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THE KENTUCKY

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PRESS

Board elects Revlett VP, Greer treasurer

Effective at the conclusion of the Board of Directors' Fall Retreat, Teresa Revlett was elected vice president of KPA/KPS.



Revlett

Revlett, publisher of the McLean County News, will become president-elect after the 1999 Winter Convention. She had served as treasurer of the board during 1998. The treasurer's position has been filled by David Greer, publisher of The



Greer

See BOARD, page 12

KPS hits \$3 million mark in ad sales

For the first time in history, the Kentucky Press Service has passed the \$3 million mark in ad sales, surpassing the '97 record of \$2.459 million.

At the end of October, KPS had paid Kentucky newspapers more than \$2.7 million. Early in the year, ad sales were boosted by the handling of JC Penney placement which totaled \$645,000. KPS canceled that agreement as of May 31. The \$3.1 million also includes about \$250,000 placed in Indiana newspapers through the Indiana Newspaper Advertising Network (INAN) that began in April.

KPS hit the million dollar mark for the first time in 1987 and since 1996 has consistently recorded \$2 million in yearly sales.

"We anticipate ending 1998 with about \$3.6 million in sales," said KPA Executive Director David T. Thompson. "In 1996 we hit the \$2 million mark for the first time and I kidded Gloria (KPS Sales Director Gloria Davis) and told her I hoped it wouldn't take too long to reach the \$3 million mark...and it hasn't."

"Overall, the most important part of the advertising placement service is the return in investment to Kentucky newspapers. That shows with the \$2.7 million paid to them."

Thompson said INAN had seen a successful first year with tremendous growth.

"I wouldn't be at all surprised if we hit the \$1 million mark for Indiana newspapers next year," said Thompson.

Davis attributes the high sales in part to advertising agencies searching for ways to help their clients cut costs without cutting their advertising budgets.

"I think they are beginning to realize more and more that we can save them time and money," she said. "By using our service, they don't have to fool with writing all those checks, getting all those tearsheets and making all those calls. Instead, they make one call to us and we do it for them."

Davis believes newspapers will continue to see an increase in the use of third-party vendors.

"It's not just us, it's press associations all over the country," said Davis. "I think a lot of the large retailers will realize how much easier it is, like JC Penney did, and start looking at the press services and other third party-vendors."

The increase in sales has made it necessary for expansion of the KPS ad staff.

"We've had to put more people on staff in a clerical position, in ad sales support and we're looking at an additional sales person for Kentucky," said Davis. "Hopefully, we will accomplish all these goals in the coming year."

Board considers establishing 'Dr. Tech Hotline' for members

Just what does it mean when your Macintosh bombs or tells you an "Error of Type 1 has occurred?" Got a question about database software programs or are you thinking about paginating your newspaper, but you don't know where to turn.

By the start of the new year, KPA hopes to have in place a new member service hotline that will give you another source for informa-

tion about computer software and hardware, fonts, error messages, cabling and connections, networking...just about any question you might have about Macintosh computers.

At its Fall Retreat, the KPA Board of Directors gave tentative approval to creating the "Dr Tech

See HOTLINE, page 12

Fall Retreat busy time for Board

Search is on for logo, exhibit photos; convention sites set

items discussed by the board:

•KPA Logo

The KPA/KPS Board of Directors met Oct. 8-9 for its annual Fall Retreat. This year's meeting was held at the Natural Bridge State Park in Slade. Among the

The Kentucky Press Association is searching for a better way to identify itself. KPA hasn't had a logo, with the exception of the words "Kentucky Press

See RETREAT, page 12



KPA sponsored a workshop on covering school and workplace violence Oct. 15. Among the panelists were, left to right, Mike Scogin, Georgetown News-Graphic; Jon Fleischaker, KPA General Counsel; Bill Bartleman, Paducah Sun; and Brad Hughes, Kentucky School Boards Association. See story on page 10.

'98 KPA Fall Contest sets records

The 1998 Fall Newspaper Contest set a record with 95 newspapers participating. A total of 4,271 entries were submitted, another record-breaker, for a total contest revenue of \$18,066.

The entries were judged Oct.

29 in Tampa by the Florida Press Association. Awards will be handed out Friday, Jan. 22 at the 1999 KPA Winter Convention at the Galt House East in Louisville.

Award notification letters will be mailed in mid December.

Kentucky people, papers in the news

Ponder named publisher at Glasgow Daily Times

Keith Ponder, a 14-year newspaper veteran, has been named publisher of the Glasgow Daily Times. He succeeds Bill Tinsley who retired in August.

Ponder is a native of Iowa and comes to Glasgow from the Oskaloosa (Iowa) Herald and Oskaloosa Shopper. Both the Daily Times and Iowa newspaper are part of Community Newspaper Holdings Inc. and both were acquired from the Donrey Media Group.

Ponder worked for Donrey newspapers in Weatherford, Texas, and Rogers, Ark., as ad director and account executive. He also worked in the advertising depart-

ment of the Pella (Iowa) Chronicle for Boone Newspapers.

He has a bachelor's degree in mass communications/advertising from Morningside College, Sioux City, Iowa. Ponder was active in civic organizations in Iowa and is a former president of the Iowa Newspaper Association Services Company Board of Directors.

Gray retires from C-J

Larry Gray, vice president of circulation for The Courier-Journal, retired from the newspaper Oct. 2.

Gray, 55, began his newspaper career as a carrier trainer at the C-J in 1955. He spent his entire career in newspaper circulation, from the days when newsboys hawked the Red Flash edition of

The Louisville Times on street corners to the current centralized distribution and marketing systems. He spent three years as circulation director at the Clarion Ledger in Jackson, Miss., before returning to The Courier-Journal to head circulation in 1993.

Hoover joins staff at Brandenburg

Steve Hoover is the new staff writer at the Meade County Messenger.

Hoover is a native of Pennsylvania and spent 17 years in the Army, retiring in 1995 as a sergeant first class. He has held several reporting positions and public relations positions including public affairs supervisor for the U.S. Army in Alaska at Fort Richardson near Anchorage.

A graduate of the University of Maryland with a degree in management and journalism, Hoover spent the last two years as a store manager for Thornton Oil Company.

Perry hired as reporter at Bath County paper

Leslie Perry has joined the staff of the Bath County News-Outlook as a staff writer.

Perry graduated from Morehead State University in May with a bachelor's degree in psychology and a minor in horsemanship. An accomplished rider, Perry has accumulated 7 world titles, including the 1992 and 1993 Equitation World Grand Championship. She began free lance writing after being asked to write about her riding skills and she is now a regular contributor to the Voice, the official Breed Journal.

In addition to her position at the Bath County paper, Perry instructs horsemanship and is working toward her master's degree in adult and higher education.

Watterson named editor at Beattyville Enterprise

Matt Watterson, 24, has been

named editor of The Beattyville Enterprise.

A lifelong resident of Lee County, Watterson has written several articles for the paper. He graduated in 1997 from Eastern Kentucky University with a degree in marketing. Since graduation, he has worked for the Lee County Board of Education as a substitute teacher and seventh grade boys basketball coach. His grandmother, Lois Kilburn, has been with the Enterprise for over 15 years.

Dial joins news staff at Campbellsville paper

Becky Dial, who has been working part-time for the Central Kentucky News-Journal for the past five years, has been promoted to full-time staff writer.

Dial attended Western Kentucky University and Elizabethtown Community College. She's worked for the newspaper as a receptionist, proofreader, bookkeeper and social news writer.

Ricker hired as graphic artist in Nicholasville

Tom Ricker, a recent graduate of Asbury College, has been hired at the Jessamine Journal as a graphic artist.

Ricker is a native of Ohio and moved to Kentucky to attend Asbury. He earned a bachelor's degree in art with an emphasis in photography and is the third recent Asbury graduate to join the newspaper's staff.

Collins joins staff at Tri-City News

Pauline Collins is the newest addition to the staff of the Tri-City News in Cumberland.

Collins is a native of the Tri-Cities and has worked for papers in Oklahoma and Michigan. She graduated from college in Tahlequah, Oklahoma where she studied journalism. Her grandmother, Belle Fore, wrote for the Tri-City News for over 50 years.

See PEOPLE, page 11

The Kentucky Press

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Be concise, but don't cut your reporting short

Coach's corner

By Jim Stasiowski



Writing short is good; reporting short isn't. I was a lousy newspaper writer until I learned to write short. I needed the discipline of a length limit to force me to envision a brisk, substantive story.

