentucky's youngest publisher in 1973. His newspapers have won over 500 awards from KPA, WKPA and NNA*



His newspapers have won 542 awards over the years from the KPA, the West Kentucky Press Association and the National Newspaper Association for excellence in writing, editing and photography. The Citizen Voice & Times has been named best Kentucky weekly in its class 16 times since 1975. He has been recognized by the Boy Scouts of America for his volunteer service.

Other inductees are:

•Maysville native Nick Clooney, now syndicated radio show host and a three-column-a-week writer for the Kentucky Post and Cincinnati Post.

Clooney also served recently as a host and writer-researcher for the American Movie Classics cable-television channel. He began his broadcasting career on Maysville radio station WFTM while in high school. He eventually became a weekend news anchor and production director at WKYT-TV in Lexington and program director for WLAP-AM in Lexington. A newsman and broadcaster for nearly 50 years, Clooney has accumulated more than 300 awards. He is the brother of singer Rosemary Clooney and the father of film and television actor George Clooney.

•The late Virginia Harris Combs, a Lee County native and longtime columnist for the Mountain Eagle in Whitesburg.

Combs, who died in 2000 at age 99, started her career in journalism after nearly 30 years as a second-grade and high-school English teacher in the Whitesburg schools, where she launched the high school newspaper. She had a weekly column, "Family and Friends," that focused on small community happenings and offered her home remedies, political commen-

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## Boot Camp set for July 16 - August 3 in Georgetown

In an attempt to address one of the most important issues facing our industry, the lack of newsroom employees, KPA has scheduled the 2001 Journalism Boot Camp.

The training, dubbed a "boot camp" because of the intensive training over a relatively short period, is designed to provide additional training for inexperienced

newsroom employees or allow newspapers to hire a person from the community who has potential, but no journalism background.

This year's boot camp has been scheduled for July 16 through August 3 at Georgetown College and some major changes have been made to the format over last year's proposed camp.

Attendees this year will be given the option of either staying on campus or commuting daily to the sessions. Last year, it was a requirement that those attending stay on campus. Another change is the cost. This year's boot camp fee is \$995 for those staying on campus and \$595 for commuters. The \$995 fee includes lodging in a college

dormitory, three meals a day, all materials and handouts for the training and computer use. The commuter fee includes a continental breakfast and lunch each day, materials and handouts and computer use.

Both fees are substantially less than last year's boot camp registration fee.

See CAMP, page 12

## Come feel the 'power,' 'magic' of ad seminar

The 2001 Spring Ad Seminar will be held in Owensboro April 19-20 and feature Mitch Henderson of MarketPro International, Inc.

On Thursday, April 19, Henderson will lead the session "Power of Conviction," and provide ad reps with sophisticated marketing skills to help them create more effective advertising and close more sales. According to Henderson, "Reps will gain confidence and then a fiery conviction that they have the

tools to help advertisers succeed."

The program will include tips on redefining your role with the client, the two key characteristics advertisers are really looking for, the "secrets in the science of marketing behavior," how to use the 5Ws and the Big G to power interview the advertiser, and the basics of great layout, from type to balance to artwork.

On Friday, it's "The Magic of Break Even," where reps will learn

how to prove the advertising is making money for the advertiser. Henderson will demonstrate how to build ads that get response.

On Thursday, Henderson's session is from 1:30-4:30 p.m., and on Friday it's scheduled for 9-11:45 a.m. (Central Time)

The seminar will conclude with the KPA Advertising Contest Awards Luncheon at noon.

See SEMINAR, page 12

### What's Ahead

April 19-20: 2001 Spring Ad Seminar  
Executive Inn, Owensboro

### Inside

- Pg. 2: People, Papers in the News
- Pg. 4: A good photo page requires dominant shot
- Pg. 6: A little free publicity can drive traffic to your website
- Pg. 8: Take this word usage test and see how smart you are

# Kentucky people, papers in the news

## Arnold named publisher at Somerset-Pulaski News Journal

Stuart Arnold began his role as the publisher of the Somerset-Pulaski News Journal in February.

Arnold, who is 42, is a 1980 graduate of Western Kentucky University.

Before starting at the News Journal, he was the marketing director for the daily Advocate-Messenger in Danville, where he started his newspaper career in 1985 as director special projects.

"People keep saying they want more local news, and that's what this newspaper can give them," Arnold said. "I'm a huge proponent of community newspapers. That's

something they can't get off the internet."

## Stevens promoted to city editor at Danville

Vicki Stevens was promoted to the city editor at The Advocate-Messenger in Danville at the beginning of this year.

A 22-year veteran of the newspaper, she will be responsible for the assigning and editing of local stories and coordinating the Advocate's day-to-day news coverage in Boyle, Casey, Garrard, Lincoln and Mercer counties. She will also lay out pages.

Stevens has a degree in English and journalism from Campbellsville University. She was a reporter for 20 years, assigned

primarily to Garrard and Lincoln counties, and has been a copy editor for the last two years.

## Brown named sales, marketing manager at Glasgow Daily Times

Dealton Brown has been named Sales and Marketing manager for the Glasgow Daily Times. He replaces Clyde Harlow, who left the paper after 41 years of service to work on the regional advertising and Internet efforts at the newspapers in Russellville and Leitchfield.

Brown brings more than 20 years over experience to Glasgow. His newspaper career began in 1978 at the Chicago Tribune as an assistant manager for a branch circulation office. Since that time he has held a number of position and comes the Glasgow from the Norman (OK) Transcript, where he served as circulation director.

His duties will include overseeing the newspaper's circulation and distribution.

## Mattingly to head LCNI editorial department

Alan Mattingly was named editorial director of Landmark Community Newspapers in February.

Mattingly will assist LCNI newspapers in recruiting, training, critiquing, advice and counsel on editorial matters.

He is a Springfield native and has interned at two LCNI newspapers - The Springfield Sun and The Kentucky Standard in Bardstown.

In 1981, Mattingly graduated from Western Kentucky University and started his career at The Daily Independent in Ashland. Mattingly also worked in Hollywood, Fla.; Owensboro; The Virginian-Pilot in Norfolk; The Courier-Journal for seven years; The News & Observers in Raleigh and the Chicago Sun-Times.

Most recently before starting at LCNI, Mattingly worked on the copy desk of the New York Times.

## Floyd County Times announces staff changes

One newsroom staff member has left, one is being promoted and two more were hired at The Floyd County Times.

Kathy J. Prater, who was hired as a reporter for the Times in September, has been promoted to the position of features editor. Prater replaces senior editor Pam Shingler, who resigned at the end of January to take a position with the Eastern Kentucky Center for Science, Mathematics and Technology.

Prater will oversee the Times' Lifestyles and Leisure sections and will be responsible for human interest and feature stories, as well as school and business news.

See PEOPLE, page 10

**The Kentucky Press**

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## Deaths

### Richard C. Trimble

Richard C. Trimble, 74, a journalist who traveled the world while working for prestigious news organizations, then decided he wanted to become a small town newspaper editor, died Feb. 14, at the Knox Co. Hospital in Barbourville.

Trimble retired as editor of The Barbourville Mountain Advocate. He was editor of the paper from 1976 to the mid-1990s. Although he officially retired from the Mountain Advocate in 1993, he continued to serve as editor for a couple more years.

A graduate of the University of Missouri journalism school, Trimble moved to Kentucky after a variety of journalism jobs. He was news chief for Radio Free Europe in New York City for about 20 years. Before that, he had worked for Time-Life in Spain and as a free-lance writer in Australia. He wrote for various papers in the United States, including organiza-

tions in New York and Chicago.

Although he missed the northeastern United States he grew up in Forest Hills, N.Y., Trimble came to love southeastern Kentucky and his job as a small town newspaper editor, said his daughter, Valerie Trimble, an associate producer at Kentucky Educational Television in Lexington.

When he first moved to Barbourville, she said, "it was certainly a culture shock. I think the town probably regarded him with as much initial hesitation as he regarded the town."

Trimble actually wore many hats at the Mountain Advocate. He not only was editor, he was the police and city government reporter and feature writer for many years.

He just lived and breathed this thought this was just the greatest thing in the world," his daughter said. "He loved doing feature stories ... He was extremely good as a

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# Journalism

Continued from page 1

taries and doses of proper English grammar usage. Her column continued for more than 40 years, even after she moved to Lexington late in her life. A graduate of Kentucky Wesleyan College, where she played basketball, Combs was inducted into the Kentucky High School Athletic Hall of Fame in 1997. She authored two books and was active in local clubs and church organizations, winning recognition for outstanding service by Letcher County and Kentucky Wesleyan, among others.

Winchester native William R. Grant, the first person to receive a master's degree in mass communications at the University of Kentucky. Grant currently is director of science, natural history and features for WNET, New York City's public television station and a major source of Public Broadcasting System programs. He has won major national awards, including five National Council for the Advancement of Education Writing awards, two Peabody awards and six Emmys. A 1965 graduate of UK, he was editor-in-chief of the Kentucky Kernel. He spent his early career as a writer for The Courier-Journal, San Francisco Chronicle, Detroit Free Press and The Lexington Leader.

