

4700
K460
V. 66
1996

F (UK) SCF LEX 405
CENTRAL SERIALS RECORDS
MARGARET I KING LIBRARY
UNIVERSITY OF KY LIBRARIES
LEXINGTON KY 40506

G
5

King
lead
Periodical
Room
Does Not
Circulate

THE KENTUCKY PRESS

Periodicals/Separates/Microfilm

AUGUST, 1995
Volume 66, Number 8

The official publication of the
Kentucky Press Service, Inc.

August 13 - 19
National Newspaper
Recycling Week (Page 3)

August 24
12 Noon - KPA/KPS
Board of Directors
Meeting, KPA Central
Office, Frankfort

September 3
Labor Day; KPA Central
Office Closed

September 8
Entry Deadline for KPA
Fall Newspaper Contest

September 17 - 20
Southern Newspaper
Publishers Association
Convention, Broadmoor
Resort, Colorado Springs

September 20 - 23
National Newspaper
Association Convention,
Radisson Hotel, St. Paul,
Minn.

October 8 - 14
National Newspaper
Week

October 13 - 14
Associated Press
Managing Editors Fall
Convention, Lexington

October 13 - 15
Kentucky News
Photographers
Association Convention,
Galt House, Louisville

October 14
Photographers -
Midwest Flying Short
Course, Galt House,
Louisville

October 15
National Press
Photographers
Association, Flying Short
Course, Galt House,
Louisville

October 24 - 25
AP Fall Convention,
Indianapolis

November 2-3
KPA/KPS Board Fall
Retreat, Cumberland
Falls State Park

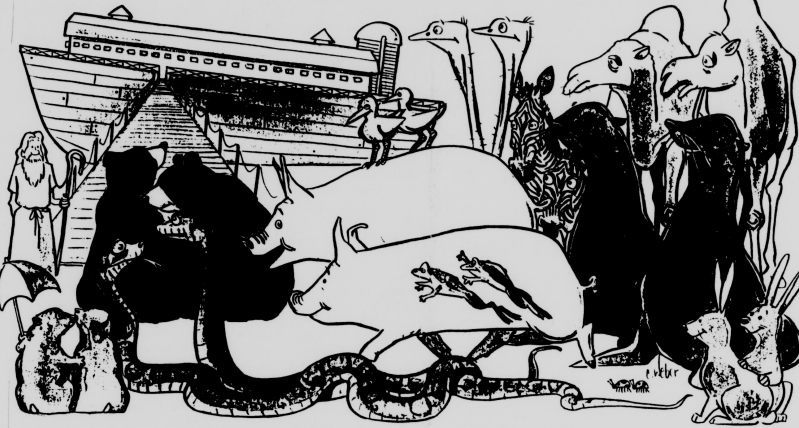
January 25 - 26, 1996
KPA Winter Convention,
Radisson Plaza,
Lexington

Advertising Ideas

You don't have to tell students and teachers, but remind local businesses that August means it's back to school time in Kentucky.

It's a great time for a special section but there's little time remaining to get one together. You can find lots of copy, with your local school system furnishing bus routes and drivers' names, school schedules and the entire year's school agenda, lunch prices, new teacher and principal names, as well as the entire school's staff listing, and new programs the schools will be offering.

August and the new school year also means the start of another football season...and with it comes another special section opportunity.



ARK PLACES FIRST ADS -- The first two ads in the Kentucky Press Association's new 2x2 display classified program were placed in July. The program, known as Ads Reaching Kentuckians, allows display classified

advertisers to network a 2 column by 2 inch ad in nearly 80 Kentucky newspapers participating in the program. For information about placing ads or joining the ARK program, contact Reba Lewis, 800-264-5721.

Reader Advisory Group

You've heard of newspapers establishing Reader Advisory Groups, typically a committee of local citizens assigned to give the newspaper feedback on what they think about the publication.

Perhaps you even have one. Well, right now, you're on such a group as a member of the Kentucky Press Association. We want your thoughts, your suggestions, your likes and dislikes about your publication, The Kentucky Press.

For the past few years, The Kentucky Press has been one of the main assignments of the News Bureau Director. As you probably know, KPA is re-evaluating that member service and along with it the direction The Kentucky Press needs to take.