Understand, I don't buy all the arguments against long stories. I think readers enjoy any story that continuously rewards them with excitement, humor, drama, a range of human emotions and experiences. But I also believe a writer becomes a craftsman the day he realizes he doesn't need 25 inches to tell a story well, he can do it in 15.

But as with most obsessions, our write-short mania has created a separate problem: Writers too often think, "How few inches do I have?" instead of "How good can the story be?"

Editor Sally says to Reporter Joe, "Space is tight for tomorrow, so unless something big happens at the meeting, keep the story to 12 inches."

Joe, bored by the meeting's agenda, agrees. He goes, he sits, he takes notes. Joe knows precisely how much material he needs for a 12-inch report. When he reaches that point, he clicks off his Report-O-Meter. He barely listens to the rest of the meeting.

If Sally gave him more space, Joe reasons, he'd grill the mayor on a nuance or try to sort

out a discrepancy between two council members, but with only 12 inches, why bother? Nuances are the first things editors cut; discrepancies take too much space to explain.

Joe made the mistake of walking into the meeting thinking short. He tuned his reporting brain to a short, simplistic story, and once he knew he had it, he didn't care to find anything more.

Good writing means finding a way to make stories short and meaningful, but that touches off a battle between Joe and his human nature. We all seek comfort, so when Joe is thinking how easy his assignment is, he's not going to strain to get good stuff that might be under the surface.

An offshoot of that comfortable reporting is even more insidious. When Sally occasionally gives Joe more space, he is out of the practice of seeking stronger material, so he gets less than he should. One paper at which I coach does a lot of short stories, and when its writers have a chance to write something longer, they've lost the knack of digging for good stuff.

Here are some techniques that will help you report long even when space is short:

Judge a story by how much good stuff you're leaving out: We get upset when we have to cut good stuff. But if you're cutting good stuff, what you're putting in is really good.

Report like a sportswriter: Anyone who has ever covered sports knows you can have one story in your head through the first eight innings, then have to junk it all when the ninth turns into something unexpected. And every sportswriter knows the key to a game might come at any moment, so he or she has to be alert at all times. Be like a sportswriter: Be willing to

scrap your original idea, and scrutinize every little move that might lead to a better story.

Talk to people you've never met: A great reporter once told me that no matter where he went — meeting, speech, county fair — he would walk up to total strangers, introduce himself and say, "Hi. What are you doing here?" He wanted to know what particular personal interest people have in the event. Not every introduction led to a story, but he kept a file of each name, phone number and issue the person was interested in. If he ever needed to find someone concerned about the sewer project on North 15 Street, he had the name in his Rolodex.

Think in a way opposite of the mood of the event: If school board members are upbeat about building the new high school, question them about what can go wrong. If an audit shows the city spent too much on overtime for police officers, find out if all those extra hours made the streets safer. A prevailing attitude can mask the reality. Remember that what you hear at a public meeting often is an attempt to manipulate your coverage. Assume your sources are manipulating you, and test for what really happened.

Avoid using the official debate: Most of the give-and-take in meetings is worthless theatrics. Government officials are usually adept at hiding their real thoughts and motives. But reporters like the "He said-she said" debate because it efficiently fills 12 inches. Obviously, use what is insightful or meaningful, but leave out most of it.

Think of follow-ups: This is a little trick you can play on yourself. You have only 12 inches.

See **SHORT**, page 11

Make the story's second half as good as the first

By DON FRY

Many reporters have trouble writing second halves of stories. Some turn in pieces that start well, develop for a few paragraphs, then trickle off into unrelated paragraphs, then unrelated sentences, and sometimes sheer gibberish, with no ending. Others write fine short pieces, but cannot produce a long one or a complex one, often the same thing. Many reporters write news easily, but struggle with features. The problem: second halves.

Upside-Down Explaining

The villain generally turns out to be the "inverted pyramid," the worst form ever invented by the human race for explaining anything in words. Many journalism schools still teach this form as "the form" of stories. Reporters who know only this form must write in it and editors who know only one form must edit in it. They have no choice.

Inverted pyramid stories begin with a lead, followed by several paragraphs "backing up the lead," proving it's right. After that point, the form has no structure whatever, except order by declining importance. No development, no sectioning, no logic, and no ending. Readers cannot understand

"The villain generally turns out to be the 'inverted pyramid,' the worst form ever invented by the human race for explaining anything in words."

Don Fry

Independent writing coach, Poynter Institute affiliate

unstructured information.

So the inverted-pyramid thinker will do generally fine for about five paragraphs, and then bog down. Some writers try to make it to the end (or the non-ending) by sectioning the remaining information into, for example, a background block, or a bulleted list of other actions.

Designing Both Halves

We solve these problems by restructuring the whole story, not just the second half.

Coaching editors avoid these difficulties by teaching their reporters other forms, especially the "stack of blocks" or the classic beginning, middle, and end: a lead that tells the reader what the story's about, a middles sectioned by subject, and an ending so the reader can remember what the piece said.

The middle sections do not proceed in declining order of importance as in the inverted pyramid,

but in the order that readers need to understand the information. If the reader needs to know what a bill says to follow legislative debate, then the section describing the bill must precede the debate section.

Editors can teach their reporters how to clump their information into sections by magic questions like these: •What important things do I have in this notebook? •What large things do I know that the reader needs to know? •What major points do I want to make? •What would be the headline and subheads on this piece? • If this story were a play, what would the four or five acts be?

A longer city-council story might have three sections: cutting the sewer budget, why this measure lost, and what will happen next, especially to real people. The same story might have four sections: defeat of the sewer budget, the mayor's campaign for it, the city

engineer's campaign against it, and repercussions for the next election. In any case, the lead would predict the middle and the ending would close the middle.

Some reporters will gladly embrace this block form and start using it immediately. Others may need coaching to help them see how sections work until they get the hang of it. Either way, the editor saves time by not having to make sense of chaotic second halves.

Saving Half Your Time

Editors need to know multiple forms too. Otherwise, they have to think and edit in the inverted pyramid. The coaching editor will accomplish nothing by teaching new forms if the copy desk edits the resultant stories back into the inverted pyramid. When the whole newsroom has the same repertoire of structures and techniques, conversation and coordination get easier and faster. And the readers will understand

(Fry, an affiliate of the Poynter Institute for Media Studies, works as an independent writing coach in Charlottesville, Va. Call him at 804-296-6830 or e-mail him at 74072.3235@compuserve.com. Reprinted from *The American Editor*.)

AD \$ENSE

Online buying is going to increase...but who will deliver the goods?

By DAVID CARLSON

Astounding new statistics show that the World Wide Web is poised to become the marketing medium of the new century:

- Online commerce accounted for \$21.8 billion in 1997 — an increase of more than 700 percent over the previous year.

- Revenues collected by Web sites rose tenfold in 1997 and are forecast to reach \$12 trillion by 2002, just four years from now.

- Advertisers spend \$351.3 million on Web advertising in the first quarter of 1998 — an increase of 271 percent over the fourth quarter of 1997.

- Revenue for all online advertising is expected to soar from \$1 billion in 1997 to \$7.7 billion in 2002.

- The number of online merchants doubled in 1997 and is expected to reach 1.6 million by 2002.

- Online shopping is forecast to overtake direct mail in terms of revenue by Christmas 2000.

These statistics and more from sources such as Jupiter Communications, ActivMedia, and the Internet Advertising Bureau are the light at the end of the tunnel for the newspaper Web sites. While many of us around the world still are losing money publishing digitally, the future is looking brighter and brighter for revenue.

There are good reasons for this kind of growth forecast. For consumers, online shopping is easier and more convenient than any previous method of obtaining goods and services. They don't even have to be targeted by a catalogue to become a customer. And for advertisers, going on the Web is easier, cheaper and more convenient than other forms of advertising.

Sony Corp., for example, is enamored with the flexibility online advertising offers. A single print ad costs about \$75,000 to produce. Sony's John Heenan told USA Today in April. For just \$10,000 in production costs, Sony was able to create and test 100 different banner ads on the Web, instantly gauging reaction from consumers.

There is little doubt that consumers are ready to embrace online shopping. American

Demographics magazine reported in February that 60 percent of online users have clicked on an ad, 38 percent have purchased something online, and 27 percent have purchased from a Web site. Its focus group said it like online advertising because "There are no pushy salespeople on a Web site."

What is missing from the online commerce equation today, however, is good delivery mechanisms. Consumers, obviously, are ready to buy. And businesses, obviously, are ready to sell them. The Web — and newspaper Web sites — are ready to be the vehicle, or at least they should be.

But who is prepared to deliver a trillion dollars worth of goods to doorsteps around the world five years from now?