University of Louisville graduate Monica Kaufman, who has served as news anchor for three evening newscasts for WSB-TV in Atlanta since 1975. She began her news career in Louisville, working as a reporter for The Louisville Times, in public relations at Brown-Forman Distilleries and WHAS-TV as a reporter and news anchor. Over the years, she has won 23 local and Southern Regional Emmy awards. She received the Woman of Achievement Award from the Metropolitan Atlanta YWCA, and was the first African American and second woman to head Atlanta's Metropolitan United Way.

Among the events planned for April 12 is the annual Joe Creason Lecture, named for The Courier-Journal columnist who died in 1974. This year's speaker will be Bonnie Angelo, a Time magazine reporter for 25 years who held major assignments in Washington, D.C., New York and London.

Tickets to the induction luncheon are \$25. Tickets to a 6 p.m. reception and 7 p.m. dinner prior to the Creason Lecture by Angelo are \$50. Contact Julie Berry at the UK School of Journalism and Telecommunications at (859)257-1730 to place orders, or write to her at Room 107, Grehan Building, University of Kentucky, Lexington, Ky., 40506-0042.

## Papers finally delivered...17 months later; Hawaii voting affects local race coverage?

### On Second Thought

By David T. Thompson



September 16, 1999. That was 17 months ago. Some 68 weeks. Would you believe that's how long it took for one bundle of the Edmonton Herald News to make it to its subscribers?

And no, this isn't an April Fool's story. It really did happen.

Even a pack of slimy night-crawlers could carry a bundle of newspapers 12 miles in 17 months. They'd only have to average one mile every 39 days to match the USPS delivery time.

Clay Scott, publisher of the Herald News, received a call recently from an Edmonson County post office. The postmaster wondered if Clay had put out the previous week's newspaper with the wrong date on it.

"No, we dated last week's paper correctly. Why?" he asked.

The postmaster said she had just received a bundle of Herald News dated September 16, 1999.

"What's the lead story?" Clay asked, thinking maybe this was a cruel joke.

"The Pumpkinfest," said the postmaster.

Clay knew then it wasn't a hoax.

"Back then, our newspapers to a couple of Edmonson County post offices had to travel an hour to Bowling Green and then get shipped back to Edmonson County," Clay said. "One of the post offices in the county is about 12 miles away but the papers had to go all the way to Bowling Green

first."

Clay remembers some delivery problems in the fall of 1999. "For about three weeks, we had bundles of newspapers missing. The postmaster would call to tell us some copies were missing so we'd fix up another bundle and he'd get them to the post office."

No one knows, or at least will tell Clay, why it took 17 months to find a bundle of newspapers. He can only imagine where they'd been. "Somebody at the post office probably found them in the bottom of a sack and sent them on to the right post office."

So what happened with the September 16, 1999, Herald News copies that were discovered in early February?

"The post office went on and delivered them," said Clay. "They figured we had already paid for them so they might as well deliver them."

And I'm sure the subscribers appreciated knowing all the news in Edmonson County....17 months late.

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But those 17 months pale in comparison to news out of Yuma, Ariz. Seems around the second week of February, the post office found 300 letters that were never delivered.

The letters were all dated in April, 1992. That's just a couple of months shy of nine years in getting some first class mail delivered.

Wonder how long it would have taken that same pack of slimy night-crawlers to deliver those letters?

\*\*\*\*\*

So does the Kentucky General Assembly really think a voting booth being open in Hawaii has an effect on your local mayor's race?

Apparently so, if you read House Concurrent Resolution 21.

HCR 21 urges the news media to not report any election results until polls in all parts of the United States have closed.

As a resolution, this doesn't have the force of law. If it did, I imagine a great First Amendment attorney like Jon Fleischaker or Kim Greene would be chomping at the bit to take this on in the courts.

It's primarily geared toward national TV networks, and if the General Assembly was really serious, it should have made the resolution language applicable only in Presidential elections.

But no, the legislature went whole hog. It wants the news media to withhold all election results until every poll in the U.S. has closed.

Hawaii is in the U.S., the last time I checked.

First, the legislature should have realized Congress has already had national TV networks testify on the last election. So Congress is looking at the situation and state legislatures should stay out.

Why should a voting booth in Hawaii have any effect on any mayor's race in Kentucky? Or county judge executive's race, or school board, or even a State Representative or State Senate race.

I don't see any news media taking this resolution seriously. And I hope none do.

Gee, this would mean no more David Hawpe and Larry "Red Dog" Webster fighting it out on KET's own election night coverage.

I think I'll ask KPA's Board for permission to go to Honolulu on the next election night. I want to see how many Hawaiians are aware who ran for mayor of Georgetown.

## CNHI announces plans to sell Russell Springs paper

Community Newspaper Holdings, Inc. (CNHI), has announced plans to sell some of its newspapers, including The Times Journal in Russell Springs.

According to a release from the company, CNHI, a privately owned operator of daily and non-daily newspapers and specialty publications throughout the United States, will sell certain smaller newspapers and other ancillary publications that, because of size and/or location, do not fit the long term strategic objectives of the company.

In announcing the planned sale, CNHI President and CEO Mike Reed stated, "Because our company is an overall acquirer of newspapers and not a seller, the decision to part with these properties was very diffi-

cult. However, we feel that new owners who can focus more directly on the needs of these newspapers, their employees, and customers will better serve these local communities. We hope that we will be able to use the proceeds from this sale to acquire other larger newspapers which fit better with our overall strategy and other holdings."

After completion of this sale, CNHI, which owns more daily newspapers than any other US company, will continue to operate 100 daily newspapers with over 1,000,000 daily circulation as well as some 150 other non-daily and specialty publications in 19 states.

The operations to be sold are located in and around Forsyth and Madison, Georgia; Cherokee,

Spencer, Spirit Lake and Storm Lake, IA; Russell Springs, KY; Broken Bow, NE; Asheboro, Fuquay-Varina, and King, NC; Antlers, Bristow, Eufaula, Guthrie, Guyton, Henryetta, Holdenville, Okmulgee, Stillwell, and Waurika, OK; Millington, TN; Big Spring, Bonham, Borger, Del Rio, Gun Barrel City, Kilgore, and Sweetwater, TX, and Ravenswood and Ripley, WV.

Dirks, Van Essen & Murray of Santa Fe, NM, will represent the company in the transactions.

Interested parties should contact Dirks, Van Essen & Murray, 119 East Marcy Street, Suite 100, Santa Fe, NM 87501. Telephone: 505-820-2700 Fax: 505-820-2900. E-mail: Info@dirksvanessen.com.

## Ky. papers win literacy, NIE awards

Kentucky papers fared well in the Southern Newspaper Publisher's Association annual literacy conference. The Lexington Herald-Leader won two first place awards, The Courier-Journal won a first place honor and The Winchester Sun was a first place winner.

Winning first place in the Best Literacy project category, circulation 75,000-150,000, was the Herald-Leader's newsroom's publishing of two chapter stories, "The Penny Tree" by Jack Gantos and "Hank the Cowdog" by John Erickson.

Judges also liked the components that Educational Outreach did to enhance reader participation. The components included sending out over 2,000 writer's journals to students, running a 12-week contest and giving those that entered the contest a Super Summer Stuff packet that included 5 post cards that had the families doing literacy activities with the newspaper and then returning the postcards throughout the summer to win more prizes. Over 550 super Summer Stuff packets were sent out to subscribers.

And a first place award was given in the Community Service category, circulation 75,000-150,000, for the creation of the new Herald-Leader high school senior scholarship. The new requirements now ask students to NOT be in the top 10 percent of their graduating class, but have average or above SAT/ACT scores.

"We're looking for a student who got a slow start in their high school career or who had "natural" disasters happen that caused their grades to not be the best," said Kriss Johnson, Educational Outreach Coordinator for the Herald-Leader.

Seniors write an essay and have a letter of reference from an adult who has witnessed their success. Johnson created and facilitates this scholarship program.

The Courier-Journal's award, in the 150,000 and over circulation category, was for its "Summer Reading Spectacular," designed to keep students reading during the summer break.

The C-J mails calendars for June, July and August to students who register and they keep track of their reading and mail the calendars back to the newspaper at the end of the month

See LITERACY, page 7

## Photo page must have dominant shot

### Design is Everything

By Edward F. Henninger



"As page designers, it's our responsibility to select and edit the photos so that we can create a photo page that is readable and memorable."

Any photo page is immediately faulted unless it leads off with the (all-caps, bold, underlined) dominant photo. If there's no dominant photo, what you eventually have is not a photo page but a page with a lot of photos on it.

