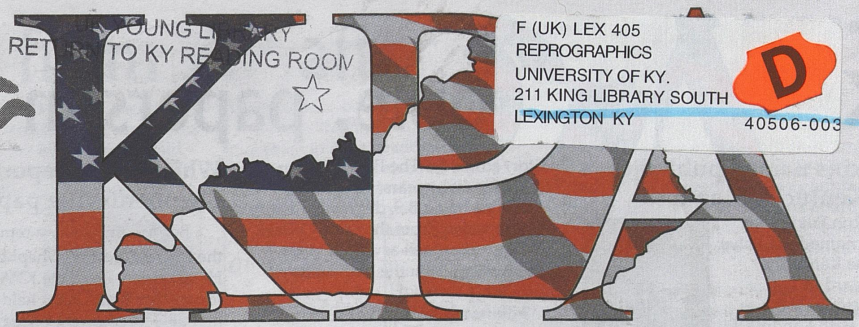


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The Kentucky Press



UNBOUND PERIODICALS COLLECTION

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UNIVERSITY OF KENTUCKY LIBRARIES

Training seminars abound in March, April

SNPA, KPA, AP to sponsor Traveling Campus in April

The Southern Newspaper Publishers Association and the Kentucky Press Association are sponsoring the SNPA Traveling Campus to be held in Louisville April 17-19 at the Hurstbourne Hotel and Convention Center, off Hurstbourne Lane, and near Interstate 64. Best of all, Traveling Campus sessions are free. The Kentucky AP Editors Association is helping support attendance of the event which is funded by a grant from the John S. and James L. Knight Foundation, which promotes excellence in journalism. The three-day extravaganza of sessions will appeal to

staffers from every department of your newspaper. On Wednesday, April 17, sessions will cover readership, computer-assisted reporting, improving writing skills and essential skills for new managers. Thursday's schedule includes copy editing and headline writing, succeeding in ad sales, single copy sales and providing extraordinary customer service. Friday's session will cover telephone selling skills, building home delivery circulation, design and graphics and photojournalism. The Traveling Campus is designed so that your staff members can drive in for one day or even a half day, so that newspapers will not have

See SNPA on Page 12

WKU to hold public affairs reporting seminar in March

The Western Kentucky University School of Journalism and Broadcasting, in cooperation with the WKU Society of Professional Journalists and the Kentucky Press Association, is sponsoring a public affairs reporting seminar on Friday, March 15. The seminar, geared toward those who cover government for their papers, will include a field trip to the Warren County Courthouse. On-campus presentations will be in Room 308 of Gordon Wilson Hall. The seminar's cost is \$30 per person which includes lunch.

Registration will be from 8 to 9 a.m. CST. Participants will depart at 9:15 a.m. for the courthouse. Transportation will be provided by the university. From 9:30 to 10:30 a.m., Warren County Deputy Court Clerk Janice Beach will show participants how to use courthouse computers to gather information for stories. From 10:45 to 11:45 a.m., Frank Boyette, a reporter at the Henderson Cleaner, will discuss researching records for stories. Lunch will be served from 11:45 a.m. to 12:45 p.m. From 12:45 to 1:45 p.m., Matt Batchelder, a Courier-Journal police

See WKU on Page 6

Earnhardt's death, Sept. 11 lead to legislative proposals

On Second Thought

By David T. Thompson



NASCAR and Attack on America events are getting lots of attention in legislatures across the nation. And Kentucky is no different. Dale Earnhardt's death in last year's Daytona 500 has led several states to take up discussions on autopsy photos and records, while the Attack on America in September has resulted in numerous government security bills around the country. And strangely enough, the versions between states vary only slightly. Kentucky's current 60-day session has also included many of the old standbys -- public notice advertising, open records/open meetings, telemarketing, the environment and eavesdropping. Prioritized, Senate Bill 136, filed by Sen. Richard Roeding, a Republican from Northern Kentucky, would be at the top of the

list. SB 136 would allow public agencies more opportunities to go into closed session anytime a security issue or public record was to be discussed. Government security was an issue taken up by Gov. Patton's administration last fall following the events of Sept. 11. But before the session started, the administration announced that the current open records law was adequate enough to cover security concerns. Roeding's legislation, passed by the Senate 24-14 in mid-February, would allow a public agency to go into a closed session if a record involving security issues was to be discussed. Any action concerning that record would have to be done in a public meeting, however. Terrorism is one thing but "other criminal acts" are another. And under the version approved by the Senate, discussions about "other criminal acts" could as well be done behind closed doors. KPA's general counsel Lora Morris testified against SB 136 in committee and suggested that language be deleted and a sunset

See BILLS I

Lexington, Winchester and Hopkinsville win in SNPA

Three Kentucky newspapers were honored recently with five awards recognizing their excellence in literacy programs, Newspapers in Education and advertising. The Lexington Herald-Leader was recognized for using its efforts to drive up sales while being named in the dealer category of the Newspaper Association of America's 2002 Dandy Awards for excellence in automotive newspaper advertising. The Herald-Leader won in the Best Ad Campaign by a Franchised New Car dealer category. The ad, "Invest Wisely/Zero Percent Interest," was for Green's Lincoln Mercury in Lexington. Meanwhile, The Herald-Leader, Kentucky New Era and Winchester Sun were winners in the Southern Newspaper Publishers Association's NIE and Literacy Awards. The awards

SNPA NIE conference Feb. 3-5. The awards are given annually to recognize excellence in NIE projects, literacy programs, and community service and literacy programming. The Herald-Leader won first place in Best Literacy Idea among papers in the 75,000 to 150,000 circulation category for its leadership role in "Luke in a Really Big Pickle," a serialized story for youngsters written by Kentucky authors and published in 43 Kentucky papers. More than 420,000 copies of each chapter were printed in newspapers of all sizes across the state each week for seven weeks. The project was co-sponsored by KPA, Kentucky Educational Television and LG&E Energy Foundation. It was spearheaded by KPA's Kentucky Network for Newspapers in Education. Kriss Johnson, KNNIE chairwoman, is educational outreach manager for The Herald-Leader. LG&E Energy Foundation/KU agreed to sponsor special scrapbooks, available through participating newspapers. The scrapbooks allowed story readers to collect each chapter as it



See AWARDS on Page 6

MAR 21 02

Kentucky people, papers in the news

Filkins named publisher of Kentucky Standard

Ron Filkins has been named publisher of The Kentucky Standard in Bardstown. He has been with Landmark Community Newspapers Inc. for five years and is currently publisher of The Perry County News in Tell City, Ind. The Standard is a tri-weekly publication. The Perry County News publishes twice a week.



Before joining Landmark, Filkins was publisher of The Seguin (Texas) Gazette-Enterprise for Southern Newspapers Inc. for six years and The Moore County (Texas) News-Press for four years. Prior to that, he was news

editor/editor for The Perryton (Texas) Herald for eight years.

Filkins had a B.S. degree in history and journalism from the State College of Arkansas as well as a M.A. degree in journalism from the University of Iowa.

Filkins replaces David Greer as Bardstown publisher. Greer accepted a position with KPA as its member services director and administrator of the Kentucky High School Journalism Association.

As publisher, Filkins will have responsibilities for The Standard, its cable television local origination station, PLG TV-13, Kentucky Home real estate magazine and the paper's web site, www.kystandard.com. The combined operations, all under one roof, have a total of 33 employees.

White is new reporter at Shepherdsville paper

Bob White is now a reporter for the Pioneer News in Shepherdsville. He is a graduate of the KPA Journalism Boot Camp held last summer at Georgetown College.

The second annual boot camp will be held July 15 through Aug. 2 at Georgetown College. Jim St. Clair will again be the boot camp instructor.

Weeklies in Muhlenburg, Nicholas counties launch Internet Web sites

The Leader-News in Muhlenburg County and the The Nicholas Countian have launched Web sites. Both sites feature local news, sports, obituaries and other items of local interest. The Leader-News' site also includes classified ads.

The Leader-News' site can be found at www.ky-leadernews.com. The Nicholas Countian site can be found at www.nicholascountian.com.

Woods joins Morehead staff

Erin Woods, 23, of Morehead, has joined the advertising staff of The Morehead News and its sister papers in northeastern Kentucky. She is a graduate of Morehead State University.

The addition of Woods will help the papers broaden their sales market west to Lexington and east to Huntington, W. Va., according to Jack McNeely, publisher of Community Holdings of Kentucky. The group includes The Morehead News, Grayson Journal-Enquirer, Olive Hill Times, Greenup County News-Times, Menifee County News and The Carlisle Mercury.

Weekly publisher to run for Louisville council seat

John H. Harralson Jr., editor and publisher of The Voice-Tribune, a weekly in Jefferson County, is a candidate for the Republican primary for the new Metro Council District 7 seat. The primary election will be held May 28. The Metro Council was created as a result of the merged Louisville and Jefferson County governments. The consolidation takes effect in 2003.

Harralson served three terms as mayor of Brownsboro Village and was chairman of the Jefferson County League of Cities for six years. He was employed by BellSouth Telephone Co. for more than 30 years and is active in a number of political and civic organizations.

Bottom named LCNI Human Resource manager

Patty Bottom has been named human resource manager for Landmark Community Newspapers Inc., headquartered in Shelbyville. Bottom joined LCNI in 1984 as personnel assistant. She was promoted to benefits manager in 1987 and to human resource generalist in 1994.

The new job title captures more of her daily activities, Kim Hogan, LCNI HR director, said. That includes counsel with general managers, department managers and employees.

Liebman to chair Associated Industries

Phyllis Liebman, who was the first female reporter for the Frankfort State Journal, is the first chairwoman of Associated Industries of Kentucky. AIK, with 2,800 members, represents the interests of the state's employers before legislators and government agencies. Liebman, 56, a Frankfort

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The Kentucky Press

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Deaths

Tony Curnutte

Tony Curnutte, 39, a copy editor and former sports writer for The Daily Independent in Ashland died unexpectedly Jan. 17 of an apparent heart attack.

The Daily Independent helped set up a memorial fund for Curnutte. The fund was established to help his family with current and future expenses. He is survived by his wife, Karen, and 11-year-old daughter Lauren.