Certainly not the world's post offices. In virtually every country they are geared toward delivering letters, not boxes and parcels. Certainly no United Parcel Service or Federal Express Corp. They haven't the capacity to move that much merchandise. We saw plenty of evidence of that during the UPS strike in the United States last year.

Could newspapers position themselves to be the carriers? It would seem a long shot, but in many countries newspapers already have trucks that drive up and down practically every street seven days a week. Perhaps the parcel services can get the boxes to cities and the newspaper carriers of the future can deliver packages instead of, or along with, newspapers.

I know it's a stretch, perhaps even a crazy idea, but there is a need that is going to grow dramatically over the next few years, and somebody is going to make a great deal of money filling that need. Why shouldn't it be us?

We are better positioned to go into this new business than most companies. We already have the trucks and the people to drive them. And we already know our way around town.

(Carlson is director of the Interactive Media Lab in the University of Florida College of Journalism and Mass Communications. Reprinted from Ideas Magazine.)

Help your local clients develop 'guarantees'



In the local post office there is a sign near the service counter which reads, "Service in five minutes or less." How's that for slippery copywriting?

What would happen if someone stepped up to the counter and said, "I've waited for ten minutes. What do I get?" I believe they'd get exactly what was promised: Nothing.

The sign implies, but does not state, a guarantee. It's nothing more than a slogan, an empty promise which doesn't offer to do anything for customers who wait longer than five minutes.

In reality, the post office doesn't need guarantees, because it doesn't have to worry about competition. But what about the private sector?

In the business world, guarantees and warranties can be powerful marketing tools. Both make strong statements about quality. To put it simply, a guarantee is a promise to replace an unsatisfactory product or refund the purchase

price, while a warranty generally offers to replace defective parts.

L.L. Bean has built a loyal customer base with lifetime guarantees. And car manufacturers know that the right warranty can establish a competitive edge in the minds of some consumers.

There's no reason to limit quality promises to national products. With a little creative thinking, you can help local advertisers develop similar strategies to set themselves apart from their competitors. Here are a few points to keep in mind:

1. Be generous. Don't make a wimpy promise. Be bold. Let the offer be an expression of the advertiser's confidence in what they sell.

In 1990, Pitney Bowes announced a five-year Customer Satisfaction Guarantee, which stated that "if you are not satisfied with the performance of this product, Pitney Bowes will promptly replace it at our expense." This sounds good, but gets better with the added promise of a full refund "if the replacement product does not perform according to specifications."

2. Be specific. Don't say something like, "Guaranteed service." That's just as vague and meaningless as the sign in the post office. Let readers know exactly what is

See LOCAL, page 11

Video workshop can help your staff create better ads



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Op-Eds open the newspaper to your readers

Pressing Issues

By Randy Hines & Jerry Hilliard
East Tennessee State University

One of the possible ways to increase readership of the newspaper is to present a variety of opinions held by your readers. And one of the easiest ways of doing that is to open up your op-ed page for community columnists and their countless convictions.

The phrase "op-ed" is not found in one of the classics in the field, *Principles of Editorial Writing*, by Curtis D. MacDougall (1973). The latest Webster's New World College Dictionary merely lists the term as an Americanism with no beginning date.

Tracing its origin is difficult. The New York World is mentioned as the newspaper that created the first "op-ed" page around 1920, according to "The Death of Punditry," an article by David Shaw in the *Gannett Center Journal* (spring 1989).

Shaw described it as "an innovation initially dedicated to essays on culture (including some political columns) that eventually gave rise to op-ed pages filled with political commentary on newspapers throughout the country....The

attempt to open the newspaper world to new voices had its formal apotheosis on September 21, 1970, when the New York Times began its new op-ed page."

The birth of today's op-ed page is also attributed to The New York Times by its own Harrison E. Salisbury. In his introduction to *The Indignant Years*, he wrote the following:

"The Seventies ushered in an age of skepticism... It was into this era that the Op-Ed page of The New York Times was born, a child of its times, a calculated effort to meet what was perceived as one of the great needs of our times, a place where men and women could express themselves on what was closest to their hearts, strongest in their passions, most fiercely in their principles. The criteria for Op-Ed could not have been more simple: to have something challenging to say and to say it with eloquence."

An op-ed page opens the newspaper to its readers. It makes the statement to the community that this paper is a two-way vehicle for communication. And its presence tends to show readers that the publisher may not be sitting on a higher-than-thou pedestal after all. Furthermore, it helps refute the argument that the power of the press belongs only to those who own one.

"Any large question has more than one answer, and the reader is

entitled to see it argued," wrote J.W. Anderson of The Washington Post's in a 1977 book called *The Editorial Page*. "The paper states its own position in its editorials. But one of the crucial decisions by which a newspaper establishes its personality and texture is the extent to which it opens space to debate and to inquiry into other opinions and other subjects."

"There needs to be a place in the paper where we can print contributions from people-public officials, experts, crusaders, our critics-who have more to say than will fit into a letter to the editor. Occasionally, when a reader is sore enough (and articulate enough) to set down a thousand words of cogent rebuttal to an editorial, we run it on the op-ed page under the label 'Taking Exception.' It means that we don't agree with the writer, but we think the reader ought to hear his case."

"There are a lot of op-ed pieces that fit no particular category except that they provide light on a subject that readers need to know about."

So how do you encourage op-ed pieces?

Certainly you can let your readers know about the availability of space for their views. This should already be a given from your letters-to-the-editor section. But add information about the suggested length of op-ed articles, how they can be submitted (for example, fax

or e-mail), your right to edit them for good taste or libel, limits on frequency of submission/publication, and any possible payment arrangements.

Some newspapers occasionally solicit guest columns for the op-ed page from corporate executives, local military authorities, government leaders or nearby university presidents. Such individuals should feel honored to address key decision makers in your paper on a timely topic.

If editors have the luxury of planning ahead, they may see where a future event could be localized by having a community expert provide a slant in an op-ed piece. A resourceful editorial page editor could even provide readers a pro-and-con pair of columns on controversial topics.

(Randy Hines and Jerry Hilliard, Department of Communication faculty at East Tennessee State University, welcome your opinions. Please e-mail your comments on this column to hinesr@access.etsu.edu. You also can reach Hines and Hilliard by mail at ETSU Box 70667, Johnson City TN 37614-0667; by phone at 423/439-4169; or by fax at 423/439-4308. They are available to consult with individual newspapers or state press associations on a variety of topics.)

Guidelines, published policy encourage readers to write

Newspaper readers love letters to the editor. You should too, because they provide great reading and valuable feedback.

A couple of things you can do to encourage more letters is to give your readers some tips on how to write letters and to run your policy on how letters will be handled. These suggestions from the Canadian Community Newspaper Association's publications, The Publisher, will help.

The Taber Times in Alberta regularly runs this list of letter-writing tips:

- Keep it short. An ideal range is between 150-250 words.
- Don't rant. Nothing turns away a reader like a misguided rant. Aim for a persuasive, rational argument supported by facts and figures.
- Be topical. Know the issues that are in the news. Letters focused on issues, particularly local, are the best read.
- Expect to be edited. All newspapers reserve the right to edit. The editor will try not to

Turn the spotlight on letters to editor

Florida Today in Melbourne highlights a letter every day as a "must read." Each of these letters becomes a candidate for "letter of the month." At the end of the year, the paper hosts a reception honoring those 12 writers.

The newspaper, which has a daily circulation of 84,500, receives 8,000 letters a year.

alter the writers point of view. Well-written letters require less editing.

- Be legible. If you don't have a computer or typewriter, please write clearly. If need be, print!

Your newspaper also should have a written policy on letters to the editor. It should run regularly on the page with the letters, and you should stick to the policy. Your policy might mention:

- Letter writers must include

See GUIDELINES, page 9

LCNI marks 25th anniversary with Landmark Communications

Landmark Community Newspapers Inc. recently marked its 25th anniversary with Landmark Communications. Landmark Communications purchased the 24 newspapers and four plants that were owned by the Shelbyville-based Newspapers, Inc. on Sept. 28, 1973.

Over 50 LCNI field managers, central office staff and Landmark Communications' officials celebrated the event during the company's annual meeting held this year in Louisville at the Galt House.

President/CEO Dubby Wynne gave a kickoff luncheon address and listed as accomplishments of LCNI: a collection of information properties with motivated people that pioneered a lot of activities, grew its own dailies, and started two other publishing divisions.

Wynne said Landmark is a diversified media company that gets its success "from early identification of trends" such as early zoning of metro newspapers, radio, TV, cable, community newspapers, The Weather Channel, and Trader

Publishing.