Too many photo pages are just an agglomeration of pictures. None has any more impact than the others. None is more attractive. None is more effective. In short, all of the photos are relatively the same size, have relatively the same impact, elicit relatively the same response — and all are relatively dull and boring.

Oh, no: it's not because of their content. Or their composition. Rather, it's because of the display they are given. More great photos are lost on photo pages because of weak display than for any other reason.

Especially at smaller newspapers, the temptation is very strong to run every photo you're given of a particular event. So if your photographer offers you two dozen photos of the Christmas parade, you're going to do your best to run those two dozen photos on the photo

page. Allowing room for a copy block, a headline and some captions, that means those photos will run no larger than 2 columns wide by 2 inches deep. A lot of photos — none worth looking at.

When we run so many photos, often our reason for doing so is that we don't want to upset: (a) the photographer, who thinks every one of them is important and helps to tell the story; or (b) the people who are pictured in the photos and expect that if the photo was taken it will be run.

As page designers, it's our responsibility to select and edit the photos so that we can create a photo page that is readable and memorable. Our duty is to all of our readers, not just those who may have been the subjects in the photos. And our responsibility to the photographer is to help showcase her best work — not necessarily all of her photos.

So the most important key to a successful photo page is to choose "the" photo and give "the" photo good play.

Here are some other tips:

• Use a copy block to put read-

ers in context by explaining what the story or event pictured is all about.

• Use individual caption under each photo. A grouped caption makes readers have to travel back and forth from the caption to the photos, each time trying to find the spot in the caption where they're supposed to continue reading.

• Use only one credit if there was only one photographer on the assignment. The credit may be larger than standard credits and placed in an area of the page that will give it more emphasis.

• It's OK to use a headline typeface that's different from your standard headline style.

• Stay with your standard fonts for the copy block and captions. But you may want to set the copy block (if it's not too long) flush right if it aligns to the left of a photo.

• Cluster the photos, creating an assemblage of images and using similar spacing between them.

• Apply some negative space around the outside edges of the page, giving the page some room to breathe.

(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: go2omnia@aol.com.)

## American Profile earns national magazine honor

Delivering the good news about America's hometowns is a big hit with the magazine industry's expert.

American Profile, a four-color weekly, national magazine with regional editorial content for community newspaper readers, is the recipient of the 2000 "Launch of the Year" award, named by Dr. Samir Husni, a.k.a. Mr. Magazine.

American Profile shares the honor with a household name, O, The Oprah Magazine, the first occurrence of two magazines splitting the honor in the award's 16-year history.

"Both magazines somehow embody the American Dream at its best," said Husni, a journalism professor at the University of Mississippi who has researched magazines for more than two decades. "O, The Oprah Magazine surrounds itself with celebrity and Madison Avenue buzz, while American Profile silently, but truly, demonstrates the power of big circulation without the limelights."

American Profile is an Associate Member of KPA and former KPA President Jerry Lyles is vice president of publisher rela-

tions for the magazine.

Even though O, The Oprah Magazine was launched on a big-time budget with a well-known celebrity and American Profile was founded by an entrepreneur setting out to fulfill his American dream, both magazines are based on "good news." O, The Oprah Magazine is geared toward the improvement and enhancement of one's self, and American Profile showcases and celebrates hometown America and its heroes.

"I wouldn't be surprised to one day see Oprah hosting the people featured in American Profile," noted Husni. "Both share the same message."

"To be recognized by the magazine industry expert is an extreme honor," said Dan Hammond, publisher and CEO of American Profile, which is published by Publishing Group of America in Franklin, Tenn. "It's a testament to two publications that have successfully positioned themselves in a competitive magazine industry and set a standard for publicizing 'good news.'"

The "Launch of the Year" honor is based on several criteria. In addition to innovation and impact,

Husni looks at a magazine's relevancy to its intended market; generated publicity from its launch; and its diversification and specialization. Husni reviewed 874 new launches for 2000.

"Publishing Group of America's new venture takes the position of reaching out to small town residents, which represents a smart concept," stated Husni. "From politics to rediscovering family heritage, to the charm and beauty of returning to small town communities and values, American Profile exemplifies a magazine that is directly relevant to a large and dynamic market that also just happens to be the largest segment of the American population."

"American Profile has also taken into consideration the trend toward specialization in the magazine industry. Different editions for different geographical areas have proven effective at drawing the regional interest of readers," he added.

American Profile, which launched in April 2000, has five regional editions and is distributed through community newspapers with circulations that generally

See MAGAZINE, page 6

## Problems reported from old fonts or mixtures of fonts

### Dr. Tech

By Tim Jones  
Parts Plus, Inc.



Macintosh fonts seem to be causing trouble for some of you in recent weeks.

A mixture of TrueType and Postscript fonts on a computer can cause confusion if there is one of each type with the same name. Screen fonts without printer files are a problem for postscript fonts. Old fonts on new computers can cause crashes.

However, some people have removed all TrueType fonts from new computers and replaced them with good PostScript fonts and had good results. Your font folder in the system folder can only handle 128 font suitcases. If you need more, then you should consider software such as Suitcase, Font Reserve or Adobe Type Manager Deluxe. These will allow you to manage multiple folders of fonts.

If you have corrupted fonts this can crash programs such as Pagemaker and Quark Xpress.

One program to fix fonts is Font Doctor 4.5 and it is available as a demonstration program.

The demonstration version can be downloaded from [www.versiontracker.com](http://www.versiontracker.com). It will check fonts and tell you which have problems but it will not fix them. Purchasing the license number will give it full function to fix and remove bad fonts.

If you have problems with fonts in Mac OS 8.6, there is a free extension called Font Fixer which can also be downloaded from [www.versiontracker.com](http://www.versiontracker.com).

While at Versiontracker you may want to just search for "fonts" and you will see several pages of possible utilities and font related programs.

Another Mac problem that has frustrated some people a few times in the last month is related to Mac OS 9 and Pagemaker 6.5. OS 9 will not flush out the temporary files created by Pagemaker. These can accumulate to a level where Pagemaker refuses to start.

The temporary fix for this is also at [www.versiontracker.com](http://www.versiontracker.com).

Download the program, Eradicator and run it at least once a week.

## InProduction offers relief from PDF printing woes

### Technology

#### Tips

By Kevin Stimp



It seems only yesterday this whole business with PDF files began. If memory serves me correctly, it was in 1993 I first began to work on the process of allowing PDF files to be printed accurately at a remote location. I've never forgotten the words of Gary Cosimini, Adobe's resident software guru (and Pulitzer winner while with the New York Times), "It's the opinion of Adobe that PDF files will never be used for the purpose of printing newspaper pages." He lowered his voice to almost a whisper when he added, "but let me be the first to know when you get it to work."

With the help of other "gurus" around the industry we were able to begin printing newspaper pages from PDF files in 1994. Lisa Griffin, of Ray Davis Company, was particularly helpful when it was time to decipher postscript drivers to allow imagesetters to print these new files. Gary Cosimini continued to offer moral — and later, technical support which allowed us to develop the process which is so common today.

I sometimes feel like I spend too much time writing about issues related to PDF files, but as I look through industry journals and publications it becomes obvious that the PDF technology is the most discussed issue related to publishing technology these days. There's little doubt that the future of commercial printing is married to the Portable Document Format (PDF), so much so that Postscript Level 3 was developed with these files in mind.

In 2000 Adobe released a set of

five plug-ins to work with Acrobat for controlled PDF preflighting, processing and output. The price for the collection, called Adobe InProduction, was higher than most newspapers would be willing to spend to improve PDF performance. Things have changed in the past year, however, as the practice of printing newspapers from PDF files created at a remote location has become commonplace. In addition, Adobe is currently offering a special price for purchasing InProduction as a download from the Adobe website (through April 15, 2001).

InProduction is a set of five Acrobat 4 plug-ins. Plug-ins are elements which add functions to programs which aren't normally available (think of Quark Xtensions). These plug-ins provide preflighting of PDF files (checking files for problems), trim/bleed specifications, color correction/conversion, color separation and in-RIP trapping.

All five of these plug-ins would be of particular interest to newspapers who print PDF pages for other publications. The preflight function would be of interest to most users as it offers functions which can be used on both the creation and printing ends of the PDF spectrum.

InProduction allows the user to define different profiles which can be used to check files for specific purposes. For instance, I created a profile called "Newspaper Printing" that checked PDF files to make sure fonts were embedded, photos were set at the appropriate line screens, colors were all CMYK or Grayscale and more.

The plug-in can also be set to automatically fix certain types of problems, meaning the user doesn't have to re-export the document from its original application (Quark, InDesign, etc.).

Printers will love the

See RELIEF, page 6

## Internet population reaches 56 percent of U.S. adults

(AP) — The Internet was used by more than half of the U.S. adult population last year as some 16 million new users ventured online in the last six months, according to a study.