"It's such a loss for us," Joe Vanderhoof, publisher of The Daily Independent, said. "Tony wasn't just an employee. Tony was a friend and he'll always be remembered that way to me and the people he worked with here."

Along with his work at The Daily Independent, Curnutte had also been

director of the Baptist Student Union at Ashland Community College since 1989. He was also an ordained minister and was an associate pastor at First Baptist Church of Flatwoods, according to a story in The Daily Independent.

The state Senate observed a moment of silence in memory of Curnutte and he was remembered during the KPA convention in Lexington where he was to have received a first-place award for headline writing.

Anyone wanting to make a donation to the memorial fund can send it to the Tony Curnutte Memorial Fund, c/o Town Square Bank, P.O. Box 2289, Ashland, KY 41105-2289 or the Tony Curnutte Memorial Fund, c/o The Daily Independent, P.O. Box 311, Ashland, KY 41105-0311.

Staats to retire from AP after 40 years

By DAVID GREER
Member Services Director

After a dozen news and administrative positions around the country with the Associated Press, Louisville AP Bureau Chief Ed Staats never counted on staying in one place so long. It was late 1984 when Staats became Louisville bureau chief. In April, the West Virginia native will retire from AP after more than 40 years of service. Staats and his wife, Charlene, Oldham County residents, plan to stay in suburban Louisville after retiring.

"After 17 or 18 years, it seems like there is no place better to go," Staats said of Kentucky. People here are among the most cordial he's met anywhere, he said. As bureau chief in Louisville, Staats has been responsible for AP's news staff, the news and photo reports and the business relationship with member newspapers.

The lengthy stay in Louisville and Kentucky has been good for him personally and professionally, Staats said. On the personal side, the long stay has

allowed him to make many friendships. Those friendships are among his fondest on-the-job memories, he said. Professionally, having a bureau chief who oversaw the AP's news and picture coverage statewide for nearly two decades, including 17 runnings of the Kentucky Derby, the series of artificial heart implants and other medical stories, the 1988 Carrollton bus crash, the 2000 census, the 2001 artificial heart implant and many election campaigns and elections provided continuity for the Louisville bureau.

During his four decades with the AP, Staats held a variety of positions — so many, in fact, that his career seemed like several different ones, he said. For instance, he worked in the AP broadcast division in Denver and Dallas and as an administrator in the AP's Washington, D.C. broadcast news

center prior to coming to Louisville.

Before Washington, he worked for four years in AP's headquarters in New York City. He also has held a variety of news and administrative positions elsewhere in the AP — including its bureaus in Dallas, Houston, Denver, Salt Lake City and Albany.

Staats began with AP upon graduation from the University of Texas at Austin. Along the way, he worked as a reporter, bureau chief, administrator and even had a stint in broadcast marketing. At the time, Staats was working out west and the marketing job gave him the opportunity to get on the road and out of the bureau.

"I really snapped that up and found myself driving up and down the

roads of the Rocky Mountain states encouraging broadcasters to buy our services," he said. Once in Kentucky, Staats became active in KPA and the Western Kentucky Press Association, the Girl Scouts of Kentuckiana board and recently completed a term on the board of the Kentucky Broadcasters Association.

An AP career is a challenging one, Staats said, because so much is expected of its journalists. They must write for newspapers and broadcast and now that includes writing for the Web too.

Staats, who hopes to do some newspaper consulting work during retirement, is bullish on the newspaper industry's future. He sees the Internet joining other media — print and broadcast. All will coexist for some time. But eventually, Staats said, he sees an electronic newspaper in the industry's future.

"Forward-looking newspaper companies are experimenting and investing in this technology," he said of electronic newspapers.



"After 17 or 18 years, it seems like there is no place better to go."

Ed Staats, Louisville AP bureau chief, on retirement

Two Kentucky daily newspapers are sold

CNHI purchases Ashland Daily Independent

SOUTH BRUNSWICK, N.J. — Dow Jones & Co. announced Feb. 21 that it had sold four of its Ottaway Newspapers Inc. properties to Community Newspaper Holdings Inc. Among the four is the Ashland Daily Independent in Kentucky. The purchase price for the four is about \$182 million, the companies announced. The transaction should be completed by the end of March.

In addition to Ashland, CNHI purchased the Joplin (Mo.) Globe, the Mankato (Minn.) Free Press and the Sharon (Pa.) Herald. For 2001, the four papers had combined revenues of \$47 million and operating income of \$12 million. Ottaway will continue to publish 15 daily and more than 30 weekly papers in 10 states.

"After a review of all Ottaway newspaper locations, we have decided to focus our future growth outside of these markets and to pursue newspaper acquisitions in other regions of the

country," James H. Ottaway, senior vice president of Dow Jones and chairman and CEO of Ottaway Newspapers, said. "I would like to thank the management and employees of these high quality papers for their dedicated service to the communities they serve, and their contribution to the success of Ottaway newspapers and Dow Jones.

"I wish them well with CNHI, one of the largest and best-managed community newspaper companies in the country."

"We are very happy to add these outstanding newspapers to the CNHI family," said Mike E. Reed, president and CEO of Community Newspaper Holdings Inc. "We anticipate no changes to the daily operations of the newspapers and looking forward to continuing the tradition of serving their communities and customers."

CNHI was formed in 1997 and is headquartered in Birmingham, Ala. It owns 105 daily papers and 77 non-dailies in more than 200 communities in 21 states. Daily circulation is more than 1.1 million.

Lee purchases Maysville from Howard Publications

DAVENPORT, Iowa — Lee Enterprises Inc. announced Feb. 12 that it had reached an agreement to acquire Howard Publications, a family-owned company of 16 daily newspapers. The Ledger-Independent in Maysville was among the papers acquired by Lee.

The transaction, valued at \$694 million, will be paid for with \$440 million in cash and new bank borrowing. Howard newspapers have total daily circulation of 479,000 and include the North County Times in Oceanside and Escondido, Calif., (89,000 daily circulation), The Times of Northwest Indiana (88,000) and the Waterloo Courier in Iowa (44,000).

Others include Wyoming's largest newspaper, the Star-Tribune in Casper; The Times-News in Twin Falls, Idaho, near the Sun Valley ski resort area, and The Post-Star in Glens Falls, N.Y. The purchase includes Howard's half-interest in the Sioux City Journal in Iowa.

With the acquisition, Lee will own 38 daily newspapers and have a joint interest in six others, with total circ-

ulation of 1.1 million daily and 1.2 million Sunday in 18 states.

Mary Junck, Lee Enterprises chief executive officer, said the purchase fulfills a strategy announced two years ago when Lee decided to sell its television stations in order to expand in newspapers.

"The Howard newspapers fit precisely with our core strategy of buying mid-size newspapers in good markets," she said. "As we've said repeatedly, we believe that publishing newspapers in these size markets is a wonderful business, one that we have proven we know how to do well. Buying Howard will further strengthen our standing as the preeminent newspaper group serving mid-size markets."

Lee Enterprises is based in Davenport, Iowa. It currently owns 23 daily newspapers and a joint interest in five others. Newspapers include those in Madison, Wisconsin; Lincoln, Nebraska; Billings, Montana; and Davenport, Iowa. Lee also owns more than 100 weekly newspapers, shoppers and specialty publications, along with associated online services. Its stock is traded on the New York Stock Exchange under the symbol LEE.

Coming Next Month in The Kentucky Press

The Kentucky Historical Society honors a Kentucky newspaper for the 248-page history book that it published recently.

Important dates

March 21 — AOC Bench-Press conference, Somerset

May 1 — KHSJA convention, Galt House East, Louisville

April 4 — KHSJA contest judging, KET Visitor Center, Lexington

June 20-22 — KPA summer convention, Gatlinburg

It all goes to leadership in your newsroom

Design is Everything

By Edward F. Henninger



Without solid newsroom leadership, nothing you do to improve your newspaper's design will succeed for the long term.

That's a strong statement, but it comes from 12-plus years of experience consulting with newspapers. During those years, I have visited more than 100 newsrooms — with news staffs of two to more than 102.

I still call myself a design consultant, but for the past few years I have realized I've become more of a newsroom consultant — who designs.

As I deal with clients and gain their respect, I begin to focus more intently on leadership, staffing, struc-

ture, policies and procedures. I've become convinced that a redesign is only as strong as the newsroom that builds and nurtures it. The same is true with reporting, writing and editing. And it has become more and more clear to me that a newsroom is only as strong as its leadership.

Good leadership breathes life into the newsroom, it sets your news staff free to do its best work. Too many newsrooms are well managed — and poorly led.

Quality leadership in your newsroom provides a vision that drives the news report issue after issue.

To develop and sustain an outstanding design, the newsroom must develop outstanding content. That takes planning, and that means the newsroom must have a planning process. None of these happen on their own — they only come when strong leadership provides the impetus and the direction.

Good content comes by examining what matters to your readers and your community. It is focused on news that is significant, proximate and personal. Content that is direct can't help but attract strong readership.

Planning for the presentation of that content takes time, effort and an ability to think differently. Time is a key here. There's no reason to begin planning for your Easter Sunday front page package in early March when you can do it in early January. Long-term planning provides you with the time you need to do a superlative job — rather than just a good job.

Leadership creates a newsroom culture that fosters long-term planning and it helps your editors to think in the long term. With good leadership, you'll no longer be caught unprepared for plannable occurrences. And you'll do a better job at presenting them to readers.

Quality presentation also requires

a balanced review process to take a look at what you've done and to search for ways to do it better the next time. Leadership points the way.

As I continue to visit with newspapers across the United States — big and small — it becomes more important for me to take the measure of newsroom leadership. I've learned that those newsrooms with superior leadership will create a redesign that grows and improves with time. Where leadership skills are questionable, a redesign may flourish for a while — but the odds are it won't stand the test of time.

If you want a redesign that will grow and improve, be sure you're putting it in good hands.