What about the format -- typically tabloid though we're giving some thought to a broadsheet format? After all, most every KPA member newspaper is a broadsheet. Or should it be in a newsletter or magazine format?

What about content? That's the most important thing since if there's nothing in it you want to read, you won't read it, use it, pass it along. Some content is new, developed by the staff to tell you about various aspects of the industry we think you want to know. Some content is reprinted from Kentucky newspapers about situations they've faced in editorial ways -- open meetings, open records, court cases -- as well as advertising ideas and circulation benefits. There's also personnel information -- who's been hired, who's been promoted, who's accomplished what.

For the past four or five years, we've been profiling all Kentucky newspapers. We're about at the end, with just a handful left to profile. Is there another series of articles we can do?

So the content is mixed -- something old, something new.

You play the role and give us your thoughts, suggestions

Do you want it to be feature oriented or more of a trade publication?

Do you want a monthly publication, or perhaps one every other month? (Notice, we didn't say anything about every other week since that would be quite an undertaking.)

So here's your chance. Give us your thoughts. And don't worry, we're newspaper people, so we're thick-skinned. If there's something you don't like, tell us. If there's something you do, gee, we'd love to hear that, too.

Call us at 800-264-5721, fax us at (502) 875-2624 or drop us a line. Better yet, try CommonNet. In the mailbox, just type your thoughts and send it to David T. Thompson, letting the bulletin board system do the work for you.

Just keep in mind one thing. We're not going to rush the decision on The Kentucky Press. And for the next two or three months, you can expect a somewhat trimmed-down version of The Kentucky Press. The staff won't always have time to do a 16-page tab or eight-page broadsheet.

Your comments as a committee will be shared with another committee -- composed of Gene Clabes, chairman; Russ Powell, John Nelson, Dorothy Abernathy, Ed Staats, Gloria Davis and me. The decisions of this committee won't be made overnight. We plan on having two or three meetings before making a final proposal to the KPA Board at its Fall Retreat.

David T. Thompson
Executive Director
(and temporary
editor-by-default)

Changes in publishing Postal Statement take effect in October

New regulations take effect this year relating to publishing the Statement of Ownership, Management and Circulation.

The publisher's statement, known as USPS Form 3526, still has to be filed as required with the Postal Service by October 1. But the dates for publishing the required statement in the newspaper have been changed.

The regulation states: "The publisher of each publication authorized second-class mail privileges as a general or requester publication must publish a complete statement of ownership, containing all information required by Form 3526, in an issue of the publication to which that statement relates; other publications are not required to publish this statement. A reproduction of the Form 3526 submitted to the USPS may be used. The required information must appear in an issue whose

primary mailed distribution begins not later than October 10 for publications issued more frequently than weekly, or not later than October 31 for publications issued weekly or less frequently but more frequent than monthly;

or in the first issue whose primary mailed distribution begins after October 1 for all other publications."

The chart below explains the required publication period de-

pending on whether the publication is a weekly, multi-weekly to daily, or monthly.

Questions should be directed to Max Heath, NNA Postal Chairman, at (502) 633-4334 in Shelbyville.

PUBLICATION DATE REQUIREMENTS OF USPS FORM 3526

If the publication is...

More than weekly (53 or more issues per year)

More than monthly but not more than weekly (13 to 52 issues per year)

Monthly or less (4 to 12 issues per year)

then the 3526 must appear

in an issue whose primary mailed distribution begins not later than October 10.

in an issue whose primary mailed distribution begins not later than October 31.

in the first issue whose primary distribution begins after October 1.

Morehead, KPA video focuses on careers

Several Kentucky newspapers and the Cincinnati Enquirer are featured in a videotape project of Morehead State University and the Kentucky Press Association.

The videotape project, known as "Careers in Newspapers" and funded with a \$1000 grant from KPA, is in response to the need to have a videotape for high school and college students, detailing the many career opportunities available in the newspaper industry.

Kentucky newspapers featured in the 45-minute program include the Bath County News Outlook, Mt. Sterling Advocate, Ashland Daily Independent, Winchester Sun, Lexington Herald-Leader and the Louisville Courier Journal.

The tape was shown earlier this month to the Newspaper Association Managers of state press associations across the country to purchase as resending tools for member newspapers.