In addition, nearly three-quarters of children ages 12 to 17 had Internet access, said the Pew Internet & American Life Project, which has been tracking Internet usage and habits since March.

It said the online adult population has hit 56 percent, totalling 104 million adults.

The study released Feb. 18 also found continued gains among women, minorities and adults in

households earning \$30,000 to \$50,000. Another strong group consisted of parents with children still living at home.

But the study found that two key gaps remain:

- Only 38 percent of the poorest Americans, those earning less than \$30,000, had Internet access. That compares with 82 percent for Americans in households earning \$75,000 or more.

- Only 15 percent of the 65-and-up group were online, compared with 75 percent of the 18-29 age bracket.

E-mail was the most popular feature, used by 93 percent.

Q:

"A local car dealership wants to run some reader classifieds and the ad copy only has the telephone number in the ad. Is there any requirement that the dealer's name be in the ad?"

&

A:

According to Dave Garnett with the Kentucky Motor Vehicle Dealers Commission, a reader classified must include either the dealer's name or the word "DEALER" in the ad.

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Call KPA's newest member service:

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Hotline Numbers

1-800-484-1181  
code:7076

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859-624-3767

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email:  
[tjones9692@aol.com](mailto:tjones9692@aol.com)

FAX:  
859-624-9893

# Free publicity can drive traffic to your website

## Interactive Insider

By Peter M. Zollman



Building traffic to your website may be just as important economically as building circulation at your newspaper — and it's a whole lot easier.

A few sites have multi-million dollar promotion budgets (although many of those have been cut). But if you don't, which includes just about everyone reading this column, you'll want to look first to free or inexpensive ways of building traffic.

I've written before about "driving traffic to your website," offering 14 tips on that subject. (If you want a copy of that column, send me an e-mail and I'll send it to you.) This column instead will focus on newspaper directories in which your news site should be included, and strategies for making sure you're listed in search engines and general web directories, too.

All are important for making sure Internet users can find your newspaper.

One additional strategy: When you have a major breaking news story, make sure someone on your staff takes 15 minutes to notify major directories, search engines and news sites — Yahoo, CNN, MSNBC and others — that you're covering the story fully. They'll probably link to your site, and your traffic will shoot through the roof.

Here's a list of newspaper directories. Make sure you're included in all of them. In most cases, I've included an e-mail address or URL to visit to send information about your newspaper, if you're not listed already:

### Newspaper directories

(All include www in their address, except where noted)

•thepaperboy.com  
Updates / additions: thepaperboy.com/addpaper.html

## Ohio judge seeks sentencing advice from editors, jurors

ELYRIA, Ohio (AP) -- A judge asked newspaper editors and jurors for advice on how to sentence a suburban Cleveland mayor convicted of corruption charges.

The newspapers all declined any recommendation to Richard Markus, a visiting judge from Cleveland. Markus declined to comment Feb. 23.

It couldn't be determined if any juror had recommended a sentence. Juror names are confidential and cannot be disclosed, according to the Lorain County jury commis-

sioner's office.

The prosecutor called the request illegal and improper.

Avon Lake Mayor Vincent Urbin was convicted Feb. 2 of having an unlawful interest in a public contract, tampering with evidence and being complicit in evidence tampering. Prosecutors said he tried to cover up evidence during a police investigation and channeled city business to a banquet hall his brother managed.

See JUDGE, page 9

## Magazine

Continued from page 4

average around 5,000. Each edition of American Profile includes a broad range of regular features, including regional selections of Hometown Heroes, regional calendar of events, as well as national stories on celebrities with hometown ties, health trends, entertainment, current issues and recipes. A special regional editorial feature of each issue is a profile of one of America's great hometowns in the region.

"It's been quite a year for

American Profile," expressed Hammond. "In just eight months, we've gained the attention of major advertisers, contracted with more than 560 partner newspapers and achieved nearly 3 million in circulation. In addition, we've outperformed our business plan and there is plenty of growth ahead. The future looks bright as we continue to gain advertising support, put out quality editorial content and project 10 million in circulation by 2003."

American Profile and O, The Oprah Magazine will be featured in Husni's Guide to New Consumer Magazines, about the 30 most notable launches for 2000.

•http://usnewspapers.about.com/blpapers.htm (No weeklies)  
Updates / additions: E-mail to usnewspapers.guide@about.com

•ajr.org / newslink.org (duplicate directory, different addresses)  
Updates / additions: http://ajr.newslink.org/update.html

•mediainfo.com/emedial/  
Updates / additions: mediainfo.com/minfolink/addform.htm

•newspaperlinks.com

•naa.org/hotlinks/index.asp

•bonafideclassified.com/info/locator.asp

•naa.org/buylocal

These are from the Newspaper Association of America and offer various information about newspapers. The latter two are for the NAA's Bonafide Classified and local newspaper ad sales programs, respectively.  
Updates / additions: E-mail: knigi@naa.org

•newsdirectory.com // www.ecola.com/news/press/ (duplicate)  
Updates / additions: E-mail: editor@newsdirectory.com

•refdesk.com/paper.html  
Updates / additions: Review: refdesk.com/criteria.html, then send e-mail to: rbdrrudge@refdesk.com

•onlinenewspapers.com  
Updates / additions: E-mail to: newspapers@webwombat.com.au

•newspapers.com  
Updates / additions: Review www.newspapers.com/contact.htm, then send e-mail to: addlink@newspapers.com

•kidon.com/media-link/index.shtml  
Updates / additions: http://www.kidon.com/media-link/newlink.shtml

•worldwideneews.com/  
Updates / additions: E-mail webmaster@start4all.com

See WEBSITE, page 7

## Relief

Continued from page 5

Separator plug-in which allows ink channels to be turned on and off, map one color to another (in case two different versions of red were used on a spot color page), set the dot shape & line screen, add registration marks and convert colors to CMYK for printing.

The trim/bleed tool lets the user specify trim and bleed boxes to ensure specific edges. For larger newspapers this is extremely important for preparing PDF files to work properly in imposition systems.

The Color Correction plug-in can be used in conjunction with the Separator or separately. I was especially impressed with the quality of the color conversion from RGB and LAB colors to CMYK.

The fifth plug-in provides for in-RIP trapping. In-RIP trapping lets users specify page and regional zone-based trapping parameters for later output to a Postscript 3 RIP that utilizes Adobe in-RIP Trapping. This means that newspapers using compatible imagesetters (most newer imagesetters) can control how trapping is implemented when the PDF file passes through the RIP.

InProduction goes so far as to

allow users to apply a custom trap over a designated area of the page by simply drawing an imaginary box over the area to be trapped.

Adobe seems to be taking over the prepress industry and InProduction is another quality software product which is worth its weight in gold for newspapers who are printing publications sent as PDF files.

The suggested price for the full version of InProduction, which includes a full copy of Adobe Acrobat 4.05, is \$899. For those users (which include most of us in the newspaper industry) who already own the full version of Acrobat 4, a version is available from Adobe for \$699.

Adobe is offering a special price of \$499 for a download copy of InProduction (which does not include Adobe Acrobat) at http://www.adobe.com/store/products/inproduction.html. InProduction is currently available on the Macintosh platform only.

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

## Progress, College Heights Herald win Gold Crowns

The College Heights Herald, Western Kentucky University's student publication, and Eastern Kentucky University's, The Eastern Progress, have won coveted Gold Crown Awards from the Columbia Scholastic Press Association.

The College Heights Herald won two Gold Crowns, a first-time achievement.

"We've never won two Gold Crowns before," said adviser Bob Adams. "We've been pretty happy with one."

The Herald won one Gold Crown in each of the previous two years. This year's awards are for the fall 1999 semester and the spring 2000 semester.

John Stamper, a December 1999 graduate and a business reporter at the Lexington Herald-Leader, was editor in the fall of 1999. Shannon Back of Mount Sterling and Jerry Brewer of Paducah were co-editors in the spring of 2000. Back is a reporter at the Tampa Tribune and Brewer is a sports writer at the Philadelphia Inquirer. Both graduated in May 2000.

Western was one of four schools that were honored with Gold Crowns for both semesters. The others were Kansas State University, Indiana University and University of Oklahoma.

Four others - Eastern Kentucky University, Ball State University, University of Texas-Arlington and Michigan State University - received one Gold Crown Award.

The Progress was the only weekly paper to receive the Gold Crown among 295 entries.

The Progress also won the Gold Crown in 1991 and 1996.

The award was based on issues from the

Fall 1999 and Spring 2000 staffs under the leadership of editors Don Knight and Jacinta Feldman.

Knight is a photographer at the Pharos-Tribune in Logansport, Ind., and Feldman is News Bureau Director for The Kentucky Press Association.

The Gold Crown awards were presented in New York City at the College Media Convention sponsored by the Columbia Scholastic Press Association and College Media Advisers.

Herald and Progress staff members also fared well in the individual Gold Circle Awards presented by the Columbia Scholastic Press Association.