"We buy a small entry point to understand the business," then buy more as quickly as we need to. As a conservative company, Landmark "doesn't bet the ranch on anything." Rather, said Wynne, it's "a badge of honor to grow properties."



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No better time than now to review carrier contracts

By **KIM GREENE**
KPA General Counsel
Dinsmore & Shohl



As many of you know, the issue of whether contract newspaper carriers are eligible to receive unemployment insurance benefits under Kentucky law currently is pending before the Franklin Circuit Court. That case started when a Kentucky Standard carrier's contract ended and he filed for unemployment insurance benefits, thinking he was filing against his last employer, the city of Bardstown. Instead, the Unemployment Insurance Division assessed the Kentucky Standard. After the newspaper resisted, the full Unemployment Insurance Commission found that the former carrier was an employee and, therefore, eligible for unemployment benefits. The Kentucky Standard appealed that decision of the Franklin Circuit Court.

Nothing has happened in the Kentucky case in quite some time. The appeal has been fully briefed and we are waiting to learn if Judge Graham will allow oral arguments. In the

meantime, a recent case out of the federal Court of Appeals for the Tenth Circuit has addressed a closely related issue. That Court's decision, while not binding on the Franklin Circuit, ought to be helpful. It affirms carriers' status as independent contractors for purposes of entitlement to federally-regulated benefits (pension plans, group insurance plans, etc.) if the agency agreement between the newspaper and the carrier and the newspaper company's benefit plans are worded properly. In that case, Capitol Cities/ABC, Inc. v. Ratcliff, the Kansas City Star and its carriers argued over whether carriers were entitled to pension and insurance benefits, all of which were offered to Star employees through federally-regulated plans.

From 1880 until 1977, the Star's newspapers were delivered by independent newspaper carriers who bought newspapers from the Star at a wholesale rate and then resold them at a retail rate to customers. There was no dispute that those carriers were independent contractors with complete control over the delivery of papers. However, in 1977, shortly after Capital Cities/ABC, Inc. purchased the Star, the Star notified its carriers that it planned to change the newspaper delivery system. It terminated all existing contracts with its carriers and

replaced them with "agency agreements," which made the carriers delivery agents.

Critical to this particular case was the language of the agency agreements:

The Agent is and will continue to be a self-employed independent contractor and not an employee or servant of The Star...

It is expressly understood and agreed between the parties that the Agent will not be treated by The Star as an employee for federal, state, or local tax purposes.....

It is further expressly understood that, as an independent contractor, The Agent will not receive, and has no claim to, any benefits or other compensation currently paid by The Star for the benefit of its employees or hereafter declared by The Star for the benefit of its employees. The Agent's compensation [...] under this Agreement shall consist, in its entirety, of the fees set forth in paragraph 8 below.

Paragraph 8 in turn provided for a series of fees to be paid by the Star to the delivery agent, including a delivery fee for each newspaper delivered, a delivery service incentive fee, a collection incentive fee and a solicitation incentive fee.

See **CONTRACTS**, page 7

Students punished for failing to recite 'Pledge of Allegiance'

By **KENNETH A. PAULSON**

Patriotism is the product of pride and personal commitment. Yet an increasing number of legislators and school administrators would like to supplant individual beliefs with their own ideas of what it is to be patriotic.

The most visible of these efforts, of course, is the current push to amend the Constitution to permit Congress to outlaw the burning of the American flag. It's political posturing at its worst. Flag burnings are rare and there certainly is no justification for subtracting from the Bill of Rights for the first time in history.

In the shadow of the flag controversy, there has been a less visible movement to shore up respect for another American institution: the Pledge of Allegiance.

The pledge was a reassuring ritual in America's schools for many of us as we grew up. And when we took the time to think about the words we were reciting, we were reminded of the truly special nature of a nation committed to "liberty and justice for all."

But what if someone is troubled by the recitation of the pledge? What if some of the words fly in the face of strongly held personal beliefs?

• In January, a 16-year-old in Live Oak, Fla., refused to stand at school and recite the pledge because he was angry about the way the government has treated his father, a

Marine Corps veteran with cancer. He was suspended for a day.

• In March, a 13-year-old Jehovah's Witness refused to say the pledge at his Seattle middle school for religious reasons. The boy's teacher ordered him to stand outside for 15 minutes. It was raining.

• In April, a 16-year-old in San Diego refused to recite the pledge in class at her high school. The student, who says she does not believe in God, then was ordered by the teacher to stand alone and say the pledge. She refused and was ordered to serve detention.

All of these incidents could have been avoided. In a decision handed down at the height of World War II, the U.S. Supreme Court held that requiring children to say the Pledge of Allegiance when doing so violates strongly held personal beliefs is to effectively deny freedom of worship and freedom of speech.

Students in a public school have the right to sit quietly while the rest of the class recites the Pledge of Allegiance. The pledge, written by a minister in 1892, doesn't carry quite the same weight as 45 words written a century earlier.

Those words begin with "Congress shall make no law..."

(Kenneth A. Paulson is executive director of the First Amendment Center. Reprinted from *The Freedom Forum and Newseum NEWS*.)

High school newspaper killed

Described as a "sometimes feisty" student newspaper, the Chesapeake Clarion is no more. Publication has been halted by Joe Smith, principal of Chesapeake High School (Cabell County, W. Va.)

He said some students thought the paper was "too negative" and "didn't represent the whole school." Thus, he decreed that there will be no student newspaper at Chesapeake High School this school year.

Instead, he said, a new multimedia technology class is planned for this fall, and that school announcements will be made and broadcast to homeroom classes.

"The kids won't lose any say," Smith said. "They'll still have a voice."

The Herald-Dispatch, in an editorial urging Smith to reconsider

his decision, said: "...But the fact remains: The previous student voice is being silenced. And, Smith's comments notwithstanding, the new multimedia approach promises to give school officials the kind of control they didn't have over a sometimes feisty student newspaper."

Emily Morse, a graduating senior who was editor of the Clarion this year, said the killing of the student newspaper is a form of censorship by school officials.

To the West Virginia Press Association's knowledge, although other steps have been taken to censor particular stories or issues, no other school newspaper has been terminated by school officials elsewhere in the state.

(Reprinted from the *WVPA newsletter*.)

Got legal questions
about a story or ad?
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Mississippi AG wages battle for First Amendment rights

State attorneys general often find themselves defending a statute enacted by state legislatures even when they know the law is unconstitutional. Sometimes they must try to justify actions by state administrative agencies that they know run afoul of the state's open meetings laws. And occasionally they argue that a trial judge's ruling was impeccable, when they know it wasn't. But in late July, a special assistant attorney general in Mississippi made a different choice.

Deidre McCrory was assigned the unenviable task of representing the state in an appeal filed by Delta Democrat Times reporter Cynthia Jeffries. Jeffries covered the June 1997 sentencing hearing for Brian Hollingsworth, who had pleaded guilty to manslaughter. The hearing took place in open court, before a variety of observers.

During his argument that the defendant should receive the maximum penalty for his crime, the special prosecutor read out loud Hollingsworth's juvenile record, which included grand larceny, auto theft and manufacturing of marijuana.

At the conclusion of the hearing, Judge Shirley Byers summoned Jeffries to the bench, where she instructed the reporter that Hollingsworth's juvenile record was "not to be recorded in the paper."

Byers added that "if I find that they are published I am bringing you back to the Court and finding you in contempt of my order." The court record indicated that Jeffries responded, "Okay."

But a few days later, the Greenville, Miss. paper published an article under Jeffries' byline that included details of Hollingsworth's juvenile record. A few days later, she was arrested, summarily found in direct contempt for violating the judge's order, and sentenced to 72 hours in jail.

Although the judge refused to stay the order pending appeal, Jeffries was freed four hours later after posting a \$1,000 bond, and filed her appeal with the Mississippi Supreme Court.

On the face of it, this case seems ludicrous. How could a judge order a member of the public not to repeat something that had been read out in open court? How could she justify singling out only the reporter for that prohibition? As the Supreme Court has made clear, there is a strong presumption against any

prior restraint on truthful speech.

To pass constitutional muster, any gag order must be necessary to protect the defendant's Sixth Amendment right to a fair trial, there must be no alternative means to protect it, and the order must, in fact, be effective to do so.

In this case, Hollingsworth had already pleaded guilty, so his fair trial rights were not an issue. Even if they were implicated, it is hard to see how gagging one person, leaving everyone else in the courtroom free to tell whomever they wished about Hollingsworth's past, could effectively protect him. There was another, more technical problem with the case. Byers had held Jeffries in direct contempt, which applies only to actions that are committed in the presence of the court. This means that the judge need not conduct any kind of evidentiary hearing, because she presumably witnessed the contempt with her own eyes.