High school and college students "need to be shown that the newspaper business involves much more than just reporting," said producer/director Joan Atkins of the MSU journalism department. "There is a need for graphic designers, layout specialists and several other positions that students don't even now exist."

"Since no newspaper video exists, we can demonstrate the intricacies of the newspaper profession and at the same time offer suggestions for education levels needed for a career in this field."

Copies of the video are available from Morehead State University for \$25 each. For information on ordering a copy of the videotape, contact David T. Thompson at KPA, or Joan Atkins at (606) 783-5312.

Fair results available on CommonNet

Results of all competitions at the Kentucky State Fair will be available daily on CommonNet, starting in mid-August.

State Fair officials have decided to upload all the results to speed transmission to Kentucky newspapers, at the same time saving thousands of dollars in postage, paper and labor costs.

The Kentucky State Fair runs August 17 - 27 and results of state fair activities will be on CommonNet each day. However, some results are expected on the system before August 17 since some competitions are finished before the fair actually begins.

Newspapers who haven't installed CommonNet might find themselves without state fair results this year.

In addition to the Kentucky State Fair results, several other agencies have recently reserved an account on CommonNet to use in sending news releases to newspapers. These include the Kentucky Department of Education, Western Kentucky University, UK College of Agriculture, Creative Alliance and Jack Guthrie and Associates.

Newspapers who haven't installed the First Class software should do so prior to mid-August and make test runs. If you need help with CommonNet, call David T. Thompson at KPA. The CommonNet number is (502) 226-4929.

The Kentucky Press

The Kentucky Press (ISSN 0023-0724) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Second class postage paid at Frankfort, KY 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Coover Lane, Frankfort, KY 40601, (502) 223-8622.

Officers and Directors Kentucky Press Association

- President**
Dorothy Abernathy, Oldham Era
- President Elect**
John Del Santo, Ashland Daily Independent
- Past President**
Steve Lowery, Kentucky Standard
- Vice President**
Gene Clabes, Recorder Newspapers
- Treasurer**
Marty Backus, Appalachian News Express
- District 1**
William Mitchell, Fulton Leader
- District 2**
Jed Dillingham, Dawson Springs Progress
- District 3**
Teresa Revlett, McLean County News
- District 4**
Charlie Portmann, Franklin Favorite
- District 5**
David Greer, Elizabethtown News Enterprise
- District 6**
Mary Aubespin, Louisville Courier Journal
- District 7**
Kelley Warnick, Gallatin County News
- District 8-9**
Ken Metz, Bath County News Outlook
- District 10-11**
Marty Backus, Appalachian News Express
- District 12**
Louise Hatmaker, Jackson Times/Beattyville Enterprise
- District 13**
Glenn Gray, Manchester Enterprise
- District 14**
Stuart Simpson, Pulaski Week
- District 15-A**
Tom Caudill, Lexington Herald-Leader
- District 15-B**
Guy Hatfield, Citizen Voice and Times
- State at Large**
Russ Powell, Ashland Daily Independent
- Jay Frizzo, Paducah Sun
- Chip Hutcherson, Princeton Times Leader
- Jerry Lyles, Benton Tribune Courier
- Associates Division**
Bob Adams, Western Kentucky University
- Advertising Division**
Teresa Revlett, McLean County News
- News Editorial Division**
John Nelson, Pulaski Week
- Circulation Division**
Todd Rainwater, Appalachian News Express
- Journalism Education**
Dr. Ron Wolfe, Eastern Kentucky University
- General Counsel**
Jon Fleischer and Kim Greene, Wyatt, Tarrant and Combs
- Kentucky Press Association
Kentucky Press Service Staff**
- David T. Thompson, Executive Director
- Bonnie Howard, Business Manager
- Gloria Davis, Advertising Director
- Reba Lewis, Research/Marketing Coordinator
- Sue Cammack, Secretary
- Buffy Johnson, Bookkeeping Assistant
- Sherry Harper, Advertising Assistant
- Rachel McCarty, Clipping Director
- Nancy Peyton, Mail/News Release Service
- Linda Slemp, Clipping Assistant
- Carol Payton, Clipping Assistant
- Holly Siggers, Clipping Assistant

Papers and People in the News

Gary Miller has been promoted to vice president/finance of Landmark Community Newspapers, Inc., Shelbyville. He had been controller since 1986.