College Heights Herald staffers winning awards included:

Ryan Clark, a Louisville junior, won first place in general features.

Chris Tabor, a Bowling Green senior, won first in editorial cartoons.

Krystal Kinnunen, a December graduate from Louisville, won first in photo story (black and white).

Wendi Thompson, a junior from Pensacola, Fla., won first in sports photo.

Jerry Brewer, a May graduate from Paducah, placed second in sports feature story.

Certificates of Merit were awarded to Lindsay Sutton, a Shelbyville junior, for sports feature; Andrew Otto, a December graduate from Vail, Colo., for sports photo; Cassandra Shie, a senior from Sterling, Va., for photo illustrations; and the Herald staff for overall design.

The Progress won second place for overall design in the broadsheet category. Progress staffers who won awards included Jeremy



Edmund Sullivan, director of the Columbia Scholastic Press Association, presented the Gold Crown award to Eastern Progress adviser Dr. Libby Fraas.

Stevenson, second place for sports column and third for first person experience. He and John Hays teamed up for a certificate of merit in single subject presentation.

Shane Walters won first place for opinion page design; Jaime Howard and Krystal Roark teamed up for second place in single subject presentation.

Jamie Vinson and Jessica Wells shared a certificate of merit for single subject presentation special section. Jamie Gaddis and Nicole Venhoff won a certificate of merit for information graphics.

## Literacy

Continued from page 4

with both student and parent signatures. The paper prints a reading honor roll in the paper with the names of students who have read at least 8 hours during the month. At the end of the summer the C-J sends any student who has been on the honor roll all 3 months a premium — this year it was a cap.

The program is tied in with the newspaper's local student-oriented page, 4 Your Info, which appears each Monday. Also, the newspaper invited its summer readers to send snapshots of themselves reading The Courier-Journal. These were enlarged and used at the C-J's State Fair Booth so that students got additional recognition.

The Winchester Sun won first place in the Best Literacy News Articles and Editorials category for papers with 30,000 and under circulation.

Editor Bill Blakeman said the award was for the newspaper's ongoing efforts throughout the year on literacy.

"We run a number of stories about what the local literacy council is doing. We cover the GED graduation and write editorials. It's just the newspaper's overall commitment to this effort," he said.

## Website

Continued from page 6

•[legacy.com/LegacySubPage1.asp?Page=SelectNewspapers](http://legacy.com/LegacySubPage1.asp?Page=SelectNewspapers) (Links to obituaries at more than 1,000 newspapers.)

(If you find additional directories, by the way, please send me an e-mail with them so I can keep this list current.)

How can you ensure that your site is also listed in major search engines and Web directories? (The difference? A search engine is based primarily or wholly on automated searches; a directory is compiled with editorial review. Yahoo's a directory; its subsidiary Google is a search engine — one of the best.)

Winning consistent exposure in search engines and directories is more art than science. It requires an ongoing effort. Submit and resubmit your site's name and contents; make sure your meta-data — invisible tags in your HTML coding that identify your pages to search engines — are fine-tuned; use submission tools built by the various sites to make sure your site gets their attention, and, in some cases, pay a few hundred bucks for a priority review of your site.

With some help from Mike Coleman, audience manager at AZCentral.com from The Arizona Republic, here are a few brief suggestions on places/sites to visit to make sure your site is submitted correctly to directories and search engines.

Searchenginewatch.com: A comprehensive free site with details about each of dozens of search engines and directories.

AddAce.com, a software tool for submitting to search engines.

"(It) does a nice job of straddling the line between totally automated search engine submissions and

totally manual search engine submissions," Coleman said. "It takes a little time, but you can feel good that it's not wasted time." Free, or \$35 for the professional edition.

Yahoo now charges \$199 to guarantee that it will review a URL and consider it for inclusion, although you can try your luck with a free submission instead. "Yahoo matters more than any other directory or engine, so getting included — ...in as many places as possible — is crucial," Coleman said. "Never give up, even if they keep turning you down."

Looksmart and Inktomi, which both supply their listings to a number of other directories and sites, also offer paid reviews — \$199 and \$20 and up, respectively. Coleman describes both as "money well spent." He says the \$199 for an editorial review at NBCi is "probably" also worthwhile, and sites that are willing to pay for traffic can place "pay per click" bids on Goto.com.

Finally, several submission agents run \$20 to \$450 per year. It may be worth signing up with one or two, including the highly recommended [webpositiongold.com](http://webpositiongold.com); Traffic Builder from Microsoft [bCentral](http://bCentral.com/tb/default.asp) ([bcentral.com/tb/default.asp](http://bcentral.com/tb/default.asp)); Register It from Netscape (AOL), [register-it.com](http://register-it.com); [smartage.com](http://smartage.com) and others.

SmallOffice.com includes a number of articles in its archive about search engine and directory strategies. You can visit:

[www.smalloffice.com/article.cfm?articleid=1694](http://www.smalloffice.com/article.cfm?articleid=1694); also review the same URL with the article IDs 1695, 1696 and 1697.

(Peter M. Zollman, [pzollman@aimgroup.com](mailto:pzollman@aimgroup.com), 407) 788-2780, is founding principal of the Advanced Interactive Media Group, L.L.C., and Classified Intelligence, L.L.C., consulting groups that work with newspapers and media companies to develop successful interactive media services. They offer strategic reviews of interactive media programs, training sessions for advertising sales, support for interactive classifieds, and proprietary research.)

## NEWS & VIEWS

### Commentary

# Syndicated services trying to compete with papers

By BEN SHEROAN

Any publisher or editor who has ever changed crosswords or canceled a beloved comic knows that syndicated features help foster reader loyalty.

But recent policy changes by two major syndicates raise questions in my mind about their sense of loyalty toward newspapers.

To enhance their web sites, Universal Press Syndicate and United Media now make their comics and other features available free to the general public on the same day they become available for release in newspapers.

In essence, they are giving away something that newspapers are being charged to use.

In fact, Internet viewers don't even have to visit Universal's ucomics.com site daily. By completing a quick application form, their favorites will show up each morning in their email in-box — often before our newspapers get to their front porch.

United Media's comics.com site indicates it is developing a similar email delivery.

In effect, every reader with Internet access (about three-

fourths of this market) is a potential customer for the syndicate's web site. That puts the syndicate — which traditionally has been seen as an aid to newspaper sales — in competition for the attention of the reading public.

In the opinion of this publisher, these syndicates are turning their backs on their core business. Newspaper sales have long provided the syndicates with a healthy revenue stream and at the same time helped develop the demand that makes Garfield dolls, Fox Trot books and Far Side calendars marketable.

It's apparent that these two syndicates are breaking their historic relationship with newspapers to pursue web dreams. Unless editors and publishers respond in earnest — just like loyal readers respond to our feature changes — this practice eventually could damage every newspaper's relationship with its readership.

*(Ben Sheroan, a Kentucky native and former KPA board member, is publisher of The News-Courier in Athens, Ala. He formerly worked at The News-Enterprise in Elizabethtown and the Messenger-Inquirer in Owensboro.)*

## AG Opinions

### Lexington Herald-Leader/ Richmond Board of Ethics

The Richmond Board of Ethics did not violate the Open Meetings Act when it went into closed session to conduct "preliminary inquiry" into allegations against Mayor Ann Durham, the Attorney General decided in January.

The board went into closed session at its Dec. 15 meeting to discuss a complaint that Durham had purchased items for the city from various businesses that she has some ownership of.

On Jan. 2, attorney David T. Royse submitted a written complaint to Richmond Board of Ethics Chairman William E. Adams on behalf of the newspaper and reporter Wayne Partridge, saying that the board had violated the Open Meetings Act.

In his complaint, Royse said the "preliminary inquiry" exemption only applies to discussions that might lead to the appointment, discipline or dismissal of a member of that particular agency.

He argued that because Durham was not a member or employee of the Board of Ethics, the exemption did not apply.

As a way of remedying the alleged allegations, Royse suggested the Board declare any action taken during that meeting null and void, reconvene in a public meeting to take up all business that was conducted in closed session and publicize any written minutes or notes of the closed session as well as the audiotape recorded during the meeting at the Herald-Leader's request.

He also wanted the board to issue a statement saying it would comply with the Open Meetings Act in the future.

Adams responded to Royse's complaint on Jan. 10. In his response, Adams said that board had not violated the Open Meetings Act because Durham is a member of the city of Richmond, a public agency. If the board had

See OPINIONS, page 9

# Pardon requests are ruled open to public inspection

By MARK R. CHELLGREN  
Associated Press

Applications for pardons and commutations from the governor are open to public inspection from the time they are made, the attorney general's office said.

The Kentucky Constitution, which gives the governor virtually unfettered power to grant pardons and commute criminal sentences, requires that the materials be open to review, said Assistant Attorney General Amye Bensenhaver.