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

Kentucky Attorney General Opinions

WHAS-11/Louisville and Jefferson County Regional Airport Authority

The attorney general's office ruled that the Louisville and Jefferson County Regional Airport Authority acted properly when it denied WHAS-11 reporter Mark Hebert's October 2001 requests to inspect various records maintained by the Regional Airport Authority.

Hebert asked for names and annual salaries of the airport police officers employed since Jan. 1, 1999; the resumes and applications of those officers; and internal affairs charges, suspensions, reprimands or other disciplinary actions against any officers. The Regional Airport Authority denied Hebert's request citing the fact the RAA holds an operating certificate from the Federal Aviation Administration and is therefore subject to federal statutes and regulations. Those are incorporated into KRS 61.878(1)(k), the Kentucky Open Records Act, and that those laws and regulations require the RAA to maintain the confidentiality of the records Hebert sought.

E.L. Gold/Murray State University

Murray State University did and did not properly respond to two open records requests from E.L. Gold of the Kentucky New Era. That was the recent ruling from the state attorney general.

Initially, Gold asked for all documents related to construction practices or deficiencies that caused delays at the Regional Postsecondary Education Center in Hopkinsville. The custodian for university records denied the request citing the fact it was too broad and failed to be specific in requesting documents. The attorney general's

staff agreed with the university.

Gold then filed a second, more specific request for records showing the causes and costs of construction delays and detailing the remedies approved to resume or continue construction. That request was denied by the university on the grounds such documents were of a preliminary nature.

In responding, the attorney general's staff concluded the university's responses were consistent on some points and inconsistent on others with the open records law.

"Accordingly we conclude that the university properly denied access to records preliminary to any final agency action, either as to final action on its administrative investigation of issues relating to the construction project or to a final change order to the construction contract," the attorney general's ruling said.

"Finally, we do not agree with the university's position that all records pertaining to the contract are preliminary until final completion and acceptance of the construction contract."

Courier-Journal/City of Louisville Division of Police

The attorney general's office ruled the City of Louisville Division of Police violated the Open Records Act when it partially denied Courier-Journal reporter Shannon Tangonan's October 2001 request for copies of all documents related to the Office of Professional Standards' investigation of the May 18, 2001, accident involving Officer Reuben Highsmith and police officers' subsequent actions.

The attorney general's staff ruled that the Division's on reliance on KRS 61.878(1)(i) and (j) as the basis for deny-

ing the reporter's access to all but the initiating document and final disciplinary action was misplaced.

The attorney general ruled that a review of the record on appeal, plus a private inspection of the disputed records, showed that Police Chief Greg Smith adopted portions of the investigative report and therefore could not claim that portions of the investigative files were preliminary.

Some documents requested were undisputed but not provided to The Courier-Journal for one to two months. The paper maintained those records were willfully withheld in violation of the Open Records Act.

In response to that claim, the attorney general's staff reiterated the need for timely access to public records. The attorney general's ruling chastised the Division of Police for the lengthy delay in releasing the documents but stopped short of determining that the withholding was willful. It's for the courts to make that decision, the attorney general's ruling said.

Capitol Publishing and Prada Publishing Inc./Lexington Fayette County Urban County Government Division of Police

The attorney general's staff ruled that the Lexington Fayette Urban County Government Division of Police improperly relied on KRS 61.878(1)(a) in partially denying the requesters access to those portions of accident reports containing information of a personal nature, i.e. home addresses, Social Security numbers, insurance information, drivers license numbers and vehicle identification numbers, etc.

Capitol and Prada both said they are news-gathering organizations and

will use the information solely for the purpose of publishing or broadcasting the news.

The attorney general's staff ruled that the practice of redacting certain personal information from accident reports is not supported by the Open Records Act.

"The (accident) report shall be made available to a news-gathering organization, solely for the purpose of publishing or broadcasting the news.

While the same information cannot be used for a commercial purpose, the Open Records Act says, "A newspaper, periodical, or radio or television station shall not be held to have used or knowingly allowed the use of the report for a commercial purpose merely because of its publication or broadcast."

Clay City Times/Lexington Fayette Urban County Government Division of Police

The attorney general's staff upheld the Lexington Fayette Urban County Government's Division of Police denial of an open records request by Clay City Times reporter Amanda Trent.

Trent filed an October 2001 request for records relating to the Division's 1992 investigation of John D. Fryman, a former deputy at the Fayette County Detention Center and the current Clay City police chief.

Before sending a request to the Division of Police, Trent sent a request to the Detention Center for records documenting Fryman's termination. The Detention Center responded with five records showing Fryman's suspension, recommended dismissal and eventual resignation. Among the records disclosed was a memo recom-

See AG on Page 7

Newspapers should grow readership, even if it means giving papers away, speaker tells convention attendees

By DAVID GREER
Member Services Director

The average reader spends 28 minutes a day with their newspaper. If you find comfort in that number, think again. In comparison, the average person spends 3-and-a-half hours a day watching television.

Those were just some of the results of a project begun four years ago at the Readership Institute, John Lavine, the institute's director, told KPA convention attendees in Lexington

in late January. In addition to being director of the Readership Institute, Lavine was the founding director of the Media Management Center, both at Northwestern University in Evanston, Ill. He is a professor of media management and strategy in the Kellogg Graduate School of Management and the Medill School of Journalism.

With newspaper readership declining nationally since 1964, Lavine said, circulation is a bad measure for tracking success. Instead, he said, newspapers should be measuring readership — specifically, they should measure pass along, how many times each copy is read.

Concentrating on growing pass along can produce double-digit readership growth in the next 12 months at most papers, Lavine said.

"Put papers anywhere you can even if it means giving them away in some places," he said.

Advertisers are far more concerned about how many people read a newspaper and how many come in their business as a result.

Despite obstacles to growing readership, Lavine said there are many ways in which publishers and editors can reverse the decades-long readership decline. The four cornerstones to readership growth, Lavine said, are content, brand, service and culture. The cornerstones apply to newspapers of all sizes, he said.

Lavine named nine categories of content that grows readership:

1. Local news about community and ordinary people. (Readers want intensely local content.)
2. Health, home, food, fashion and travel.
3. Politics, government and war.
4. Natural disasters and accidents. (But readers want

fewer photos and stories about these events.)

5. News about movies, television and the weather. (These stories need to be shorter and less complex. Readers want information on how to seek escape/entertainment.)
6. Business, economics and personal finance.
7. Science, technology and the environment.
8. Police, crime and the judicial system. (Readers want fewer stories of these.)
9. Sports (At all levels.)

Lavine offered more advice — putting these nine categories of stories in the paper alone won't grow readership. The writing must be interesting. Avoid the inverted pyramid when possible, he said. People enjoy a feature approach to writing. Write most stories about trends and follow-ups.

"Determine what's really important to people and then tell it in that style."

John Lavine
Readership Institute

Don't tell readers something has been passed or implemented. Tell them if it's working.

"Determine what's really important to people and then tell it in that style," Lavine said.

Papers should do a better job of promoting their content, he said.

Concentrate on telling readers what's coming up in the paper. Television does this well, most papers don't, Lavine said.

Readers, he said, make little distinction between news and advertising content. It's all information in their minds. Research, he said, actually shows a greater satisfaction level with ad content compared to news content. Improve ad content and readers will have a greater level of satisfaction with the paper, he said.

Good customer service also drives readership, Lavine said, as does improving each newspaper's brand. Sadly, newspapers are often like the military and hospitals, he said. They are very resistant to change or creativity.

Improving a newspaper's culture improves its employee satisfaction and that often improves customer satisfaction, Lavine said.

For more information on building brand, service and culture, see the Readership Institute's Web site at www.readership.org.

AOC to sponsor Bench-Press meeting in Somerset this month

The Administrative Office of the Courts is conducting a seminar for circuit/district judges and the news media in the Southeast Kentucky region. Newspapers in the region should have received a letter from the AOC recently inviting them to participate in the March 21 Bench-Press Conference in Somerset at the Center for Rural Department, 2292 South U.S. 27.

This will be the seventh regional conference the AOC and KPA have conducted around the state. A deli lunch will be served at noon and the discussion will be from 12:30 to about 4:30 p.m.

For the past three years, there has been an effort to bring the bench/bar/press together so that participants can each better understand the other, if not form a better working relationship.

All newspaper editors/reporters will be encouraged to talk about issues or problems they have experienced.

KPA's role is two-fold: (1) to invite the newspapers in the counties and to encourage each to have a representative attend since local judges are expected; and, (2), to encourage journalists to talk specif-

ically about how their newspapers cover the courts and what they see that both sides can do to improve relationships.

Most judges have encouraged newspaper people to "come talk with me" about decisions they have made, explanations of certain rulings and what the media needs to better cover in the courts and be better educated about covering the courts.

Papers in the Southeast Kentucky Region include: the Clinton County News, Mountain Advocate, Cumberland County News, Central Kentucky News Journal, Adair Progress/Columbia News, Corbin Times Tribune, Record Herald, Harlan Daily Enterprise, Leslie County News, Thousandsticks News, Russell Register, Lebanon Enterprise, Casey County News, Sentinel Echo, Jackson County Sun, Middlesboro Daily News, Wayne County Outlook, Mount Vernon Signal, Times Journal, Commonwealth Journal, Somerset-Pulaski News Journal, Springfield Sun, Tompkinsville News and McCreary County Record.

Wilson named interim director of UK journalism, telecommunications

Richard "Dick" Wilson, a retired Louisville Courier-Journal reporter and news bureau chief, has been named interim director of the University of Kentucky School of Journalism and Telecommunications.



Wilson's appointment is subject to approval by the UK Board of Trustees at its March 5 meeting.

He will succeed Leland "Buck" Ryan, the current director, July 1. Until then, Wilson will be a consultant to the school, which is preparing for reaccreditation by the Association of Education in Journalism and Mass Communications.

Ryan, director for more than seven years, will remain a faculty member at the school and director of both the First Amendment Center and the Media Center for the Future.

Wilson, 64, retired from The Courier-Journal in 1999 after nearly 32 years as a reporter in Louisville, Frankfort and Lexington.