But when contemptuous acts occur outside the courtroom, different procedural standards kick in. Due process requires that the accused be given notice of the specific charges and an opportunity to appear at a hearing with proper procedural safeguards. These requirements had not been met in Jeffries' case.

Perhaps not surprisingly, McCrory's appellate brief readily conceded that Jeffries' conduct had indeed occurred outside the court's presence, and that therefore a finding of direct contempt was improper. "At the very least," McCrory wrote, "[Jeffries] is entitled to a hearing with the proper procedural safeguards."

But the special assistant attorney general went on to make the unusual concession that Jeffries' claim that the judge's order was unconstitutional was "virtually insurmountable," restraining as it did the future publication of information lawfully obtained in open court. And then, perhaps most surprisingly, McCrory added that the order was so clearly out of line that Jeffries was entitled to disobey it, without first challenging it in court.

This is a stunning concession. The U.S. Court of Appeals for the First Circuit held in 1987, that a "transparently unconstitutional order" may be violated before appealing it to a higher court, although with the added admonition that a prudent

See ORDER, page 9

Estep wins national award

Lexington Herald-Leader reporter Bill Estep is this year's national winner of the Knight Ridder Award for Journalistic Excellence. Estep won a \$2,500 prize and a trip to California to receive the award Oct. 26 at Knight Ridder's new headquarters in San Jose.

Estep was honored for his reporting about tobacco, the death penalty, state government and other Kentucky issues. He has been a Herald-Leader reporter since 1985, when he opened the newspaper's bureau in Somerset.

He also has reported from the Herald-Leader's Richmond bureau and was the paper's Frankfort bureau chief. He is now a general assignment state reporter based in Lexington.

The Knight Ridder competition is open to employees at the company's 34 metropolitan dailies and 17 suburban papers. Knight Ridder papers include the San Jose Mercury News, Miami Herald, Philadelphia Inquirer, Detroit Free Press, Kansas City Star, Fort Worth Star-Telegram and Charlotte Observer.

Estep is the only winner in the Journalistic Excellence category. The contest also honors excellence in business-side operations, including advertising and circulation.

Contract

Continued from page 6

Under this contract language, the Court upheld the newspaper's position that the carriers were not entitled to benefits, even if the carriers met the common law definition of an "employee." First, the Court held that the above language explicitly excluded the carriers from benefits. The Court rejected the carriers' argument that the Agreement should not be enforced because it was presented to them on a "take it or leave it" basis, foreclosing their opportunity to negotiate the terms of the Agreement. Instead, the Court stated "the relevant issue...is whether the Agreements constituted a mutual understanding that the carriers would not receive benefits under the Star's [benefit] plans." The Court further stated, "the fact of the matter is, while the carriers complained that the Agreements were presented to them on a 'take it or leave it' basis, they were free not to 'take it' and the Star could hire people who would." Important to the Court's decision was the fact that the carriers had signed the agency agreements before providing services to the Star, rather than afterwards.

The most important issue, according to the Court, was whether the agreement constituted a mutual understanding that the carriers would not receive benefits under the Star's benefit plans. The Court found that this mutual understanding did exist. For years, the carriers had been independent contractors with no claim to benefits, and the agreement represented no change from the carriers' prior status. In addition, the carriers had presented no evidence that they had attempted to change or challenge the agreement in that respect, or that they ever expressed dissatisfaction with their compensation package, including their non-participation in the plans.

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The Court also rejected the carriers' argument that the terms of the benefit plans included them. All of the plans at issue contained language excluding from coverage non-employees and those with whom it had agreed not to provide benefits.

If you haven't reviewed your carrier contracts recently, now is a good time. Presumably, your contracts with carriers contain language similar to that cited above. If not, consider including similar language in agreements. Also, consider checking the language within your employee benefit plans to make sure that the plan excludes from participation independent contractors or others who have contracts which state that they are not eligible to participate in a particular benefit plan.

Please remember that this Tenth Circuit case only applies to benefits like pension and group insurance plans that you provide to your employees but not to carriers. This case does not apply to federal income taxes, social security and unemployment taxes. Nor does it affect a carrier's status under state workers' compensation and unemployment insurance statutes. As mentioned in my November, 1996 column, the Kentucky Workers' Compensation Act contains a specific provision which requires Kentucky newspapers to provide workers' compensation coverage for newspaper carriers, deliverers and distributors.

If you have any other questions regarding your carriers' status, please feel free to call any of the KPA Hotline attorneys.

Thomas retires from KPA Board, industry

Jack Thomas, former publisher of the Jackson Times, is retiring from the KPA/KPS Board of Directors. Thomas leaves the newspaper industry after more than 50 years of service. He made the announcement in mid October.



Thomas is also a former owner of the Flemingsburg Gazette. He and partner Bill Matthews developed the predecessor to Landmark Community Newspapers Inc.

Because of Thomas' retirement, there will be a special election in District 12 to fill the board seat.

Thomas was elected to the board in January '98 and the person chosen to fill the vacancy will serve the remaining two years of the term. Thomas came on the board last year, replacing longtime board member Louise Hatmaker, also a former publisher of the Jackson Times.

Nominations to Journalism Hall of Fame at UK sought

The University of Kentucky Journalism Alumni Association is soliciting nominations for the annual induction of outstanding journalists into the Kentucky Journalism Hall of Fame.

The hall of fame recognizes persons who have made significant contributions to journalism, living or dead, who are Kentucky natives or who have spent a substantial part of their journalism careers in Kentucky.

Since the hall of fame was established in 1980, 101 journalists have been inducted. Plaques honoring them hang in the UK School of Journalism and Telecommunications building.

Deadline for nominations is Jan. 15, 1999. Further information may be obtained by writing the School of Journalism and Telecommunications, University of Kentucky, Lexington, Ky. 40506-0042; or by calling (606) 257-4360.

Compete with — or join — the yellow pages?

Interactive Insider

By Peter M. Zollman



For decades, the newspaper and the yellow pages have been two of the primary media in every town and community. Now, with the development of online directories, they are slowly colliding.

The good news for newspapers is that online directories create a whole new line of business for the paper. They bring in an entirely new group of advertisers — 78 percent of the online directory advertisers with *Virginian-Pilot* in Norfolk are new to the paper, for example; 85 percent are new to the *Washington Post*.

The bad news is that the telephone company now has an opportunity to target newspaper advertisers — just as readily as the newspaper can target the plumbers, chiropractors, attorneys and auto body shops that advertise in the phone book but don't spend money regularly with the paper.

A major research report just published by The Editor & Publisher Co., on which I was lead author, reviews online directories and city guides — their profit potential, the vendors, the business models, and their value to newspapers. It studies the telephone company online directories, and their local vs. national approaches.

An executive summary of the report, which sells for \$295, is available online at www.mediainfo.com/directories.htm

Advertisers are happy

One valuable section of the report is a survey of more than 100 advertisers who use online directories and city guides, in 11 cities nationwide. They advertise on Microsoft Sidewalk, Zip2, CitySearch, Digital City, BigYellow, and online directories from local and regional newspapers. They include plumbers, caterers, accountants - all small businesses, many mom-and-pops.

Key findings of the survey:

- Nearly 56 percent of the advertisers said they plan to renew. Another 29 percent said "not sure." Only 15 percent said "no."
- Nearly 48 percent of advertisers who plan to renew said the reason was, "It works / it brings in business."
- About 15 percent said they are "very satisfied"

with their ads. Less than 10 percent said they are "not at all satisfied."

- Forty percent said the ad is either profitable or "pays for itself."

Join your telco -- or build your own directory?

While most newspapers and telcos are positioning their online directories as competitors, US West has joined with three papers — the *Denver Post*, *Albuquerque Journal* and *The Arizona Republic* — in a unique co-branding arrangement.

The newspapers are spared the expense — and miss out on the potential growth opportunity, at least for now -- of developing their own interactive directory services, while US West Dex pays the papers for driving traffic to the telco's online directory, and promotes the newspapers' Web sites.

So far, US West Dex is the only telco in the U.S. to join forces with newspapers this way. But there's no reason it couldn't work in other markets — if you want to do it in cooperation instead of competition. Otherwise, you can hook up with Zip2, CitySearch, InfiNet, Thomson Interactive or one of the other techno-providers that will help you build it yourself, or will build it for you.

It's a calf, not a cash cow

For newspapers, developing an online directory is an expensive, labor-intensive effort.