Denis Fleming, Gov. Paul Patton's general counsel, argued that materials relating to a pardon are private until a governor grants a pardon and files the decision with the secretary of state.

Bensenhaver noted the section of the Constitution providing that applications for reprieves, pardons and commutations "shall always be open to public inspection."

Fleming said the Kentucky Open Records Law provides confidentiality for preliminary drafts and memos, but Bensenhaver said the Constitution prevails.

The attorney general's opinion was issued last week. Such opinions on open records and meetings statutes carry the force of law. Fleming said the governor's office was reviewing the

opinion.

In another matter, the attorney general's office said having to sign into a public building on a security log does not violate the Open Meetings Law provision that those attending a public meeting should not have to identify themselves.

The Kentucky Board of Emergency Medical Services held a Jan. 4 meeting in an auditorium at the Human Resources Building in Frankfort. Visitors to the building are routinely required to sign a log and obtain a pass.

An attorney for the board said it tried to find a different location that would accommodate the crowd expected but could not. The board did not direct security personnel at the building to do anything different for people who wanted to attend the meeting.

Bensenhaver, who also wrote the meetings opinion, said the board did not violate the law, but suggested that such meetings be held in buildings where there is no visitor registration policy.

In another ruling, Bensenhaver said federal law prohibits disclosure of most driver and vehicle licensing records. A Jefferson County man had asked for a list of all registered owners of Cadillacs in Louisville.

Got legal questions about a story or ad? Call the KPA FOI Hotline!

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(502) 540-2364

Dinsmore & Shohl, LLP

Switchboard:

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Facsimile: (502) 585-2207



## Marketing plan should focus on uniqueness of newspapers

### Marketing Insights

By Lisa Dixon  
AdWorks



Newspapers are a 'mature industry' They're skewed to an older audience. They're high touch versus high tech. They're solid versus sexy. And there's absolutely nothing wrong with this! Why? Because for every 'perceived negative' there is a positive.

And for every action there is a counteraction. From a marketing standpoint, your future is based on your action or inaction.

You are in control. No excuses.

Plain and simple, how you choose to deal with changing customer bases, changing customer needs, changing markets, changing technology and changing economic conditions will determine your future success or failure.

More than 2,000 years ago a Chinese general, Sun Tzu, wrote *The Art of War*.

His lessons:

- Know the enemy and know yourself; in a hundred battles you will never be in peril.
- When you are ignorant of the enemy but know yourself, your chances of winning and losing are equal.
- If you are ignorant both of the enemy and of yourself, you are certain to be in peril in every battle.

Let's take a look at how we can translate these lessons from war into lessons we can apply to business.

Replace the word 'enemy' with 'customer'. Re-read the points above. Think about what they mean in today's business climate.

Now replace the word 'enemy' with 'competition'. Think about your current situation and what you need to do in order to survive and thrive in the future.

At the July 2000 NEXPO conference, Sergio Zyman, founder and chief executive of The Z Group and former chief marketing officer of the Coca-Cola Company, stressed the importance of understanding customer's wants and needs, as well as the acute need for newspapers to develop fully integrated marketing efforts to effectively compete, maintain and attract customers. He encouraged a full house of attendees to re-establish, on a constant basis, the unique functional benefits of the newspaper.

In an Editor & Publisher article dated July 3, 2000, ad forecast guru Robert Cohen said newspapers may be losing local retail share to radio and other media. In the same article, Miles Groves, prominent newspaper economist, senior vice president and chief economist of the Barry Group, cited the retail category as a major challenge newspapers are facing today and highlighted the need for newspapers to broaden their local retail client base.

Traditionally, newspapers have not put much time, energy or money into marketing. But there is a very important connection between effective marketing and a strong bottom line. First and foremost, both depend on a thorough understanding of the customer, the market, the competition and strengths and weaknesses of the product/service.

These insights and knowledge should be

used as guideposts, providing the direction and philosophy for operating your newspaper today and into the future.

It's always smart to validate and update information on a regular basis. In today's business world it seems like the only thing for certain is that nothing is for certain. Things change. And things change quickly.

Beware of becoming reliant on "old" information. What may have been good information six months ago may not hold true today. Why? Because competition for customers is forcing a reinvigoration of products, standards and services.

Stay on top of changes and trends at the national, and the local, level. Factor in their affect on your customers, your market, your competition and your products/services. Use this updated information to make informed decisions about how to respond to current threats and opportunities. Be prepared to compete today and tomorrow.

Effective marketing is the foundation on which you'll build a successful future...and a strong bottom line.

*(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas, TX. She conducts seminars nationally on behalf of newspapers for their small business advertisers and has spoken nationally and internationally at press association conferences, API and NNA. Newspapers nationwide customize and use her Basic Business Builders small business advertiser newsletters. Call today for your free newsletter copy and for information on her small business advertiser seminars. She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com.)*

## Ad spending in newspapers climbs in 2000

Newspaper advertising expenditures for 2000 totaled \$48.7 billion, an increase of 5.1 percent over 1999, according to preliminary estimates from the Newspaper Association of America.

National advertising continued to lead the way with a gain of 13.7 percent, reaching \$7.7 billion for the year.

Retail advertising was up 2.4 percent to \$21.4 billion, and classified increased 5.1 percent to \$19.6 billion.

"While some media are seeing slowdowns in ad spending, these numbers show respectable increases across the board for newspapers last year, particularly in national,

which faced tough comparisons from the previous year," said NAA President and CEO John F. Sturm.

Within the classified category last year, recruitment advertising increased 8.6 percent to \$8.7 billion, automotive gained 2.3 percent to \$5 billion, real estate was up 1.6 percent to \$3.2 billion and all other classified increased 4.1 percent to \$2.7 billion.

For the fourth quarter of 2000, total ad spending in newspapers was \$13.9 billion, up 4.1 percent over the year before. National increased 8 percent to \$1.9 billion, retail grew 2.9 percent to \$6.3 billion and classified gained 4 percent to \$5.7 billion.

Within the classified category in the fourth quarter, recruitment grew 4.1 percent over the same period last year to \$2.4 billion, automotive gained 1 percent to \$1.55 billion, real estate increased 5.8 percent to \$994 million and all other classified increased 7.8 percent to \$770 million.

"Despite the sharp slowdown in the economy during the final quarter of the year, advertisers continued to demonstrate that newspapers remain the mainstay of their marketing plans by increasing their advertising investment in our medium," said NAA Vice President/Market and Business Analysis Jim Conaghan.

## Judge

Continued from page 6

Urbin could get 13 years in prison.

At the judge's request, a parole officer wrote letters to editors of papers that covered the Urbin case "to inquire whether you have any comment or recommendation regarding an appropriate sentence."

The letters went to editors at the Avon Lake Press, The (Cleveland) Plain Dealer, the Chronicle-Telegram in Elyria and The Morning Journal of Lorain.

Andy Young, the Chronicle-Telegram's editor, said he supported open public records and meetings and didn't want to put the newspaper's credibility at risk by offering confidential advice in the case.

Mike Ferrari, editor of the Press, also passed on the chance to recommend a sentence. "It is our job to report the news, not create it," he said.

Prosecutor Gregory White filed an objection, asking Markus to rescind his request.

"This case is too important to this community to even appear to have been reduced to a political exercise or public popularity/opinion poll," Jonathan Rosenbaum, chief assistant prosecutor, wrote in the court motion.

## Opinions

Continued from page 8

found that she violated the city's code of ethical conduct, she would have been subject to discipline or possible dismissal. Adams refused to implement the proposed remedial measures.

In a second response to the Attorney General's Office, Richmond City Attorney Garrett T.

Fowles said that the board was "created for the purpose of enforcing adherence to strict standards of conduct for every officer and employee of the City." He said that the argument that the board could only use the exemption to discuss members of its own board defied common sense and logic.

Assistant Attorney General Amye Bensenhaver wrote in the decision that the office found Fowles' analysis of the issue was correct.

In the decision, she said that

the Attorney General's Office has issued an earlier opinion that "to say that 'member' only refers to members of the board would render the use of the term 'member' practically meaningless."

The board acts in a quasi-adjunctive capacity, and its jurisdiction covers to all the city's employees, she wrote. Because it has the power discipline Durham, the discussion about the complaints against her were included in the Open Meetings Act exemption, Bensenhaver wrote.

## People

Continued from page 2

Sheldon Compton has joined the Times as reporter. Compton is a 1994 graduate of South Floyd High School and completed requirements for an English degree at Pikeville College in December. He will graduate in May.

### Laurence takes job with CNHI to push niche products

Ann Laurence, former ad director for The Winchester Sun, has taken a new position with the Blue Grass Division of Community Newspaper Holdings, Inc. She has been named director of Group Sales/Niche Products and will coordinate the region's newspapers in producing special publications.

Laurence worked at the Winchester newspaper for the past eight years and before that worked at The Day in New London, Conn., and the Lexington Herald-Leader as sales supervisor from 1978-1986.