Chief of the newspaper's

Bluegrass Bureau from 1985 to 1999, Wilson was noted for his extensive and award-winning coverage of Kentucky higher education. Since his retirement, Wilson has been an adjunct professor of journalism at Kentucky State College of Communications and Information Studies.

"I am delighted that someone of Mr. Wilson's professional stature will be leading the school during this critical period in its history," Dean David Johnson said.

Wilson, a member of the Kentucky Journalism Hall of Fame, will head the journalism school until June 30, 2003. A nationwide search for a permanent director will begin later this spring.

Wilson is a 1966 graduate of the UK journalism school where he has also been an adjunct instructor and member of its Alumni Association Board.

From 1965 to 1967, Wilson was faculty adviser to The Kentucky Kernel, the independent student-operated newspaper at UK. He has also been a reporter for the Lexington Herald-Leader and Frankfort State Journal.

Campbellsville paper starts new question and answer feature

The Central Kentucky News-Journal in Campbellsville has begun a new weekly feature called "Answers." Just as the name implies, readers supply the questions and the twice-weekly paper's staff publishes the answers. Most questions tend to address issues about local government, business, issues, services or anything related to Campbellsville and Taylor County.

"We've had way more questions than we've had room to run answers. Most questions are anonymous. One good thing — most of the questions have been about things that we needed to get the answers to anyway," publisher Richard RoBards said.

"It's been a good new feature for

us so far. There are some 'wild goose chases' about items that simply aren't true. Some of the questions have led to full-fledged stories."

The feature is published each Thursday on page 2A with one question and one answer.

Anonymous questions are accepted but RoBards said a reader including their name and phone number will be more likely to get their question answered. That's because the person answering the question might need more guidance on what type of information is being sought, a News-Journal staff report explained to readers.

AWARDS

Continued from page 1

was printed. In the end, each reader had assembled a complete chapter book. The Herald-Leader printed 50,000 scrapbooks and helped distribute them throughout Kentucky.

The Herald-Leader also won a first-place award in the Best Community Service and Programming Concerning Literacy category for papers in the 75,000 to 150,000 circulation range.

The judges were impressed with the paper's Family Involvement Literacy Project: Learning with the Lexington Herald-Leader at School and at Home.

After the Audit Bureau of Circulation established new rules that meant that NIE could count some newspapers in a NIE home-delivered category, The Herald-Leader's Johnson took that as a challenge. She developed the Family Involvement program where students use a paper in the classroom and have a Sunday Herald-Leader delivered to their home weekly.

The program included an eight-page tab for students and teachers to use together to help introduce the newspaper components. In addition, there were 36 learning activities for teachers to send home weekly for students to do with parents and the Sunday newspaper.

The Kentucky New Era in Hopkinsville won a first-place award for Best Community Service and Programming Concerning Literacy in the under 30,000 circulation category.

For more than a decade, The New

Era has been one of the Christian County Literacy Council's biggest boosters in its news, school and editorial pages.

The paper designed a series of pages to celebrate, illustrate and promote Literacy Week locally from Oct. 29 to Nov. 2.

One focus of the page was to help children collect pieces to a puzzle during the week. Completed puzzles qualified students for a drawing for a trip to Chicago to see Sue the Dinosaur, a character featured in a book read to all kindergarten through fifth-grade students by volunteers. Record numbers of students participated in the program.

The contest entry was submitted by editor David Riley. It was the second consecutive year in which The New Era has won a first-place award in the SNPA literacy contest.

The Winchester Sun won a first-place award in the Literacy News Articles or Editorials category in the under 30,000 circulation range.

According to a letter from SNPA executive director Edward VanHorn to publisher Betty Berryman, The Sun was a winner for the third year in a row in the SNPA Literacy Awards Program. This year's award was based on separate feature stories by former Sun reporter Jennifer Sciantarelli and Sun staffer Cathy Gilkey as well as a news story by summer intern Jamie Vinson covering a GED graduation.

All the stories were accompanied by photos by Sun photographer James Mann. Four literacy editorials also were included with the entry.

regional editor of the Bowling Green Daily News, will focus on city, county and regional reporting. Bradley will focus on city and county government while Highland will discuss regional coverage and project stories.

There will be five-minute breaks between afternoon sessions so they may run late.

For more information, call Jim Highland, WKU journalism professor, at (270) 745-4143.

WKU

Continued from page 1

reporter, will talk about police reporting.

Linda Blackford, education writer for the Lexington Herald-Leader, will discuss covering the schools from 1:45 to 2:45 p.m.

From 2:45 to 3:45 p.m., C.D. Bradley, government reporter for the Paducah Sun, and Debi Highland,

PEOPLE

Continued from page 2

resident, previously headed up state public information offices in Kentucky and Georgia. She has also worked in media relations for IBM and Lexmark.

Two join Elizabethtown ad sales

Cindy Smith has rejoined The News-Enterprise in Elizabethtown as retail advertising team leader. She previously worked at the daily from 1989-1996 and again 1998-1999.

Sherri Rose Jaynes has joined the Elizabethtown paper as an advertising coordinator for the Communities Team.

Lawson joins Shepherdsville paper as classified rep

Don Lawson recently moved from The News-Enterprise in Elizabethtown where he worked as a graphic designer back home to the Pioneer News in Bullitt County where he interned in 1999. Lawson is a 2000 graduate of Murray State University with a major in journalism.

WKU senior honored nationally

Ryan Clark, a senior at Western Kentucky University, has been named one of the nation's five "Most Valuable Staffers" of college newspapers. Clark, a Louisville native, was selected in a competition sponsored by the Scripps Howard Foundation and conducted by college media advisers. Clark served as editor of WKU's College Heights Herald last fall.

He will receive a \$5,000 scholarship from the Scripps Howard Foundation and the College Heights Herald will also receive \$5,000. The award will be presented March 15 at the Spring National College Media Convention in New York.

Clark has served summer internships at The Cadiz Record, The Baltimore Sun and the The Virginian-Pilot in Norfolk, Va.

KPA News Bureau available for legislative assignments

The KPA News Bureau, staffed by reporters Patrick Avery and Mark Vanderhoff, can help member papers localize coverage of the General Assembly.

Need a quote from your local legislator on a bill he or she has introduced or maybe on a controversial bill? Need a photo taken? Or maybe you need a complete story. The KPA News Bureau can do it all in Frankfort for your paper. Just call the KPA News Bureau at (800) 264-5721. Assignments are taken on a first-come, first-served basis.

Avery and Vanderhoff also provide interested KPA member papers now with a weekly legislative

Last summer, Clark was one of 10 college journalists selected for the Scripps Howard Foundation's Top Ten Scholarship, a \$10,000 award.

Cecil named layout editor in Bardstown

Holly Cecil has joined The Kentucky Standard in Bardstown as layout editor. She is a 2000 graduate of Western Kentucky University. She holds a BA in public relations and English and the allied language arts. She gained much of her layout experience as graphic designer/marketing assistant at the Capitol Arts Alliance in Bowling Green. After graduating from WKU, Cecil spent one year as a volunteer with Americorps VISTA (Volunteers in Service to America) at Kennesaw State University in Georgia.

Lawson receives SchAAF Award

Gil Lawson, of the Kentucky Cabinet for Health Services, and a former Courier-Journal reporter, was selected as the third recipient of the Jennifer SchAAF Award.

The award is given annually by the Bluegrass SPJ chapter and the Kentucky Association of Government Communicators to recognize government spokespeople who act in the greater public interest.

Lawson was nominated by Tom Loftus of the Courier-Journal's Frankfort bureau.

"I do consider Gil a friend and I worked with him for years. So I'm biased as can be," Loftus said in his nomination. "But I think the honest, well-informed, straight-forward approach he brings to the job serves the press corps well. I also think that approach serves the Patton administration well."

Berkshire is new Elizabethtown reporter

Forrest Berkshire is now a reporter for The News-Enterprise in Elizabethtown. He previously worked at the Roane County News in Kingston, Tenn.

roundup.

Avery and Vanderhoff are December graduates of the University of Kentucky. But both have had notable experience with the UK Kentucky Kernel daily as well as daily papers in Kentucky.

Photos, quotes or completed stories can be e-mailed to member papers. Or stories and quotes can be faxed to papers.

The KPA News Bureau can handle other Frankfort assignments too for your paper. Have a local resident or native with a high-profile state government job? We can write a feature and take a photo and send you both. Call us at (800) 264-5721.

Kentucky papers can use e-mail effectively

Pressing Issues

By Randy Hines
UNC Pembroke



Half of all Kentucky homes have at least one. No, we're not discussing newspaper subscriptions here. We're talking about e-mail accounts, which nationally now outnumber telephones or televisions. The continued increase of e-mail shows no signs of abating. The ratio of e-mails vs. snail mail is now 3 to 1. Last year's anthrax scares and future postage increases indicate that the formerly new technology will gather additional users in 2002. On June 30, first-class stamps jump from 34 cents to 37 cents. Periodical postal rates will increase 10 percent.

Latest figures show that 55 percent of American adults are e-mail users, a considerable jump from 35 percent just three years ago. But even more revealing is that 99 percent of college-bound students have at least one e-mail account. Since newspapers have been trying to tap into the youth market for decades, maybe this communication medium can be an ally for recruiting more readers.

According to Immediate News, the typical 17-year-old has 3.7 e-mail accounts.

Roper reports that 63 percent of American teens prefer the Internet to television. More than half (55 percent)

prefer the Internet to the telephone.

Unlike the nerdy geek image of the past, the typical Internet user looks more like the Wal-Mart crowd.

Women, for example, now outnumber men on the net. The greatest gain last year was among girls aged 12 to 17.

The most-wired youth in the United States, according to a survey by America Online, live in Pittsburgh. Normal time spent online in the Steel City is 15 hours and 49 minutes per week for youth 12 to 17. Teens' national standard is 12 hours and 15 minutes. Their top activity is e-mailing (81 percent) and instant messaging (70 percent).

Older teens aged 18 and 19 spend even more time surfing than their younger siblings, averaging 21 hours per week. They also spend more hours looking for news (61 percent).