Bob Raley has returned to the Hancock Clarion as a reporter. Raley worked for the Clarion several years ago, beginning at the age of 15.

Lauren Yates, who recently graduated from the University of Louisville with a degree in communications, has been named news editor of the Trimble County Banner.

Lora Stewart, a 1985 graduate of Eastern Kentucky University, has joined the advertising staff of the Carrollton News Democrat.

The Owensboro Messenger Inquirer has named Pam Gosnell special publications editor and Maggie Rollins as classified advertising manager. Gosnell will be responsible for editorial content of advertising special sections and developing new products. She most recently was marketing manager for Tennessee

Valley Outdoor and the Running Journal in Greenville, Tenn. Rollins has 13 years of experience in classified advertising for the Herald Palladium in St. Joseph, Mich., the Evening Independent in Massillon, Ohio, and the Akron, Ohio, Beacon Journal.

Chris Welch has replaced Tracey Keplinger as an advertising sales representative for the Shelbyville-Sentinel News. Welch returns to Shelbyville after several years in radio news and sales. Keplinger recently moved to the advertising department of the Elizabethtown News Enterprise.

The Recorder Newspapers and WKRC-TV in Cincinnati sponsored a joint forum July 13 to allow Northern Kentucky residents to voice their opinions and concerns about local issues. The forum was hosted by Channel 12 anchors Rob Braun and Kit Andrews, along with editors of The Recorder and Press Community Newspapers. Publisher Gene Clabes said the forum was an extension of the Recorder Newspapers efforts to be a conduit for

public debate in Northern Kentucky.

The London Sentinel Echo was honored recently during the Department for Technical Education's 14th annual awards and recognition ceremony in Frankfort. The department honored the newspaper for "demonstrating organization support and services which improve vocational-technical education programs and enhances opportunities available to students. Editor and general manager Darrell Hathcock accepted the awards for the Sentinel Echo.

Elizabethtown News Enterprise reporter Kyle Foster has been awarded one of 10 School Bell Awards presented by the Kentucky Education Association. Foster was recognized for her in-depth coverage of proposed legislation that would eliminate the National School Lunch and Breakfast Program and for an article on the impact the loss of Fort Knox's 194th Separate Armored Brigade would have on local schools.

Colleen Steffen, also a reporter at the News Enterprise, received the American Heart Association Kentucky chapter Jesse Stuart Memorial Award for a story on a stroke patient at Lakeview Rehabilitation Hospital. It's the third straight year a News Enterprise reporter has won the Jesse Stuart award.

Jennifer Mattingly, a graduate of Ole Miss who recently received a master's degree in journalism, has joined the staff of the Carrollton News Democrat.

Shelbyville Sentinel News editor Duane Puckett was named Media Advocate of the Year by the Small Business Administration. The award, presented during the Kentucky Chamber of Commerce banquet in Lexington, was based on a nomination from the Shelby Development Corporation and supported by Shelbyville city officials and small business owners.

Joan Salter, purchasing manager for The Courier-Journal, has been elected treasurer of the Newspaper Purchasing Manage-

ment Association for 1995-96.

Lewis Owens, publisher of the Lexington Herald-Leader and past president of the Kentucky Press Association, has been elected chairman of Lexington United Inc. The partnership was formed to advance economic development in the Bluegrass.

Mary Dawn Yinger has been promoted to credit manager for the Louisville Courier-Journal.

Teresa Scenters and Robert Parks have been promoted to management positions with the Richmond Register. Scenters, advertising sales representative for the past five years, has been named advertising director of the Madison County daily. Parks was promoted to circulation manager of the Register after being district and sales manager for the past four years.

Randy Fuqua, who got his first experience in the newspaper business as an insert prior to his freshman year in high school, has been named general manager of the News Democrat & Leader in Russellville. Fuqua worked as a photographer for the Logan Leader from 1974 to 1976 and more recently has owned Printer's Plus. Fuqua replaces Mary Jane Smith who retired after 27 years with the News Democrat and Logan Leader, the past eight as general manager.