The key to success: Since you're reaching and developing a whole new class of advertisers, with very little overlap on your existing print advertiser base, you also need a whole new sales staff, a new sales approach and a new production environment.

The payoff is **not** short-term. Most newspapers with online directories are starting to see long-term, solid results — but as the *Charlotte Observer* and others have found, this is not a quick and easy business that will grow into an overnight cash cow.

It will take care, and feeding, and a whole lot of nurturing, before this calf gives milk.

(Peter M. Zollman (pzollman@aol.com, (407) 788-2780) is principal of Advanced Interactive Media Group, L.L.C., a consulting group based near Orlando that works with media companies on practical approaches to profitable interactive services. He is the lead author of the E&P Research Reports on Interactive Media, and wrote two Electronic Classifieds Intelligence Reports for the Newspaper Association of America. He is affiliated with Phelps, Cutler & Associates, Consultants to Newspapers.)

Dow Jones to keep Ottaway Newspapers

(AP) NEW YORK — Dow Jones & Co. will keep Ottaway Newspapers in the belief that it can earn more from owning the community newspaper group than from selling it.

The announcement came Oct. 26 as Dow Jones told analysts it will strive for at least 10 percent earnings-per-share growth over the next three years. The company will focus on expanding its print and electronic publishing businesses, including *The Wall Street Journal*, and controlling costs.

Dow Jones has announced several measures aimed at improving profits, including job cuts and stock buybacks, since selling its money-losing Dow Jones Markets financial information service in May.

In the review that followed that sale, Dow Jones considered all options for Ottaway but decided it would be better off trying to improve the newspaper group than selling it, chief executive Peter Kann said.

Ottaway publishes 19 daily and 17 weekly newspapers in 12 states, including the *Ashland Daily*

Independent. Its work force has been slashed by 300 this year, feeding speculation that it would be sold. The work force reduction affected more than a dozen Ashland employees who accepted early retirement packages from Ottaway in August.

But Kann said the company believes "Ottaway's publishing mission, and publishing competencies, are fully compatible with those of Dow Jones as a whole."

In addition to improving Ottaway, Dow Jones executives said the *Journal* will publish more special sections along with previously announced plans to add more advertising pages and color over the next three years.

The company is also broadening the reach of Dow Jones Newswires, its electronic news service, through recently expanded distribution deals with Reuters Holdings PLC and Bloomberg LP.

Kann said Dow Jones' growth plans does not require acquisitions, but the company would consider any opportunities that may arise.

Papers hit with hefty fine from software group

By STANLEY SCHWARTZ
Publisher's Auxiliary

GARRISON, N.D. — The owners of BHG, Inc. thought they had done everything necessary to comply with federal copyright regulations concerning computer software.

But after participating in a software audit by the Software Publishers Association, Michael Gackle and Jill Denning Gackle learned that they were facing a \$120,000 fine for having several unlicensed copies of software.

"We were stunned, to say the least," Jill Gackle said, "considering the combined revenue or six of the nine publications we print doesn't equal the amount of the fine."

The Gackles first learned that they might be in violation of copyright infringement laws when the SPA, a Washington, D.C.-based association of more than 1,200 software companies, contacted them and said it had learned there could be unlicensed copies of software on their computers. The SPA asked Jill Gackle to submit to a voluntary software audit, which she did.

"From that moment, we were not allowed to remove or install anything on our computers. SPA sent us a disk reader which checked the installation and removal dates of every piece of software we had."

With the possibility that there might be some unauthorized software the Gackles purchased a software administrator program which would go through and delete all software that was not properly licensed, but did not install it until after the audit was complete.

The Gackles thought the fine too harsh, considering their willing-

"We were stunned, to say the least...considering the combined revenue or six of the nine publications we print doesn't equal the amount of the fine."

Jill Gackle

Owner of North Dakota papers fined after audit

ness to ensure they were in compliance.

SPA did not say how it learned about the violations.

Peter Beruk, SPA director of anti-piracy programs, said claiming ignorance doesn't hold any water with him. He doesn't think the SPA's enforcement policies are too strong, because it balances enforcement with education. He estimates at least 27% of all businesses have pirated some software. The SPA has prosecuted 2,000 companies to date and has at least 100 open cases all the time. The SPA offers videos, audit programs and a web site to help educate companies on complying with software copyright laws (www.spa.org/piracy).

Beruk could not comment on the Gackles' case, but he did say the best way to get out the message about software piracy is through large fines.

Jill Gackle said the incident with her newspaper group could lead to more of those types of checks by SPA.

"When we talked about it at NNA (convention), publishers' faces just went white," she said. "A lot of them said they planned to go home and check their own operations."

Order

Continued from page 7

publisher "should" make a good faith effort to obtain relief first, if doing so wouldn't unreasonably restrict its First Amendment rights. In 1996, the Sixth Circuit, in overturning a gag order on *Business Week* magazine, cited the First Circuit's ruling with approval.

But Mississippi isn't in the First or Sixth Circuit, it is in the Fifth. And in 1982, the Fifth Circuit held, in the *U.S. v. Dickinson*, that a publisher must appeal a gag order before violating it to avoid contempt.

In any event, McCory's brief adopted the First Circuit view, even suggesting that the

Dickinson was distinguishable on its facts, and possibly no longer good law. She concluded that because the gag order had been improperly entered in the first place, with no procedural safeguards or fact-finding, Jeffries could not be punished for violating it.

The final resolution of the case still rests with the Mississippi Supreme Court, which could choose simply to reverse the contempt without issuing a substantive opinion at all. But thanks to a clear-eyed assistant attorney general, the state of Mississippi has come a step closer to vindicating important First Amendment rights for all its citizens.

Reprinted from the West Virginia Press Association newsletter.

Guidelines

Continued from page 5

their name, addresses and written signature. You can withhold the name if a writer requests, but never run a letter that is not signed.

• Call to verify the writer of every letter.

• If you must cut the length of the letter, call the writer with suggestions for parts that can be cut or ask for a shorter version.

• Know the difference between opinion and a statement of fact.

• Pay close attention to all letters, especially those critical of a person or a business. The newspaper is responsible for its contents. Be sure letters are not libelous.

Some people have the impression that free press means they can put anything they want into your newspaper. That's not what free press means, of course. Free press means the press is free from government control. It doesn't mean that every crackpot with a grudge can use your newspaper to spread rumors, cast aspersions and distort facts. Lots of people think the media does that just fine without help from others.

A lively letters to the editor section is entertaining, though, and your newspaper should have one. Two good ways to promote letters are providing tips for writing letters and printing your letters policy regularly.

(Reprinted from The Bulletin, the publication of the Iowa Press Association.)

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 - Supreme Court
- 2) Provide written or photo coverage of:
 - State school board meetings, hearings
 - Franklin Circuit Court hearings, trials
 - Capital news conferences

Editors: Every story worth display consideration

Design is Everything

By Edward F. Henninger



Editors are trained to think that every story — no matter how brief or insignificant it may seem at the moment — deserves the same attention to detail.

I agree.

Further, I feel that every story deserves consideration when it comes to display.

No, I am not going to give a story about the installation of a stoplight at a subdivision intersection the same consideration as an article on drug use by city school teachers. But I would insist on a map for the stoplight story, just as I would insist on a graphic with the teachers piece.

To get that, I would make it clear to all the reporters in my newsroom that they can always — yes, always — expect me to ask them the four questions.

I believe the four questions are critical to helping editors do the best they can when they are placing the story on the page. The four questions are not at all philosophical or exploratory. They do not deal with the "feel" of the story, its importance or its impact.

Rather, the four questions are practical —

and they require practical, hard answers.

When the nitty gets to the gritty — and I have to do my best to get the story on the page and make it all work — here are my four questions:

1. When am I gonna get it?
2. How long is it gonna be?
3. What's the photo?
4. What's the graphic?

Here's why I ask the four questions:

1. When am I gonna get it? I need to know if the story will be part of the normal flow of my day — or whether I should expect it somewhere late in the cycle. If it's to be late...how late? Should I just figure on it being the last story I get? Once I have a sense of timing on this story, I can adjust my other priorities so the story will fit smoothly into everything I have to do.

If the reporter keeps me updated how she's doing, I can make further adjustments as the day wears on.

2. How long is it gonna be? If I have a good idea of the length of the story, I can better decide where on the page it will best fit — and whether we will have to segment the article to make it short enough to hold to the page. I also will get a feel for the time I may have to spend on deadline trimming, segmenting, molding, fixing, tweaking, tuning...