So, if your Kentucky paper is planning a direct mail campaign it might want to consider a test run using the Internet. Organizations have proven it can save time and money. But some basic tips may help your efforts to be more fruitful. Here's a basic top 10 list for starters:

1. If you haven't done so yet, you may want to ask for e-mail addresses on subscription forms and other marketing data. People who don't mind receiving messages via that medium will gladly provide it. If you gather reader information from your NIE program, for example, get e-mail addresses too.
2. Never send e-mail to someone who has requested not to be on

- such a list. Provide an opt-out choice in your correspondence.
3. Provide a short, descriptive subject line.
4. Keep business-related e-mail messages brief. Type your communication within the confines of one computer screen without scrolling if possible. Don't type in all-capital letters. Copy desks and ad copywriters know that all caps is slower to read. But in e-protocol, using all caps is shouting at the recipient.
5. With fears of viruses and difficulty downloading attachments, it's often wise to insert longer documents into your message when necessary.
6. Always keep a message on file or even a hard copy of a vital document you may want later.
7. It's wise to use a spell checker for e-mails, typically sent quickly and without a second read by most writers. That crucial editing process should not be overlooked for this medium.
8. Remember that an e-mail is not private correspondence. Court cases involving Microsoft, Upjohn and American Hope Products have shown that e-mails can be used in

- lawsuits.
9. Avoid those clever (and annoying) icon symbols for smiles and laughs. They're too informal for business uses.
10. Finally, be careful how you phrase your sentences. Misunderstandings by the millions are caused by one-way electronic messages. A Feb. 5 "USA Today" article headlined "E-mail's limits create confusion, hurt feelings" provided plenty of examples of this. How is your paper using e-mails? Do you let organizations and companies know that they can submit news releases in that fashion? How are you effectively gathering e-mail addresses? How do you target young readers with any success? I'll be glad to pass along your ideas in a future column.

Dr. Randy Hines, APR, teaches at the University of North Carolina at Pembroke. He is available for state or local workshops. His mailing address is P.O. Box 1510, School of Business and Mass Communications, Pembroke NC 28372-1510. He can be reached at randyhinesapr@yahoo.com or (910) 521-6853.

Gannett earnings fall on ad weakness during '01 4th quarter

NEW YORK (AP) — Gannett Co., the nation's largest newspaper publisher, reported a 15.8 percent decline in fourth-quarter net profits as an advertising slump and the slow economy dragged down results.

Gannett, which publishes 95 daily newspapers in the U.S. including USA Today, earned \$248.4 million in the three months ending Dec. 30, down from \$294.9 million in the comparable period in 2000. The year-earlier period included one more week than the most recent fourth quarter.

Per-share earnings came in at 93 cents, a penny above the consensus estimate of analysts surveyed by Thomson Financial/First Call. In the year-earlier period the company earned \$1.11 per share.

Gannett's chief executive Douglas H. McCorkindale, speaking to analysts on a conference call, said the company's results were held back by the "worst advertising recession since World War II." He did point to some positive trends, however, saying the decline in recruitment advertising

appeared to be bottoming out.

Gannett's revenues fell in the quarter as the recession dragged down advertising spending. Gannett's overall revenues fell 14.3 percent to \$1.62 billion from \$1.89 billion in the fourth quarter of 2000.

McCorkindale said newspaper advertising revenues declined across the board, especially in help-wanted classified. He also said broadcast advertising fell from the year-earlier period, when results were lifted by advertising related to the Olympics and the elections.

Paid advertising pages fell 30 percent at USA Today in the fourth quarter, which the company attributed to poor demand for travel-related advertising following Sept. 11, the overall ad recession and fewer business days in the most recent quarter. For the year, paid ad pages fell 24 percent at USA Today.

Newsprint expenses declined 18 percent in the fourth quarter due to lower prices and usage.

AG

Continued from page 4

mending that the matter be referred to the Division of Police to continue the investigation.

In denying Trent's request, the Division of Police cited that the requested records were part of a pending investigation and therefore excluded from public inspection.

Trent contended that a nine-year-old investigation in which there had been little action and no prosecution could hardly be called an ongoing or pending investigation.

The attorney general's staff said their office could not, in general, "say how long the police department should consider the case inactive before declaring it closed."

In its ruling, the attorney general's staff said it agreed with Trent that a public agency cannot, without explanation, indefinitely postpone access to investigative records by labeling an investigation open, but the attorney general was not prepared to say how much time is an unreasonable time to investigate and prosecute a case.

The Big Sandy News/Paintsville City Council

The attorney general's staff ruled that the Paintsville City Council violated the Open Meetings Act as its Sept. 18, 2001, special meeting by including agenda items on its notice of a special meeting that included terms such as "discussion of old business," "discussion of new business," "open to floor" and "open to counsel."

The regularly scheduled Paintsville City Council meeting, set for Sept. 11, 2001, was rescheduled for Sept. 18, 2001. That made it a special meeting, the attorney general ruled. In doing so, the attorney general rejected

the council's reasoning that the meeting was just the regular meeting moved back a week.

The significance is that the state's open meetings law mandates an agenda for special meetings and limits public agencies to only discussing and taking action on agenda items. The attorney general's staff ruled that terms such as "discussion of old business" or "discussion of new business" were too vague to meet the law's requirements.

"Further, such vaguely worded descriptions invite discussions and actions on any topic without the limitations envisioned by the statute in a special meeting," the attorney general's ruling said.

Also, the attorney general said there are only two types of public meetings — regular and special. There is no hybrid third category of specially called regular meeting as the city of Paintsville had asserted.

The State Journal/Administrative Office of the Courts

The attorney general's staff ruled that the Administrative Office of the Courts did not violate the Open Records Act when it rejected State Journal reporter Fred Lucas' December 2001, and January 2002, requests for information and records pertaining to AOC employee Teresa Fallis. Lucas had requested a copy of her resume, job application, reference letters and correspondence she made from the office.

The opinion said the AOC is not bound by the Open Records Act and therefore did not violate the act by rejecting Lucas' requests.

The ruling also noted that Lucas' requests asked for information in addition to records. The attorney general's staff noted that public agencies are not obligated to honor requests for information as opposed to records.

Improving single copy sales – just being there is half the battle

By DAVID GREER
Member Services Director

Having a front page with the latest news, gripping headlines and unique photos will spur single-copy sales but so does just having the paper available for customers.

That was the message from Kent Carpenter, former circulation director with the Owensboro Messenger-Inquirer and now with USA Today in Chicago.

Carpenter, speaking to KPA winter convention attendees in Lexington, cited research from a Newspaper Association of America study that looked at the single-copy buying habits of 4,049 buyers from five papers. All of the customers were in the habit of buying their papers from convenience and grocery stores.

Among the things learned, Carpenter said:

1. Sell-outs annoy customers. One-third give up and don't buy a paper at all when none is available.

2. Twelve percent then buy a competing paper.

3. Twenty-three percent went to buy a paper but it wasn't there yet.

4. Nearly 75 percent said they have a problem buying a paper at least one a month.

Four ideas for building single copy sales, Carpenter said, include:

1. Getting inserts for single copy papers. Often, advertisers don't include single copy issues.

2. Bag Sunday papers. It keeps sections and inserts together.

3. Have racks with change devices.

4. Get dealers to call in when they are running low on papers.

Other facts revealed by the NAA research, Carpenter said, include:

1. About 60 percent of weekday single-copy buyers are men but the reverse is true on Sunday when about 60 percent of single-copy buyers are women — largely because female readers want the advertising content in the paper.

2. Fourteen percent of Sunday-only buyers will only buy the paper after seeing it.

3. Thirty-five percent of weekday single-copy buyers and 31 percent of Sunday-only buyers say they go to the store only to buy the paper. Carpenter suggests each of your single-copy outlets know those figures.

4. At 50 cents, 75 percent of people say a paper is a good value but the approval level drops to just 12 percent when the price hits 75 cents.

5. Unfortunately, 29 percent of single-copy buyers say they went to single copy because they were having delivery problems.

Selling classified and display ads online: 'A no-brainer'

Interactive Insider

By Peter M. Zollman



Until recently, there was just anecdotal evidence. But now it's proven: To bring in more money from advertisers, let them place their own ads using a robust online system that lets them see the ad as they build it themselves.

It may be counter-intuitive to newspapers that want a direct, personal relationship with their advertisers — but it's clear: "If you let them build it, they'll make it bigger and fancier and spend more money."

Classified Intelligence recently released a 37-page report, "Selling Print Classifieds Online: New Money, New Business," showing conclusively that there's good reason to buy (or build) a good program for accepting ads online and to promote it heavily. Based on a survey of more than 75 U.S. daily newspapers, the report was sponsored by Adstar, Inc., an application service provider that works with dozens of newspapers to support online sales of print classified ads. (The report is available free, online, at <http://www.aimgroup.com/reports>.)

Ads placed directly online by advertisers averaged 5 percent to 38 percent more revenue than comparable ads placed by phone. (We heard from papers where the numbers were even better than that — but none would share details on the record.)

At the same time, there was a lot of whining by the people we interviewed who were not accepting ads online, or who use very limited applications that are little more than e-mails to the classified department. At many papers where the e-mail method is used, ad sales reps have to call the advertiser back to outline prices, verify

the content and collect credit card or other payment information.

While it's true the phone call provides the advertising rep a chance to "upsell" special features and services, it's also true that the customer has already told the newspaper how he or she prefers to do business — online — and the newspaper is disrupting a relationship it has just developed by forcing the customer to respond in a different manner.

Furthermore, many of those call-backs fail. At the Asbury Park (N.J.) Press, about one-quarter of all the e-mailed ads were lost in process without appearing in print, until the paper upgraded to a complete online ad-entry system.

The report looks in depth at five newspapers or groups that exemplify "best practices": the Atlanta Journal-Constitution, Orlando (Fla.) Sentinel, King County Journal Newspapers near Seattle, Wash., the Asbury Park Press and The Daily Camera in Boulder, Colo.

The Daily Camera, a 33,000-circulation daily, is selling an average of \$1,000 a day in classifieds placed online.