Sharon Tuminski has been named financial manager of the Winchester Sun. Tuminski has served as advertising director and presently serves as general manager over production and serves as secretary of the corporation. In her new capacity, she will manage the newspaper's business office and classified department and will have primary financial department responsibility for newspaper and commercial printing.

Tips may help avoid libel, invasion of privacy situations

The following are areas of libel and privacy law that frequently are the subject of claims submitted by our insureds. Although there is no guarantee against being sued, these tips may alert insureds to some of the pitfalls of the business. The suggested safeguards were supplied to the Kentucky Press Association by Employers Reinsurance Company.

*** Keep abreast of recent First Amendment decisions** and evaluate how they might impact your job.

*** Take care with investigative stories** - Since most pieces of this kind take much time to develop, make sure to take care that the facts are thoroughly investigated and correct to the best of your knowledge. The use of public records and public officials is extremely beneficial, especially if you are also relying on confidential sources. Document all of your work and beware of sloppy editing. Too often, defamation suits are filed over just one paragraph, one sentence or even one word in a lengthy news piece that is otherwise well-written and factually correct. Such a snippet of information can be the basis of a multimillion dollar lawsuit (and verdict).

*** Take caution in assessing confidential and anonymous sources** - watch out for those with an axe to grind or a hidden agenda. Always look to other sources to corroborate their allegations.

*** Make sure to distinguish the difference between a "factual" assertion and "opinion"** - The United States Supreme Court has held that there is no separate constitutional privilege for "opinion" speech. If an assertion can be proved as true or false, don't couch it in an "opinion" context - it will be actionable.

*** Take care with criminal terminology** - know the difference between such terms as "arrested," "charged," and "convicted." Take caution in knowing the difference between a crime a person is "charged" with versus the charge he/she "pleads" to. Jail house plaintiffs are all too frequent and will sue over any discrepancy in their journey through the criminal justice system.

*** Beware of ex-spouses** - name-calling, with such terms as "dead-beat dad," "wife-beater," "adulterer," etc. may make for juicy reporting but simply may not be true. Make sure to back up the statements with another source such as police records, divorce decrees, judgment entries, etc. to make sure the allegations are more than a chance at public revenge.

*** Watch out for wealthy and/or high-profile claimants** - media targets such as celebrities, public officials, lawyers, doctors, sports figures, financial moguls, etc. are very sensitive about their public persona and have the money to initiate and fight (and fight) a libel suit. They are very well-versed in how the legal system works and hire top-flight law-

yers. Although it would seem that many of these types of claims would be dismissed based on the claimant's public figure status, they often survive and can result in extremely high verdicts.

*** Take care when reporting on a financially troubled individual, business or corporation** - Many claims have been submitted where the story is almost correct but not quite. Make sure that if you report that someone is "bankrupt," that they really have filed for bankruptcy and are not just having money problems. Individuals and institutions jump at the opportunity to use these stories as the cause of their ultimate demise in an attempt to remedy their difficulties.

*** Look out for nosy neighbors** - Take care in that what neighbors say regarding a story as fact. Too many times they are overly-excited as the result of an event or have an axe to grind with the subject of the story.

*** Take caution when interviewing law enforcement officials** - Make sure a police officer's statement to you in an interview is consistent with the official report. Many times, a law enforcement official will deny making a verbal statement if it later found to be inconsistent with what is in the written report.

*** Beware of replication** - Do not assume that you can not be sued for someone else's defamatory statements - you can and are legally responsible for the statements as much as the originator.

*** Closely monitor classified ads** - Many claims are submitted because someone has placed an ad in the classified as a prank or revenge on another. Be careful of classifieds that are of a sexual nature, particularly if a name or phone number is to be used.

*** Take caution in photographing and speaking with children** - Kids will say anything, especially if prompted. Children should never be spoken to or photographed without the consent of a parent or guardian. Many parents sue on behalf of their children - for being photographed at a school for kids with "learning disabilities", shown as victims of poverty or child abuse, or being interviewed without the parent's knowledge or consent. Parents are very protective of their children and some certainly see the jury appeal of such cases.