3. What is the photo? No, I do not expect the reporter to take the picture.

Yes, I do expect any reporter who works with me to have thought about what photos should go with the story. And I expect to hear

that a photo request has been made and that photos are on their way to me. I expect that because I know the reporter is the person who has been on the scene and can talk with the photographer about what might make a good photo.

4. What is the graphic? No, I do not expect the reporter to create the graphic. Yes, I do expect any reporter who works with me to have thought about what graphics should go with the story. And I expect to hear that a graphic request has been made and that graphics are on their way to me. I expect that because I know the reporter is the person who has been on the scene and can talk with the graphic artist about what might make a good graphic.

It's only when the four questions become routine in your newsroom that you can be confident you are giving your readers your best every day. Because the steady use of the four questions assures you that the newsroom has placed quality presentation on the same level as quality coverage, reporting, writing and editing.

Your newsroom cannot be doing its best until quality presentation becomes important.

The four questions are part of the answer in helping you get there.

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

Develop contacts before you try to cover a crisis

By LISA CARNAHAN
KPA News Bureau Director

The KPA News Editorial Division sponsored a workshop Oct. 15 on covering school and workplace violence.

Reporters and editors from across the state heard a panel of presenters that included Preston Global's Tom Preston, who has over 40 years of crisis management experience. Preston led a morning discussion focusing on the obligation of school administrators and corporate executives to provide a safe educational and working environment.

In the afternoon, the crowd heard from Bill Bartleman who covered the Heath High School shooting for the Paducah Sun; Steve Sorrell, the former Ryle High School assistant principal who disarmed Clay ShROUT after ShROUT had killed his parents and then took his classmates hostage; Mike Scogin, publisher of the Georgetown News-Graphic, whose newspaper faced the all too common dilemma of hearing about a gun-related incident at an area school only to face stonewalling by school and police officials; Brad Hughes of the Kentucky School Boards Association who has worked with school officials from around the state on what they should do if the situation develops; and Jon Fleischaker, KPA General Counsel, who talked about the rights of news-

"The same 'zero tolerance' that airports have in regards to carrying weapons should be adopted in other workplaces."

Tom Preston

Crisis Management Specialist, Preston Global

papers covering these kinds of stories.

Preston said the major mistake by officials of schools and businesses is the attitude of "it won't happen on my watch." He labeled that kind of thinking "stupidity," and although statistically correct, could lead to a "career defining moment," if violence does break out and leaders are unprepared. According to Preston, the first question asked in such an incident is, "Have adequate steps been taken to ensure a safe environment?"

Although many businesses and schools have emergency plans in place, far too many over emphasize security and don't under emphasize prevention, Preston said.

The same "zero tolerance" that airports have in regards to carrying weapons should be adopted in other workplaces, according to Preston.

"There's no joking about it...that you've just slipped one (weapon) in your pocket... that kind of talk puts you in jail - no questions asked. If they can do it, so can schools and businesses," he said.

Hughes said he polled selected school officials and asked them about dealing with reporters in the event of a violent incident at their school. He said most noted they would deal with that reporter "in direct proportion" to the amount of contact they had with he or she before the incident. He said many believe reporters are only interested in talking to them when something bad happens.

When talking to school officials about preparing for a violence incident, among the things Hughes emphasizes are:

- Designate a knowledgeable spokesperson and keep that person "in the loop" and available;
- Designate a media center. A place with phone and electrical outlets and near restrooms;
- Treat all members of the press the same;
- Make sure the crisis plan has a communications element.

Bartleman recalled how not only his life, but the life of the entire community of Paducah, was changed for-

ever on Dec. 1, 1997. He had just begun what was to have been a week-long vacation but instead turned into a 100+ hour work week from hell.

He said he realized the Heath shooting would be unlike any other event ever covered by the Paducah Sun when he was standing in the hospital watching the ambulances come screeching in and frantic parents rush by. He was there when the word came of the first death.

Bartleman said he and other Sun reporters and photographers working on the story met late on that first day to discuss what they had in terms of coverage. They decided to approach their stories, and the many subsequent stories, as citizens of the community. The shooting and all its follow-up became Bartleman's nearly full-time assignment for the next 10 months.

The Sun's empathetic and timely coverage set the tone for the media coverage as a whole and was the result of the newspaper's well established relationship with the public officials involved.

Scogin's story was one that many reporters and editors can identify with more closely. An incident at the local middle school involving an expelled student was vehemently denied by the school principal and took Scogin stepping in and meeting with the school sys-

See VIOLENCE, page 12

Eastern Progress staff wins national award

The Society of Professional Journalists has announced the winners of the 1997 Mark of Excellence Awards for outstanding student journalism, including the Best All-Around Non-Daily Campus newspaper.

The Eastern Progress picked up the national award at SPJ's convention in Los Angeles, Oct. 22-24.

Each winner had to survive regional judging with the top three entries in each region earning regional honors and the first-place winner of each moving on to national competition.

"This is the first time we won the national title," said adviser Dr. Libby Fraas. "The competition requires three designated issues from the spring and fall 1997. We had no choice, but luckily the judges looked at some of the staff's strongest pages."

One of the entries included front-page stories on the death of legendary Eastern president Robert R. Martin. Another investigated a Richmond homicide.

During that time, the Progress was led by Mary Ann Lawrence and Tim Mollette, both of whom are now working at the Charlotte Observer in North Carolina.

"They provided leadership, vision and talent, but it's amazing how much of the paper's success is a product of the whole staff working together — from photographers and graphics people to our writers and ad staff," Fraas noted.

Four members of the staff attended the convention to accept the award. "College and university journalism is where many of this country's outstanding journalists first begin to show their skills," said SPJ President Fred Brown, political editor at the Denver Post. "The Mark of Excellence contest recognizes these up-and-comers."



Current staff includes editors Brian Simms and Jamie Neal. In back row are faculty adviser Libby Fraas, advertising manager Lee Potter and business secretary Sonja Knight.

Local

Continued from page 4

being promised — and what the advertiser will do if the customer is not satisfied.

Can you promise product reliability? (Most local merchants carry national brands which offer guarantees. But how many mention this in their advertising?)

Can you guarantee service? (This can be an effective strategy for local advertisers...a way for the Mom & Pop's to beat the big boys.)

Can you guarantee results? (Think of those ads which used to say, "Lose 20 pounds in 30 days or your money back.")

3. Establish a time limit. A recent ad for the Oreck XL vacuum cleaner outlined a "full 10-year guarantee against breakage or burnout of the housing plus a 3-

year warranty on the motor." Evidently this is an unusual promise, because the next line in the copy states that Oreck's guarantee is "not six months or one year like other brands." How long will your promise be good? 30 days? A year? A lifetime?

4. Be smart. Make sure your advertiser can live up to the promise. Otherwise, this strategy can cause more harm than good. Unhappy customers are bad for business — especially in a competitive market.

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

Short

Continued from page 3

es for tomorrow, and at some point in the meeting, you know you have enough to fill it. So start working on a follow-up. Talk to some people, do some digging, and before long, you'll find you can scrap the easy 12-incher in favor of the better follow-up. It won't work every time, but it'll keep you focusing on a good story instead of just a bunch of sentences that satisfy the editor.

I had a lot more advice but my editor said to keep it...

THE FINAL WORD: Because we writers work with words, we think we can use words to get us

out of every tight spot. Here's one I see after a lot of quotes: "It's a special night," Johnson said of the tribute to the mayor."

Using "said of" after the quote means that when the reader reads the quote, he didn't know what Johnson was talking about. That makes no sense. The reader should know what the quote means while he is reading it. When you find yourself using "said of" after a quote, you have made the reader do the work you should have done.

If you do a better job of setting up the quote, you won't need "said of" after it.

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

People

Continued from page 2

Manning joins staff at Kentucky Standard

Stacey Manning has joined the staff of The Kentucky Standard in Bardstow as a graphic designer.

Manning is a 1997 graduate of Salem College in Winston-Salem, N.C. where she received a bachelor's degree in communications. She is a lifelong resident of Nelson County.

Shingler named editor at Floyd Co. Times; Elliott joins staff

Pam Shingler has been named editor of the Floyd County Times, where she worked in the late 1980s and early '90s as associate editor and editor.

Shingler returns to the paper after working most recently as development director at The David School. She has also worked in continuing education and public relations at Prestonsburg Community College. She was the first news bureau director for the Kentucky Press Association and has worked in public relations in Georgia, Arkansas and Pennsylvania.

She earned her bachelor's degree in journalism from the University of Georgia and has done graduate work in Georgia, the University of Pittsburgh and Morehead State University.