The Atlanta Journal-Constitution indicated it is taking in more than \$500,000 annually in ads it would not otherwise receive if it weren't for the online-sales site.

One group is generating amazing results accepting display ads — primarily retail — developed and built online directly by advertisers. The King County Journal papers use an online application to pursue non-advertisers and sporadic advertisers. Within three months — post-Sept. 11 — 20 advertisers had purchased ads ranging in price from \$75 and \$380. More impressive: All 20 purchased additional ads when the papers' reps followed up with a sales call.

Most of the papers promote this service poorly — which is surprising, since it enhances revenue and cuts costs at the same time. Some list the

URL for their online ad-order sites in the paper, next to the phone number for calling in a classified ad. Others hide it or promote it minimally.

During our interviews, executives at newspapers that are not taking classifieds online frequently explained why they feel they have to "maintain the relationship with our customers" by speaking with them on the phone to gather information about the caller. They must have forgotten that online, they get much more information. If the online application is robust enough, they can watch every step the advertiser takes in building his ad (or, in some cases, abandoning it); they can gather phone numbers and match them against a subscription database to offer a real-time special offer to non-subscribers; they can collect e-mail and mailing addresses, and they can use the data later for e-mailed ad and subscription renewals.

Some papers have developed online ad-input services in-house — including an impressive one at The Daily Camera. But we'd argue strenuously against "build it yourself." With so many good programs and strong vendors out there, why pay staff to build something you can probably buy cheaper and launch faster — all the while benefiting from others' experience?

All in all, this is a no-brainer. If you're not taking ads online yet, in the most robust fashion possible, you should be.

Peter M. Zollman is founding principal of the AIM Group and Classified Intelligence, L.L.C., consultants who work with media companies to help develop profitable interactive media services. Their newest programs, "Classified Revenue Builder" and "Integrated Revenue Builder," focus on increasing revenue through improved products, sales training, and print-and-Web strategic cooperation. Zollman can be reached at pzollman@aimgroup.com, (407) 788-2780.

To catch a thief Big Sandy News staff members' quick thinking helps police to catch bank robber; had bag of money in car

Quick thinking by staff members of the Big Sandy News helped make an arrest in a bank robbery case and perhaps prevented a second bank heist.

It started when the Community Trust Bank in Fort Gay, W. Va., was robbed on Jan. 10. Police in West Virginia took copies of photos of the robber, who had been caught on the bank's security camera, to the Big Sandy News because it was thought the robber was

from Eastern Kentucky. Police asked the paper to publish the photos to see if any readers recognized him.

Louisa bureau chief Mindi Thompson complied with the request and was preparing an update on the situation when another clue arrived.

Inez, bureau chief Lilly Adkins was working on a story about the arrest of a Martin County man who had been stopped for reckless driving. Police told Adkins

that the man had a plastic bag full of money in his possession.

That's when the paper's staff members passed along the photos to Martin County Sheriff Darriel Young who identified the reckless driver as the man in the hold-up photo.

The suspect had already posted bond on the reckless driving charge and had been released from jail. But it didn't take police long to locate the suspect. After he was back in custody, he confessed to the crime and even told police he had another hold-up planned for later that week.

Robber told police that he had another bank hold-up planned for later that week.



For Mac

My mailbox has been filled the past two weeks with new versions of software showing up everywhere. The newfound acceptance of OS X and Windows XP by many computer users has initiated a plethora of updates on the market. Over the next couple of months I will review several of these titles including QuarkXPress 5.0, Extensis Portfolio Server 6, SuitCase Server X, CorelDraw 10 and the latest version of Virtual PC.

There are a few programs that are often overlooked, yet have such potential for newspaper production that they merit attention from time to time. These include favorites such as Virtual PC, Extensis SuitCase and Aladdin's Stuffit, among others. One program that has been around for a long time, yet still hasn't been put to use at many of our papers, is OmniPage Pro by ScanSoft. OmniPage Pro comes in several varieties, the most applicable to newspapers being OmniPage Pro 11 for PC users and OmniPage Pro X for the Macintosh.

I was a little disappointed when I opened the mail and noticed ScanSoft had sent the PC version (Pro 11) instead of the Mac, but there was a deadline looming and a review to be written. So I moved to the Windows platform and installed OmniPage Pro 11. OmniPage advertises itself as the fastest, easiest way to transform paper documents into editable digital documents. In short, OmniPage is an optical character recognition (OCR) program which allows the user to scan documents and convert them to text files for use in other programs. The software also enables graphic files, including PDF files, to be opened and converted to text files.

The new versions of OmniPage promise "superior accuracy." The box includes the statement, "over 99% accurate." In small

OmniPage Pro is King of the OCR Hill

Technology Tips

By Kevin Slimp



print, at the bottom of the box, the accuracy is specified "on laser-quality documents using standard fonts." This led me to wonder how accurate OmniPage would be with a normal fax. Fortunately I received a press release by fax just in time for testing. The software offers automatic and manual OCR tools, so I chose manual to observe how much control I could maintain over the process. I chose one page of the press release — an average quality fax at best, including smudges and fuzzy areas — with 435 words.

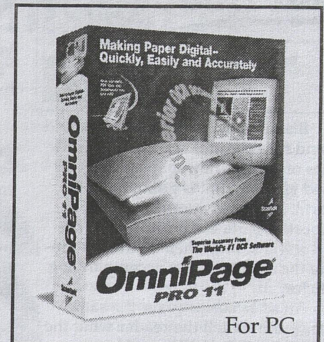
OmniPage works like this: The user places the page to be converted into his scanner, then selects from "automatic" or "manual." Under automatic mode, the program uses preset preferences to scan, convert the page to text and offer alternatives to potential errors. In manual mode, the user controls such functions as type of scan (color, gray, bitmap), resolution and more. After selecting bitmap I quickly learned I got much better results from a grayscale scan (using a resolution of 200). Next the program goes through the process of optical character recognition, converting the scanned fax to

might contain errors. The user can quickly type in the correct spelling or hit the return key to leave the text as it is. I was pleasantly surprised by the program's capacity for finding potential errors and the speed with which these could be modified.

So what were the results of my experiment? After scanning the fax, going through OmniPage Pro's OCR process and spending less than a minute making necessary corrections to flagged words, I found five errors (two were letters that were uppercase instead of lower). That comes out to 98.8% accuracy on an average fax. Pretty impressive.

There were several additional features of OmniPage Pro that caught my attention. Zoning refers to the process of defining sections of a scanned image to help understand know which text to convert. This is especially useful in a multiple-column document. There are several dictionaries built into OmniPage Pro which help the engine decide the recognition confidence of words and characters. The software has the ability to open graphic files of various types to work through the OCR process. These include, but are not limited to JPEG, PDF and TIFF files. In addition, converted documents can be saved in numerous file types including ASCII, PDF, Excel, HTML, Word and WordPerfect. One interesting feature, though I doubt it would get much use in the newspaper environment, is "voice read back." Using this function, OmniPage Pro literally reads recognized text back to you. Users can even select a voice-style if they wish.

A couple of other features are worth mentioning for Mac users. OmniPage Pro X is the first OCR software specifically designed for OS X. While it works fine in Classic mode, the new version will be able to take advantage of all the performance enhancements of OS X. The program is



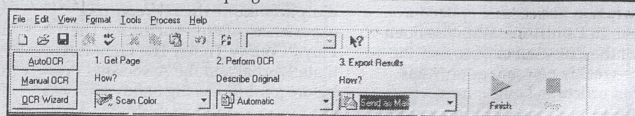
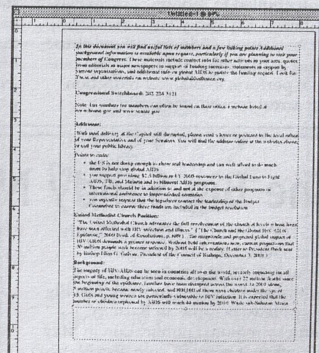
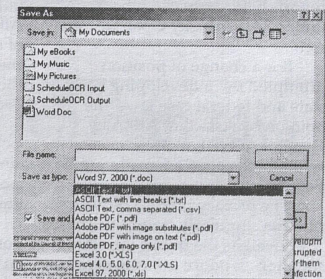
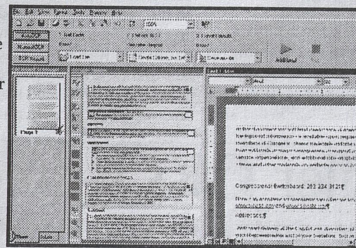
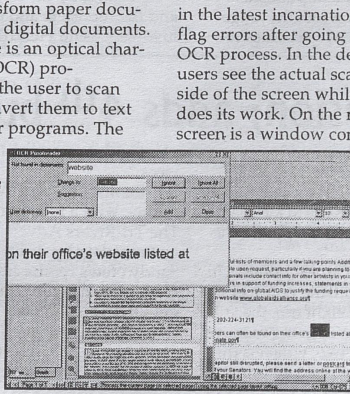
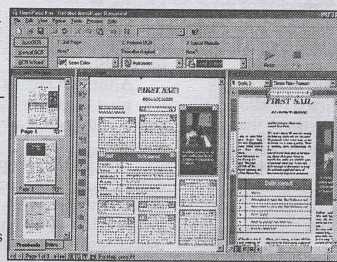
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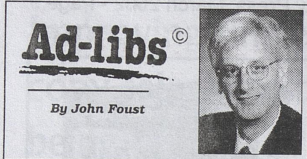
also AppleScript compatible, meaning tasks can be automated with the use of these scripts.

The estimated street price of OmniPage Pro 11 and Pro X is \$499.99. All newspapers are eligible to purchase the upgrade version for \$149. For more information, or to place an order, go to

www.scansoft.com/products/omnipage/opxmac/ or call (888) 781-1189.

Kevin Slimp can be reached via kslimp@holston.org.





Use one of three types of headlines for ads

you waiting for?"... "Quality plus"... "Looking for a deal?"...and "Amazing bargains."

Blah, blah, blah.

What would happen if a newspaper reporter covered a news event with this kind of puffery? The result might be, "A fantastic event took place yesterday afternoon! The mayor said this is the most amazing occurrence ever witnessed! We've heard big news before, but this is incredible! Everyone is talking! It's unbelievable!"