A native of Winchester, Laurence will coordinate the niche products for the papers in CNHI's Blue Grass Division which includes Richmond, Corbin, London, Harlan, Somerset, Morehead, Hazard, Prestonsburg, Middlesboro, Logan, W.Va., the Ohio Valley Group, Portsmouth, Ohio and Crossville, Tenn.

### Clark named chamber VP, Prichard Committee parents' group member

Patti M. Clark, editor and general manager of The News-Herald in Owenton has been named vice president of the newly reformed Owen County Chamber of Commerce.

Clark was one of 15 people elected to the board of directors of the organization in December. She was chosen for the leadership position by members of the board. She has also been selected to participate in the 2001 class of the Prichard Committee Commonwealth Institute for Parent Leadership.

In addition, Clark is chairing the sponsorship committee for the 4th annual Owen County Relay for Life, after a three-year stint as co-chairman of that organization. She also serves as the county's representative on the Northern Kentucky Tourism Commission.

### UK advertising major ranks in nation's highest

Shaneka Edwards of Lexington, a senior in the University of Kentucky's advertis-

ing program, has been selected by the American Advertising Federation Foundation as one of the 25 most promising minority students who will soon enter the job market.

### Stone, Hendrix hired in Gallatin County

The Gallatin County News hired Marie Stone in January to cover Glencoe and Sparta city governments. Stone, a resident of Glencoe, is a graduate of Cumberland College at Williamsburg. She has worked as a reporter for the Dixie News in Northern Kentucky.

The News also rehired former production supervisor and type setter Bobbie Jean Hendrix as the assistant production manager.

### Berea Citizen hires two new reporters, graphic designer

The Berea Citizen added two new writers to its staff in January.

Andy McDonald and Connie Esh joined the newspaper's news team.

McDonald will cover local government for the Citizen, while Esh will write stories featuring the people in the community, their interest and their lives.

The paper also hired Shane Seals, a graduate of both Berea Community School and Berea College, as a graphic designer. He will be in charge of advertising design and layout.

### Slaven joins news staff at McCreary Co. Record

Janie Slaven started as a new reporter at the McCreary County Record in January. Slaven is a native of McCreary County. She is a graduate of McCreary Central High School, and has an English degree from Western Kentucky University.

Before going to the the Record, Slaven worked at the Somerset-Pulaski News Journal.

### Spencer Magnet launches website

The Spencer Magnet published its first online edition of the newspaper Jan. 10 on its website [www.spencermagnet.com](http://www.spencermagnet.com).

The website will be updated weekly, following publication of the paper every Wednesday. Though not all the news from the paper will appear on the website, headlines, breaking stories and information that was not able to make the printed version will be posted online.

The Magnet will also offer advertising spots on its site.

## Use a little 'fear' to prompt better writing from reporters

### Coach's corner

By Jim Stasiowski



Today, I'm going to show you how to make a story out of nothing.

Sam, a reporter, covers health care. In a surprise inspection of one of his community's hospitals, the state hospital-accreditation agency found a dozen serious safety violations.

The report was hard-hitting. In an inspection four years earlier, the report said, the agency had uncovered many of the same violations, and the hospital board had not corrected them. If the hospital didn't make immediate improvements, the agency would shut it down.

For his story about the report, Sam called members of the hospital board. They promised that at their next meeting two weeks later, they would discuss the matter.

At the meeting, board members discussed the report, but only in general. They made no specific plans to correct violations. Instead, they discussed issues the report hadn't raised: crowding in the hospital, the lack of government aid, etc. They informally agreed to meet again in a few weeks to discuss the report. They didn't even settle on a date for the next meeting.

Sam's meeting story started with this sentence: "A scathing report form the state Hospital Accreditation Agency sent members of the Memorial Hospital board searching for ways to renovate the hospital." But the story mentioned no "ways," only evasions from board members.

"You missed the story," I told him.

"How can that be?" he said. "I wrote what they said."

"Specifically, what did they say about their ideas for complying with the report?"

He paused, then said, "Nothing."

Precisely. Facing a closure threat, board members were doing nothing. They were authorizing no improvements. They weren't even sure when to meet to discuss the violations.

But instead of writing about the lack of actions, Sam allowed the board members to sound busy. He convinced himself the meeting was a response to the scathing report.

Sometimes, the story is nothing. A board is supposed to act, but it doesn't.

Sam had two dynamite stories about people who were doing nothing. First, he should have demanded to know why hospital board members were stalling in the face of the state's threat to shut down the hospital. He should have demanded to know why the board members were doing nothing to protect hundreds of patients in a hospital with serious flaws.

Second, the state inspection in 1997 had uncovered violations, and yet the agency had allowed the hospital to stay open in the intervening four years. Same should have demanded the state agency explain its lack of actions. Is it a toothless agency, one that makes threats, then does nothing to protect patients? Maybe that's why board members where in no hurry to act.

We reporter and editors are so accustomed to covering action, we don't recognize that lack of action sometimes is the story. Sam wanted so badly to write about action, he struggled to make his sources' weak evasions sound plausible. At least board members were doing something, Sam reasoned, even if

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# Fear

Continued from page 10

what they were doing was idle chatter.

His lead should have been, "Despite the state's threat to shut down Memorial Hospital, the seven hospital board members Tuesday took no action to fix serious safety violations."

Another reporter told me her editor wanted a story about what some newly emerging leaders of the local business community were planning as a business-development strategy. Her editor wanted her to interview half-dozen big shots, then come up with a coherent explanation of where business was headed.

But interviews turned up no agreement. The leaders were pulling in different directions.

"I'm so confused," she told me. "This story is all over the place."

I said, "Maybe the confusion is the story."

She went back and looked at the issue from that perspective. Sure enough, the best story was that the new leaders, unaccustomed to pulling together, lacked a unified strategy. As soon as she broke loose from the idea her editor had assigned, she could see the real story.

Editors and reporters want life to be simple, solutions to be tidy, interview answers to be responsive and sensible. Order and consensus make neat, easy-to-explain stories.

But we have to write about life as we find it, and the people and events we write about often do not fit into the perfect little story groove we have prepared for them.

Editors, allow for the failure of the story you wanted. Look at what the reporter found and ask, "Is this an even better story idea?"

And reporters, thing of the thrill of coming back from a meeting and telling you editor, "Nothing happened, and I need 20 inches to explain it."

**THE FINAL WORD:** When you see the word "livid," what color do you see?

Because we so often associate "livid" with a boiling rage, a lot of people see red. We think of inflamed emotions, of blood roaring through the veins closest to the skin's surface.

But "livid" means either black-and-blue or gray, the color of lead.

How did "livid" come to mean enraged?

I can't explain that one. All I know is, if you're writing about someone whose face is red as he screams as school board members, don't describe him as "livid."

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

# In a word, glossaries are humbling

## Pressing Issues

By Jerry Hilliard and Randy Hines



"Confusing Words"  
"Abused Words"  
"Frequently Misused Words"

Whatever the label, almost every writing or editing textbook contains a chapter about those tricky little groupings of letters that continually (or should that be continuously?) befuddle journalists.

Reading through the definitions can be a frustrating experience.

The hundreds of problem-causing words range from those that can be learned through regular usage, to those that almost defy mastery.

Try your hand at choosing the correct words in parentheses for the following sentences.

A. Revenue predictions for the coming year are bleak, (according to, said) Jim Thomson, executive director of the organization.

B. A reception is planned (after, following) the ceremony.

C. They stayed (afterward, afterwards) to clean up the mess.

D. Merely thinking about the difficult glossary test (aggravated, irritated) her.

E. She said she was proud to be an (alumna, alumnus, alumnae, alumni) of the university.

F. I feel (bad, badly).

G. The plant was closed (because of, due to) a series of financial setbacks.

H. The governor (believes, feels, thinks, says) the tax increase is necessary.

I. He drank (a couple, couple of) beers to help drown his sorrow.

J. She tossed the towels into the (drier, dryer).

K. This column is (entitled, titled) "Pressing Issues."

L. (Fewer, Less) than 1,000 votes separated the two candidates.

M. The city's flags flew at (half-mast, half-staff).

N. (Over, More than) 10,000 farmers participated in the protest.

O. Mayor Sam Jones (pointed out, said) that a larger police force was needed.

P. The library (presently, now) subscribes to more than 1,000 periodicals.

Q. Reviewers agree that the production is one of the year's most (unique, unusual).

Now that you've tested your knowledge, we'll give you the answers and explanations. If you've missed no more than two items, you deserve the rank of "language guru." Three to five incorrect answers earn you the designation of "borderline brainy"; six to eight,

"rusty"; nine to 11, "copy desk dependent"; and 12 or more, "dictionary impaired."

A. Said

The consensus is that "according to" should be avoided as a synonym for "said" in attributions because it seems to question the truthfulness or accuracy of sources' statements. Some writers prefer "according to" in attributing information to a nonhuman source such as a report. Although this practice avoids having a report "say" something, it also could be interpreted as casting doubt on the information.