After serving as a contributing writer to the Floyd County Times

for nearly 10 years, Willie Elliott has joined the paper as a full-time staff writer.

Elliott taught English in the Floyd County School System for 25 years. A Vietnam veteran, Elliott was also a writing consultant for 18 school districts in Region Eight for two years after he retired from teaching.

A graduate of Alice Lloyd College, he received master's degrees from Eastern Kentucky University and a Rank One certificate from Morehead State University.

Karsner hired as staff writer in Owenton

James C. Karsner has joined the staff of The News-Herald in Owenton as a reporter.

Karsner will cover general news and sports. He attended Eastern Kentucky University and previously worked for the state Transportation Cabinet as a program coordinator for Kentucky Alcohol Driver Education. He also served in the United States Navy and served in Saudi Arabia during Operation Desert Storm.

Usrey, Miller join staff at News-Enterprise

Tim Usrey is the newest addition to the news staff of the Elizabethtown. Usrey, a resident of Radcliff, is a sports writer.

Cris Miller is the newspaper's new advertising representative. Miller will work as an outside sales consultant.

Violence

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tem superintendent to rectify.

The Georgetown incident happened within a few days of the Jonesboro (Ark.) school shootings and involved a 13-year-old student, one of two expelled a few days earlier for a violent incident, who was then spotted across the street from the school the following day. The principal placed the school in a "lock-down," called police and increased security at the school. The boy was picked up without any trouble and placed under house arrest.

During this "lock-down" at the school, students weren't allowed to go to the rest room and no visitors were allowed in the school. Despite a flurry of phone calls to the newspaper reporting the incident (most of the calls were incorrect and said the incident involved a gun), the school principal denied the story. After Scogin met with the superintendent and explained a story was going to be written and no information from the school was worse than releasing the incident, the superintendent supplied the information the newspaper needed.

The incident caused the Scott County School System to reevaluate its policies in dealing with the media, according to Scogin.

One of the most interesting aspects of the discussion came from Sorrell, who has left Ryle High and is

now the principal at Campbell County High School.

Sorrell said the four years that has passed since the Shrou incident has given him time to reflect on the situation and his impressions of the media. He said they are now divided into three groups in his mind: 1) the local newspaper reporters; 2) the local radio and TV reporters, and his least favorite, 3) the national press.

"The local print reporters had time to follow-up on the story, like what we did right," said Sorrell. "I had a problem with the local TV and radio reporters because they reported some fictional events."

Sorrell said school administrators are governed by strong and sometimes competing thoughts when faced with violence at their school. Many do have a "rule the roost" attitude because they do reign supreme on their campus but also because they consider the students "their kids."

"They care about them deeply," said Sorrell. "But they also know their job is on the line and they have a fear of losing that job."

Fleischaker discussed the use of children as sources for a story. He said the age of the child isn't relevant when determining whether to use the information because parental consent isn't necessarily needed. But, he added, reporters must ask themselves, "Is information from a 5-year-old credible?" and, "What kind of information did you get? Are there privacy concerns?"

Board

Continued from page 1

Kentucky Standard, Bardstown.

The board positions became available when Russ Powell, president-elect, retired from the Ashland Daily Independent.

The retirement also resulted in Tom Caudill, assistant managing editor of the Lexington Herald-Leader, moving up from the vice-president's spot to president-elect.

Hotline

Continued from page 1

Hotline" and has instructed the KPA staff to develop the concept and submit proposals to identified companies and individuals who might be interested in operating the hotline.

"The proposal has been sent to approximately 10 universities, companies and individuals around the state," said KPA Executive Director David T. Thompson. "We've asked them to give us their comments on the concept and if they're interested, a proposal on operating the hotline. This is not a service technician program where KPA contracts with someone to go to a newspaper and service, repair or set up their computer systems. This is mainly for advice and to answer questions."

Thompson explained that the main concept of the Dr. Tech Hotline

As a result of the recent changes, the KPA/KPS officers for 1999 will be: Tom Caudill, president; Teresa Revlett, president-elect; David Greer, treasurer; Guy Hatfield, past president.

The vice-president's position will be elected by the full membership at the Winter Convention. The directors voted unanimously to recommend to the full membership that Marty Backus, publisher of the Appalachian News-Express, Pikeville, be elected vice president for 1999.

and the budget was developed so that the service could be provided free to member newspapers.

"However, if the proposals come back much higher than the budgeted figure, KPA would probably have to access members a nominal fee to be able to contact the hotline," said Thompson. "Our intent is to make it available to all members, if the cost mirrors what we anticipate."

If a proposal is accepted, KPA would contract with the individual or company early this month, promote the hotline throughout November and December and then begin operation of the Dr. Tech Hotline Jan. 1.

"We invite anyone who might know of a company or someone from their area, or at their newspaper, that would be interested in submitting a proposal to contact KPA," said Thompson.

20 internships awarded

The KPA Past Presidents have awarded 20 internships through the Kentucky Journalism Foundation for the summer of 1999.

"The Past Presidents felt strongly that because of the success of the program during the past six years, that it warranted as many internships as possible," said KPA Executive Director David T. Thompson. "Another factor was the large number of newspapers we had seeking the intern positions. We had 33 newspapers apply, seeking 42 intern positions."

Papers receiving interns for next summer include: The Ashland Daily Independent, Bowling Green Daily News, Danville Advocate-Messenger, Owensboro Messenger-Inquirer, Henderson Gleaner, Richmond Register, Winchester Sun, Murray Ledger & Times, Cadiz Record, Carrollton News Democrat, Cynthia Democrat, Fulton Leader, Oldham Era, Mt. Sterling Advocate, Jessamine Journal, Bath County News-Outlook, Appalachian News-Express, Princeton Times Leader, Shepherdsville Pioneer News and Tompkinsville News.

Associates announce intern positions for '99

The KPA Associates developed its own internship program in 1996 and awards at least three internships each summer to an Associate member based in Kentucky.

For the summer of '99, the Associates Board voted to award four intern positions to Host Communications, Toyota Motor Manufacturing of North America, Guthrie Mayes Public Relations and the Kentucky Housing Corporation.

At the same time, the Past Presidents voted to suspend for at least one year the Faculty-in-Residence Program that started in 1996. The program was designed to place two university or college professors at newspapers to work for a five-week period during the summer.

The Past Presidents were disappointed at the number of professors that applied and have asked the universities with journalism schools for a commitment from their faculty. If that commitment is shown next year, the program will consider for reinstatement.

Retreat

Continued from page 1

Association," for several years. At one point, a drawing of the state with the words "Kentucky Press Association" and enclosed by a circle was used but that was discontinued in the late '70s.

The KPA/KPS Board of Directors thought a logo should be created to be used as a letterhead and on envelopes, promotional materials and advertisements.

"The board authorized us to invite graphic artists, and anyone else interested at member newspapers in the state, to develop a KPA logo that will be unveiled at the 1999 Winter Convention," said KPA Executive Director David Thompson. "The person creating the winning design will receive free registration and room during the convention."

The logo can be color or black and white but designers should take into consideration that the logo will primarily be published in black and white.

•Photo Exhibit

Photographers interested in displaying their talents have the perfect opportunity at the 1999 KPA Winter Convention.

A photo exhibit will be set up and displayed during our Trade Show and is available for local use, at public libraries for instance, after the convention ends on Jan. 22.

The exhibit isn't a contest and most of the entries are displayed in the exhibit, depending on space

available. Photos should have been taken during the previous calendar year and may be in color or black and white; should be no larger than 11 x 14; and should be mounted, preferably on black poster board. The photo should be affixed to the poster board along with the name of the newspaper and the photographer's name and a cutline, if appropriate. These do NOT have to be photographs that were published in the newspaper.

Please indicate on a cover memo that the photos being sent in are for use in the KPA Photo Exhibit.

The deadline to submit photos for the exhibit is Dec. 15. If your newspaper would be interested in displaying the exhibit after the convention, contact Sue Cammack at (800) 264-5721.

•Summer Convention 1999; Winter Convention 2000

Historic Bardstown will host the 1999 KPA Summer Convention.

The KPA/KPS Board of Directors voted to hold the two-day convention July 17-18 at the Bardstown Holiday Inn which has just undergone a major renovation.

Although plans are still being made, convention goers will probably be treated to one of Kentucky's favorite tourist attractions, the Stephen Foster Story, an outdoor drama. Tours of the area distilleries and a dinner train excursion will also be included in the agenda.

The board also set the date and location of the 2000 Winter Convention for Thursday and Friday, Jan. 20-21 at the Marriott Resort in Lexington.