*** Make sure file footage matches the context of the story** - There are many instances of broadcasts that mislead viewers with gratuitous file footage or footage not taken at the event which is being reported. Examples of using old file footage incorrectly include showing an individual and their automobile at a road stop (implying they have been stopped for drunk driving), and an ambulance parked curbside (with the company's name clearly visible on the side) for a story about allegations of another company's problems with vehicle maintenance.

*** Properly identify photos** -

many claims are received as a result of photo mix-ups, usually of the "good-guy/bad-guy" variety. Examples include putting the sheriff's name in the caption under the photo of the fugitive, using the attorney's picture instead of the criminal defendant, and mixing up the photo of the civilian "hero" in place of the arrested convenience store robber.

Invasion of Privacy issues have become more commonplace and are often alleged in conjunction with claims of defamation. As with libel claims, invasion of privacy claims are increasingly being accompanied with claims of emotional distress. Common sense and good journalistic instinct and judgment can prevent many of these claims.

*** The publication of private facts** - Ask: "Does the release of this information outweigh the plaintiff's privacy interest? What makes the information newsworthy? What is it that the public needs to know?"

*** Balance the issues** - what are the facts of the story from a neutral point of view? What will be the likely impact of the decision to publish?

*** Can your decision to publish be justified?**

*** Beware of stories involving the victim of a sex crime, a juvenile proceeding or that involves minors in general** - Although many courts have recently sided with the media regarding the publication of true facts which have been legally obtained, judges treat these cases with extreme sensitivity and still apply the balancing test regarding whether the individual's right to privacy outweighs the public's "right to know." State statutes also play a major role in what the media can and can not publish.

*** Use caution with any person who has an illness or disease** - particularly sensitive plaintiffs are those with AIDS, sexually-transmitted diseases or any other ailment that might cause the identity of the plaintiff to be the subject of discrimination, humiliation or social alienation.

*** Videotaping/undercover surveillance** - This really makes people angry and leads to numerous lawsuits. Always ask: "Does the person have a reasonable expectation of privacy in this situation?" If the person can be photographed from or in a public place, the answer is usually "no." If the person is in a non-public place yet other people are freely milling about, the answer is "maybe."

*** Do not trespass on private property** - Do not enter private property unless you have the consent of the property owner. Police officers, neighbors, relatives or minors can give valid consent entry. Courts have recently come down hard on journalists that accompany law enforcement officers on "raids" and photograph the members and contents of private residences. Courts say this is beyond the scope of a search warrant and that even with the invitation of the police, journal-

ists have absolutely no right to be on private property and to remove the photographic record. Courts have held that consent is valid if the property owner, even if the consent is obtained by fraudulent means, but this is risky and certainly no guarantee of not being sued.

*** False light invasion of privacy** - Be careful when using stock photos or old footage to portray an unrelated story. The "model" may not appreciate the reference even if proper releases were obtained.

*** Misappropriation** - there have been many recent successful claims brought by high-profile plaintiffs against the media for using their name or likeness (including sound-alike voices) to promote or advertise publications or products. Celebrities (and their lawyers) are extremely protective about their commerciality and will fight hard to keep it from being diluted. Ask: "Is the use of the celebrity's name or likeness to sell other products or to publish them for their own merits?" If it is to sell or endorse a product, including the insured's own publication, don't do it.

*** When in doubt about any publishing issue, always get a second opinion** - from colleagues, your boss or a lawyer. Attentive, responsible pre-publication review prevents more claims and lawsuits for the insured than anything else.

*** If someone does complain to the paper, station, etc., handle the claim promptly and courteously** - Many plaintiffs state in their complaints, in their depositions and during mediation that if the insured had been more sensitive to their concerns and not so arrogant that they may not have filed suit. Whose to know if this is true, but nothing will light the fire under a potential plaintiff quicker than to brush them off or not reply at all.

*** If a retraction, clarification or apology is truly justified, do it.**

Kentucky papers invited to participate in local identification project

The Louisville office of the National Center for Missing and Exploited Children is inviting newspapers across the state to begin local projects, known as KidCare ID.

Project KidCare ID helps local agencies, sponsors and parents stem the tide of missing children through implementation of a national standard for child identification.

The document, similar in size to a passport, includes a photograph, additional information such as name, date of birth, weight, height, parents' names, a medical profile, and other identifying features.