B. After

"After" is preferred over "following" in most situations to describe time sequence. "Following" is reserved for references to physically trailing something. ("Hundreds of mourners were in vehicles following the limousine.")

C. Afterward

Stick with "afterward," which is shorter. "Afterwards" is British usage.

D. Irritated

Although experts disagree on this, traditionalists insist that "aggravate" should be used only to describe the worsening of an existing state or condition. To "irritate" is to provoke or bother.

E. Alumna

"Alumna" is reserved for a female graduate. While "alumnus" may be used for a female or a male, it most often is used to describe a male graduate. "Alumnae" are a group of females, and "alumni" are a group of males or a mixed group.

F. Bad

"Bad" is the correct word to use as an adjective describing the subject of a sentence. When a verb or adjective is being modified, "badly" is correct. ("We sing badly.")

G. Because of

In explaining why something occurred, "because of" is the proper choice of words. "Due to" should be used only as a substitute for "caused by." ("The plant closure was due to a series of financial setbacks.")

H. Says

"Believes," "feels" and "thinks" are inappropriate as replacements for "said" in attributions. They put the writer inside the source's mind. Instead, use wording such as "said he believes," "said he feels," "said he thinks," or simply "said" or "says."

I. Couple of

The "of" always is needed. Don't say "a couple old friends" or "a couple beers."

J. Dryer

As elementary as these words may seem, they continue to cause problems for some people. "Drier" means more dry. A "dryer" dries something.

K. Titled

Don't use the longer "entitled" instead of "titled" when writing about books, plays, songs, etc. "Entitled" means having a right to.

L. Fewer

The general guideline is to use "fewer" when individ-

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# Deaths

Continued from page 2

feature reporter."

Trimble had few problems as editor of the Barbourville newspa-

per. Once, someone with a grudge set fire to the hedge surrounding his home, Valerie Trimble said.

"He really kind of made everybody his friend. And it was kind of remarkable to see it happen."

Born in Columbus, Ohio, Trimble attended Culver Military Academy in Indiana. He was

involved in several campaigns while in the Army during World War II.

In addition to his daughter, he is survived by his wife, Lois Verlander Trimble.

(This obituary appeared in the Lexington Herald-Leader, written by Jennifer Hewlett)

# Herald-Leader's Luecke to take teaching position

By ANDY MEAD  
Herald-Leader  
Staff Writer



Lexington Herald-Leader editor Pam Luecke announced Feb. 28 that she will leave the paper to teach journalism at Washington and Lee University in Virginia.

Luecke, 47, became the newspaper's editor four years ago, when she was promoted from editorial page editor.

She is the first woman to hold the top editor's job. She also has the title of senior vice president. She will remain at the Herald-Leader through May.

Timothy M. Kelly, the newspaper's president and publisher, said a search for a replacement will begin immediately. But replacing Luecke will not be easy, he said.

"I'm happy for her, but sad for us," Kelly said. "First as editorial page editor and for the past four-plus years as editor, she has done a

terrific job. On a personal as well as a professional level, her departure is a real loss."

Luecke (pronounced "lucky") said she has always known she wanted to teach some day, but didn't think it would come this soon.

"I have an opportunity to build a new program at Washington and Lee that I think is too good to pass up," she said.

Luecke will be the Donald W. Reynolds Professor in Business Journalism at Washington and Lee, a small liberal arts college in Lexington, Va.

She said Washington and Lee reminds her of her undergraduate alma mater, Carleton College in Northfield, Minn., except that Washington and Lee has a journalism program. She is a member of Carleton's board of trustees.

Her task at Washington and Lee will be to build bridges between the journalism department and the business school. Among other things, she will create a concentration of studies in business journalism intended for both business and journalism students.

Much of Luecke's 26 years in journalism

has been spent writing or directing coverage of business news. In addition to a master's degree in journalism from Northwestern University, Luecke has an MBA from the University of Hartford and she was a Bagehot Fellow in economic journalism at Columbia University.

The Herald-Leader has won a number of top journalism prizes during Luecke's tenure. The most notable was Joel Pett's Pulitzer Prize for editorial cartooning last year.

Before coming to the Herald-Leader in October 1995, Luecke worked for six years at The Hartford (Conn.) Courant, where she was supervising editor of the Courant's Pulitzer Prize-winning investigation of the Hubble space telescope.

Before that, she worked for 10 years at The Courier-Journal and Louisville Times. She was a contributing editor on the Courier-Journal's coverage of the 1988 Carrollton bus crash, which earned a Pulitzer for local reporting.

Luecke is a native of Cincinnati. Her husband, George Graves, is a senior associate with the state Council on Postsecondary Education.

## Camp

Continued from page 1

tration of \$1,200. The boot camp scheduled for last summer at Midway College was postponed due to scheduling conflicts and a drop in the number of registrants. One major obstacle was the on-campus requirement. Several newspapers had employees who would have benefited from the boot camp training but who couldn't stay away from home for an extended period of time.

The instructor for this year's boot camp is Jim St. Clair, head of the journalism department at Indiana University Southeast. St. Clair's career in journalism began as a sports writer for his hometown newspaper. While in the Army, he worked as a reporter for the Army Signal Corps and upon leaving the service, worked as a reporter and editor for the Bedford Times-Mail. He's worked for business publications in Louisville and has co-authored two books and a number of screenplays.

Kentucky journalists and First Amendment attorneys will also serve as guest instructors throughout the camp. Topics planned during the three weeks include: Understanding and Writing News, Spelling, Punctuation and Grammar, Conforming to Associated Press Style, Brainstorming Story Assignments, Meeting Stories, Feature Stories and Photojournalism.

St. Clair plans for the class to produce a "Boot Camp Newspaper" during the final days of the session.

The boot camp will run for three weeks, five days per week. Class times each day will be from 9

a.m. to 12:15 p.m., 1 p.m. to 4:15 p.m., and there will be meeting times available with St. Clair from 4-6 p.m. daily. There will be one night meeting required of all students on Thursday, July 26, when the students will cover the Scott County Fiscal Court meeting for story assignment purposes.

"The job market just isn't what it was a few years ago. Newspaper positions are going unfilled because there aren't a lot of applicants," said KPA Executive Director David T. Thompson. "In our business, there's not a lot of time for training employees how to write, cover a meeting, do an interview or take a picture. Those are some of the things that will be covered in the boot camp.

"In many communities, there's a potential reporter, somebody who knows the area and local issues, but they've never had any type of journalistic training. These are also the type of employees who will be less likely to leave, thus reducing job turnover."

KPA is limiting the boot camp to 20 participants and it's first being offered to KPA members. Soon, however, the camp will be advertised to the general public.

Member papers will be getting preliminary information on the boot camp soon. Included will be a form that editors can fill out and list the name of employees they plan to send to the boot camp. The fees can be billed or deducted from KPS advertising checks to the papers.

For more information, contact Thompson or Lisa Carnahan, Member Services Director, at (800) 264-5721.

## Seminar

Continued from page 1

You can register for one for both days. Registration and hotel reservation forms have been mailed to

all KPA member papers. Hotel reservations must be made at the Executive Inn by March 25. The deadline to register for the seminar is April 13.

For more information, contact KPA Executive Director David T. Thompson at (800) 264-5721.

## Word

Continued from page 11

ual items are countable. "Less" is used with bulk or quantity. ("Less than half of the refreshments were eaten.")

### M. Half-staff

Surprisingly, the difference between these terms eludes many people. A mast, of course, is found on a ship. Elsewhere, flags often are displayed on staffs or poles — on somber occasions, at half-staff.

### N. More than

"Over" is the word of choice in describing spatial relationships. ("The helicopter hovered over the accident site.") "More than" usually is the best word when referring to numbers.

### O. Said

As is the case with many other words sometimes used as synonyms for "said," "pointed out" has editorial implications. Because it may be interpreted as meaning that statements being attributed are indisputably true, "pointed out" should be used only with verified information. ("The mayor pointed out that the city's population had doubled since 1970.")

### P. Now

Some people have no qualms about using either word to express "at the present time." Dictionaries, however, say the most widely accepted meaning of "presently" is soon, in the near future or in a short while.

Most language purists (and the Associated Press Stylebook) do not accept the use of "presently" in place of "now" or "currently."

### Q. Unusual

Only something that is one of a kind should be described as "unique."

Otherwise, "unusual" is appropriate. "Extremely," "most," "very" and similar qualifiers frequently are used incorrectly with the word unique.

To be unique is to be unique - period.

\*\*\*\*\*

Our next column will feature another group of treacherous words.

\*\*\*\*\*

(Hilliard teaches journalism at East Tennessee State University, Johnson City, and Hines, at Shorter College, Rome, Ga. Your comments about this column are welcome. Please send them to hilliardj@etsu.edu.)