Unbelievable, indeed. No one would believe a single word. There's no place for ad-speak in the newspaper - in articles or in advertising. Readers do not want - and do not trust - this kind of language. We need to remember that our ads are appearing in the NEWSpaper. Readers are looking for information. They listen to the radio and watch television for entertainment. But they turn to the newspaper for information. Headlines are the messengers that help them decide if an

article or ad is worth reading.

There are three types of headlines which can be used effectively in print advertising:

1. **BENEFIT HEADLINES.** The surest way to attract attention is to convey information that appeals to readers' self interest. Promise a specific benefit, like... "Save 30 percent on your water bill"... or "How to make yard work easier"... or "Play the guitar in six easy lessons." Specificity and relevance are crucial.

2. **NEWS HEADLINES.** If something new is happening with an advertiser, shout it from the rooftops. It can be as simple as a financial ad introducing new interest rates. Or it may be a company announcing a brand new product - or a new use for an old product.

A word of caution: News has a shelf life. The airline that says, "Introducing the daily flight to London" can't run that headline forever.

3. **CURIOSITY HEADLINES.**

Generally the most challenging to write, curiosity headlines must reveal information in a surprising way. For example... "Is that dream home a mistake"...or "Why the Robinson's home is 15 times less likely to be robbed than yours."

The headline is the most important part of an ad. Baseball great Yogi Berra once said, "You can observe a lot by watching." If you want to write better headlines, study the good ones. You'll find plenty of them on your front page. **COPYRIGHT LINE...**

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John Foust conducts on-site advertising training for newspapers, press associations and advertisers. And his "Basics of Layout and Copy" video is being used by newspapers from coast to coast. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.

It's safe to say that a person could spend five minutes reading the headlines of today's newspaper and get a good idea of what is going on in the world. News reporters know the importance of headlines. They write and rewrite, until their headlines capture the essence of the accompanying articles.

An ad headline plays the same role. It should tell the reader what the ad is about. Studies show that four out of five readers do not get further than the headline. This means if we rely on the body copy to communicate our message, we are betting against the odds.

Here are 10 actual ad headlines: "All the best"... "Fantastic"... "Buying has never been easier"... "Don't pay too much"... "Something for everyone"... "No more excuses"... "What are

Chandler OKs secrecy for sex-crime victims

FRANKFORT (AP) - A new attorney general's opinion says police can blot names and addresses of sex-crime victims from arrest reports before releasing them under the Kentucky Open Records Act.

It is a change of position prompted by "a developing body of state and federal case law," the opinion by Assistant Attorney General Amye L. Bensenhaver wrote in the opinion, made public Feb. 25.

The privacy interest of "victims of these singularly traumatic crimes ... outweighs the public interest in monitoring police investigative action," Bensenhaver wrote.

She emphasized that her opinion applied to reports of cases classified in Kentucky law as sex crimes: rape, sodomy, sexual abuse and sexual misconduct. Police cannot perform a "blanket redaction" of arrest reports generally,

Bensenhaver wrote.

The opinion was sought by The Courier-Journal because of arrest reports released by Louisville police for August through October. All had been redacted, regardless of offense. Bensenhaver agreed there was "no consistent pattern" to the way in which information had been withheld.

Her opinion said "the city's policy of making random redactions is, in general, legally unsupported" except in cases of alleged sex crimes.

"Acknowledging that there is a compelling public interest in access to records reflecting the identities of crime victims, we find that a developing body of federal and state case law, coupled with a perhaps long-overdue recognition of the singularly traumatic consequences of crimes of sexual violence, require us to modify our position," Bensenhaver wrote.

Judge withdraws charge against Ledger-Independent

A contempt citation issued against The Ledger-Independent in Maysville in December in connection with a Fleming County trial has been withdrawn.

Special Judge D. Michael Foellger issued the citation claiming Kelly Sudzina, a Ledger-Independent reporter, violated a court order handed down during the November trial of a Flemingsburg couple.

The couple was convicted of permitting an unlicensed operator, charges that resulted from an October 2000, vehicle accident in Fleming County. Two teens died in the wreck. The couple was convicted of allowing their 15-year-old son to drive the vehicle in which the other teens died.

A defense attorney claimed the court order was violated when Sudzina printed the full name of the juvenile in a story about the first half of the trial.

Ledger-Independent publisher Robert Hendrickson wrote the judge and informed him that references to

the son, Chad Kirby, were attributed to the Kentucky State Police and not court records.

"Further, had we understood that you had indeed ordered the press not to use Chad Kirby's name in any reporting of his parents' trial, we would have objected to such an order and sought a hearing on the issue," The Ledger-Independent reported in a story by news editor Mary Ann Kearns.

Foellger then informed Hendrickson that he was withdrawing the citation.

Although Hendrickson said he was glad to get the issue resolved, the paper had been ready to defend its actions.

"We were fully prepared to defend ourselves in court and has retained the services of an experienced media attorney in Louisville to prepare that defense," the publisher said.

"I stand by the stories we wrote and the reporters and editors involved," said Hendrickson.

The Big Sandy News continues its expansion; adds 4th bureau

PRESTONSBURG — The Big Sandy News opened its fourth regional bureau Feb. 18 in Prestonsburg. Established in Louisa in 1885, The Big Sandy News became an Eastern Kentucky regional publication in May 2001, when it merged with The Martin County Sun in Inez and opened a bureau in Paintsville. With the opening of the Prestonsburg bureau, the twice-weekly newspaper now has staffed offices in Louisa, Inez,

Paintsville and Prestonsburg, with plans to open a fifth location this spring in Salyersville, BSN editor and publisher Scott Perry said.

The Prestonsburg bureau will be led by veteran reporter Susan Allen, a Floyd County native who has both daily and multi-weekly reporting experience. Allen reported for The Floyd County Times, The Frankfort State Journal and the Associated Press before joining The Big Sandy News as

associate editor last summer.

Jennifer Kendrick will serve as business office manager for the Prestonsburg office. Kendrick is also classified advertising manager for the BSN.

"We anticipated an 18-month schedule for getting to the point we have reached in just eight months," Perry said. "Now we're going to move forward with phase two, which is the development of a commercial printing

plant and expansion of our online services."

Published every Wednesday and Friday, with a total market companion, The Tri-Rivers Advertiser, distributed on Saturdays by direct mail, The Big Sandy News reaches nearly 11,000 readers each week. The Advertiser goes to 28,800 homes.

The locally owned newspaper company has 25 full-time and a half-dozen part-time staffers.

Six questions editors should ask themselves

By Doug Fisher

There are six questions that editors, especially copy editors, should ask themselves every time they handle a story – and they are not who, what, when, where, why and how.

These other six go to the broader purpose of what we do and what we try to produce every day for readers – a clear report of what goes on in their communities and the world.

Who cares? So what? What does it mean?

When I was an Associated Press news editor, those were on a card – one I got at a journalism seminar years ago – atop my computer. They were a reminder not only during editing, but to begin asking them when the story is in its infancy, still being discussed between reporter and editor.

It's easy to forget these three. We get immersed in the process or subject and forget that the core of our jobs is answering those questions for our readers. If the reporter doesn't do it, the editor must. And if the editor doesn't, then the copy desk should pursue them as much as, if not more than, a misplaced comma.

We can have the most pristine, grammatically correct and elegantly written stories, yet if they don't answer these three questions, our readers will drift away.

Do I understand what this means, what the writer is saying?

One of the first things we try to teach in copy editing is, if nothing else, do no harm. Read the story through and understand what the writer is trying to say before plunging in. But in my almost 30 years in newsrooms, broadcast and print, I have seen more battles and hard feelings because this question wasn't asked on the desk first. I've been guilty of it; I'm sure that under the press of deadlines, most of us have. But it's more than just about

And if you can't be sure you understood it to fix it, how can you be sure the reader won't have the same problem?

keeping peace in the newsroom. It's about helping the reader.

You're on deadline with three pages to close. You're reading a story and come to a rough spot. You think you know what it means – maybe you dimly remember a previous story about it – so you make a couple quick fixes and move on. But did you really understand it, or did you just rationalize that

you did? And if you can't be sure you understood it to fix it, how can you be sure the reader won't have the same problem? Our readers are under the same deadline pressure we are as they juggle getting out to work or getting children off to school; as they share their time among our newspaper, the TV, the radio, the CD or the phone; and as they fight off drowsiness after a

long day.

How do I/we know this?

We don't ask this enough. The evidence is in our corrections columns.

Asked more often, this could prevent the things that readers told The Freedom Forum erode the credibility of our work. (If you have not read "Best Practices for Newspaper Journalists," it's worth getting a copy.)

This question also would prompt our scrutiny every time we make one of those "everyone just knows this" assertions.

Reporters immersed in a story can forget that everyone may not just know it. Worse, it may be wrong.

And many times such things are innocent, a product of retelling a subject that already is largely familiar, or in separating attribution while trying to make another point. Readers who aren't privy to a reporter's notes notice these things. We should, too.

Does this make sense? This may be the greatest question a writer, but especially an editor and the copy desk, can ask on behalf of the reader and our own credibility.

Had it been asked, then perhaps a newspaper would not recently have told us about a "12-year-old" sudden infant death syndrome victim. Was it 12 months? But then why not say 1 year?

Maybe it was 12 weeks?

If we wonder, what will the reader do? Most likely, that reader will not wonder, but wander. "The slightest excuse is sufficient (for readers) to bail out," said Howard Tyner, former editor of the Chicago Tribune and now vice president of publishing for the Tribune Co.

Had it been asked, as was noted at last year's American Copy Editors Society convention, perhaps the embarrassment of Janet Cooke never would have happened. Some "does this make sense" questions: Why didn't teachers notice the heroin tracks? Why would a dealer

6 Questions

supply heroin to a boy who couldn't pay? And there were others raised in a session on the Cooke saga and reported on ACES' Web site (www.copydesk.org).

If we can avoid one Janet Cooke, one confused reader, one needless correction, then it's worth taking time to go beyond the five W's and an H and always ask these six questions.

Doug Fisher teaches editing and reporting at the University of South Carolina College of Journalism and Mass Communications and can be reached at dfisher@sc.edu or (803) 777-3315.

Internet not eroding single-copy sales, research firm says

For the third consecutive quarter, a survey of newspaper-affiliated Web site visitors refutes the concern that Web usage is eroding single-copy sales and newspaper readership.

Belden Associates' researchers, who conducted the "Sales and Site Survey" based on data collected during the third quarter, aren't willing to make a declarative statement that the Web does no damage to single copy

and subscription habits, but the trends are pointing in that direction.

Ninety percent of visitors to the seven newspaper-produced sites included in this round say they have neither started nor stopped a subscription to the related print paper, according to the survey.

Seven percent say they have begun a print subscription after they began to visit the newspaper's site.

Three percent, however, admitted to canceling a subscription.

Publishers would certainly like to see a bump in the number of starts for the 75 percent of visitors with local designated marketing area ZIP codes. But overall, the 4 percent net subscription gain enhances the theory that digital media can drive customers to the traditional product.

The surveys, fielded online

between Sept. 28 and Oct. 25, provided more encouraging results in the single-copy realm. Twenty-one percent of respondents say they purchase more single copies since they began to visit the site, compared to 15 percent in the second quarter and 14 percent during the first-quarter survey.

For more information, visit www.beldenassociates.com/web.

Missouri lottery commission apologizes

JEFFERSON CITY, Mo. (AP) – Complaints from the newspaper industry prompted the Missouri Lottery Commission to apologize for a radio spot touting its Web site as the place to check winning numbers.

The "Lottery Minute," a weekly spot, is distributed to about 75 radio stations around the state.

"Our intention was to inform people that there are a lot of ways to get your (winning) numbers," lottery spokesman Gary Gonder said Feb. 11.

But the lottery office received complaints from several newspapers that felt slighted, Gonder said. The

Lottery Commission has asked radio stations to stop running it, he said.

At issue was last week's "Lottery Minute," in which a man and a woman talk about places to check winning lottery numbers.

When the man says he is going to buy a newspaper, the woman replies: "How come? Don't you always watch the news when you come home?" She then tells him to use the Missouri Lottery Web site instead of the newspaper.

"I'm going to save you a trip" to buy a paper, she says.

Those words ruffled some news-

paper publishers. Newspapers have had a long tradition of running the winning numbers.

"It was insensitive to newspapers. It promoted every possible way of obtaining lottery numbers except through newspapers," said Doug Crews, executive director of the Missouri Press Association.

Gonder sent a message to the MPA apologizing. He said newspapers have always been the best way to communicate with the public. The spot simply was intended to tell listeners of all the different ways to learn of winning lottery numbers, he said.

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

Jon L. Fleischaker
(502) 540-2319
Kimberly K. Greene
(502) 540-2350
R. Kenyon Meyer
(502) 540-2325
Cheryl R. Winn
(502) 540-2364
Lora S. Morris
(502) 540-2373

BILLS

Continued from page 1

provision be included. The committee kept the bill intact. Sen. Roeding did file a floor amendment to delete the "other criminal acts" language but did not push that change.

Soon after the Senate approved the bill, the Bluegrass Chapter of the Society of Professional Journalists' board voted to oppose SB 136 and are joining KPA in lobbying the House of Representatives

Even before SB 136 officially arrived in the House, some state representatives had already expressed interest in amending the bill to help with KPA's concerns. Whether amendments to delete "other criminal acts" and a two-year sunset provision will become part of the final version remains to be seen.

As of press time, SB 136 was in the House State Government Committee awaiting a hearing. The two-year sunset provision means that if SB 136 passes both houses and is signed by Gov. Patton, it would be law only until July 15, 2004. By that time the legislature would either have to revive it or let the open meetings/open records laws return to the pre-2002 language.

Telemarketing -- Senate
Republicans were blamed for no new telemarketing bills getting through the 2001 General Assembly and that message carried over into 2002 when the Democrats began radio commercials blasting the GOP for doing nothing to cut the number of supper-time sales calls.

Then telemarketing took on a "poker hand" strategy. The House passed a fairly restrictive House Bill 47 that cut the previous 22 exemptions to a half-dozen and asked the Senate how many cards it wanted. After hearing testimony over two weeks from the Federal Trade Commission and Missouri attorney general, the Senate Judiciary Committee kept its poker face on until holding a special meeting the week of Feb. 18.

At the meeting, the committee heard only from a representative of the AARP and HB 47's sponsor, Rep. Buddy Buckingham.

And that's when the Republicans called the bluff and laid down their hand. Most all exemptions were gone and added was language the Senate

Republicans believe will make their restrictions binding on out-of-state telemarketers as well. The proposal got unanimous support from the committee and then passed the full Senate, 38-0, with members on both sides of the aisle claiming it was one of the strongest telemarketing bills in the country.

At press time, the House had received the new House Bill 47 with expectations it accept the Senate's version and head to the governor.

Throughout telemarketing discussions, the focus was on who would and would not get exemptions. And it was as if only the ones with exemptions would be able to do any telemarketing calls.

That's not correct. Any business will still be able to telemarket even if it's not covered in the exemptions. However, those companies not exempted -- including newspapers -- can only telemarket by abiding by restrictions:

* calls can be made only between 10 a.m. and 9 p.m.

* the identity of the caller must be given within the first 30 seconds

* the call cannot be deceptive or fraudulent

* the business must abide by the Zero Call List. The list will be available in electronic format to any business and will contain the telephone numbers of individuals who have requested their number be placed on the Zero Call List. Businesses will be able to get the list electronically and at no charge. And House Bill 47 requires the list be available on a statewide basis and county by county. In addition, the list must be prepared in a searchable format so that companies can sort the list by area code or even local telephone exchanges. Any number on the Zero Call List means it wants to receive "zero" telemarketing calls.

The legislation also established significant penalties to any company that calls numbers on the Zero Call List, including fines of up to \$5,000.

Public Notice Advertising -- One of the first bills KPA battled, House Bill 240, would have allowed school districts to publish financial statements on the internet instead of in newspapers. The House Education Committee took up Rep. Stan Lee's proposal in mid-January and actually gave more "yeas" than "nays." But since bills in committee must receive yea votes from

more than half of the number of committee members, the bill failed. Three of the 29 committee members were not present when the vote was taken and HB 240 could muster only 14 yes votes. The proposal failed.

Some committee members voting against said it's only a matter of time before serious consideration must be given to using the internet as an alternative for public notice advertising.

In late February, Sen. Katie Stine of Campbell County, filed SB 231 concerning state government construction projects. The legislation allows the state to establish a web site for announcing construction project bids but allows the notice to be published in a newspaper if the agency so chooses.

Eavesdropping and Jurors' Names -- Under Kentucky's present law, only one person has to know a conversation is being recorded. But HB 119, filed by Rep. Keith Hall, would require all parties involved to be aware a recording is being made. Hall said he was a victim of the current law while serving as school board member in Pike County when some comments he made were recorded by the district's superintendent.

The taped conversations were used against Hall in his race to become state representative. And even though he won despite those tapings, Hall wanted to do something to protect the unknown.

Hall willingly added an amendment to HB 119 that would allow journalists to be exempted from informing others that a conversation was being recorded and it passed committee. But after two weeks of waiting for passage by the House, a strategic move kept the bill from being considered for approval by the House.

Hall was also the chief sponsor of HB 265 that would require names of jurors be kept confidential. Hall cited a Pike County case where jurors were intimidated by a defendant and felt if the identities of the jurors had been confidential, they would not have received threats about the case.

Expungement -- At least three bills

have been filed dealing with expungement of records, headed by Rep. Johnnie Turner's House Bill 580. The bill would allow records to be expunged automatically if a person was found not guilty of a crime. KPA used the example of Mel Ignatow of Louisville, who was charged in the death of Brenda Sue Schaefer. Ignatow was found not guilty but two years later, evidence pointed at him and he admitted to the killing. Although he could not be tried on the murder charge again, he was found guilty of perjury for saying he did not kill Schaefer. Had Ignatow's record been expunged when found not guilty, he may have escaped later evidence that pointed to him killing his former girlfriend.

Rep. Royce Adams filed HB 651 that allowed expungement in misdemeanor cases, a bill that wasn't as serious as Turner's but just another example of treating charges against individuals as if those charges never occurred.

The final expungement bill, Senate Bill 97, sponsored by Sen. Dick Adams, would have allowed expungement in certain cases of Emergency Protective Orders.

Hall's jurors' names bill and the two House expungement bills were in the House Judiciary Committee as of press time. Senate Bill 97 was awaiting a hearing before the Senate Judiciary Committee.

The General Assembly is closing in on the final stretch. As of Monday, March 2, only 22 days remain in the session. Two of those days are set aside for concurrence with changes made in bills in the other chamber and the final day, April 15, is reserved for veto overrides. The legislature is off the first two weeks of April while Gov. Patton considers any legislation he'll veto.

And by March 6, we'll know the total number of bills filed for the session. That's because no new bills can be filed after March 4 in the House and March 6 in the Senate. Through the first 35 days, 1,035 bills had been filed during the 60-day session.

SNPA

Continued from page 1

overnight room fees. However, if you do need lodging, it is available at the Hurstbourne Hotel.

Some separate training is being provided at the same time as the KPA Spring Ad Seminar. This includes a three-hour advertising layout and design session and the KPA Advertising Contest luncheon. For that portion of the schedule, a registration fee and lunch fee will be charged. Materials promoting the KPA Spring

Ad Seminar will be mailed soon.

A separate program will be held from 9 a.m. to 3:30 p.m. on Saturday, April 20, for high school journalism advisers.

Watch for additional information on the SNPA Traveling Campus in your mail in mid-March. It will include a registration form.

For additional information, call KPA at (800) 264-5721 and ask for David Thompson, executive director, or David Greer, member services director. Or call SNPA at (404) 256-0444 and ask for Shannon Plaster.



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Pressman

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Competitive salary. Good benefits.

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