Newspapers interested in beginning such a local program should contact Harold Rosen at (502) 574-6439 or by writing Harold Rosen, 810 Barrett Avenue, Louisville, KY 40204.

Lexington Herald-Leader cartoonist Joel Pett has been named cartoonist by the Population Institute in the group's 16th annual Global Media Awards. Pett, who has been with the Herald-Leader since 1980, will receive the award in September at the U.N. Fourth World Conference on Women in Beijing.

The Jessamine Journal in Nicholasville has added three new staff members -- Deanna Masley; James Speelman; and Deanna Marks. Speelman is the Journal's editorial staff as a reporter. She previously served as editor of the Webster Post in Webster, N.Y., before she and her husband moved to Kentucky last year. Works, formerly of Morehead, joins the staff as advertising sales representative. She began her newspaper career worked with the Morehead News as a typesetter and ad sales rep in 1989. Speelman joins the staff as a graphic artist. He graduated from the University of Dallas in 1994 where he served as assistant photo editor of the student newspaper and layout coordinator for the school's yearbook.

The Salersville Independent has added two persons to its staff. Todd Sammons has joined the staff as an advertising sales representative. Kim Wireman has joined the staff as reporter/photographer.

Jon Garrett has returned to the editorial staff of the Union County Advocate after serving in a similar capacity with the Crittenden Press in Marion. Garrett was staff writer/sports editor for the Advocate in 1993 and 1994. He was twice named "Journalist of the Year" by the Kentucky Intercollegiate Press Association and "Outstanding Journalism Student" while attending Henderson Community College.

Kelly Menser, who graduated from Murray State University in May and recently completed an internship with various Central Kentucky newspapers owned by Landmark Community Newspapers, Inc., has been named news editor of the Owensboro News Herald. Menser, who served as news editor and editor-in-chief of the Murray State News while completing her

FOI Hotline Questions

Question: Can a police department refuse to provide certain information from police incident reports, such as the identity of the person reporting the incident?

Answer: Generally, you are entitled to access to the incident reports or police blotter reports. OAG 77-102. You have a right to challenge any police department which refuses you access to the actual report and provides you, instead, with a summary of the information (or some of it) on those reports. Be sure to give the records custodian a copy of OAG 77-102, or at least the citation to it, to support your position. If that fails, a conversation with the police department's attorney or a letter to the Attorney General requesting an opinion consistent with OAG 77-102 should resolve that question.

The related question of a police department withholding certain information from incident reports has also been addressed by the Attorney General. In OAG 80-54, the Attorney General held that a police department could not adopt a policy of withholding the names of victims of crime, including the crime of rape. More recently, in 93-ORD-13, the Attorney General held that a police department cannot adopt a policy of withholding information relating to rape victims or victims of sex crimes on the theory that it would violate the victim's privacy to reveal his or her identity.

If the identities of crime victims, including sex crime victims, cannot be withheld from these records, then how can the police legitimately withhold other types of information? They often argue that people don't want to report crimes if they know their name will appear in the newspaper, but the same argument has failed to impress the Supreme Court. The fact is the public is entitled to know what incidents are reported to the police.

People and Papers in the News

(Continued from Page 2)

journalism degree, has also served as a stringer for the Gainesville, Ga., Times.

Larry Lambert, assistant controller for Landmark Community Newspapers since 1987 and former staff and senior accountant at Arthur Young & Company in Louisville, has been named controller of LCNI. The announcement was made by Larry Coffey, president of the company.

Two Ashland Daily Independent reporters have been presented national writing awards by the National Federation of Press Women. Amanda Gilmore, a staff writer, won second place in agriculture/agribusiness writing and an honorable mention in news reporting and continuing coverage. Benita Heath, a freelance writer for the Daily Independent, received an honorable mention in Special articles.

Also honored at the National Federation of Press Women's annual conference held in Jackson, Miss., was Stephanie Davis of the Morehead News. She received a second place in news photography. Her winning photograph was published in July, 1994, by the Morehead News. The photograph showed rescue workers assisting with an automobile accident on the U.S. 60 bypass. Davis was also honored earlier this year by the Kentucky Professional Communicators, winning three first place awards.

Fifteen Louisville Courier-Journal circulation employees spent more than a week in July helping with efforts to deliver the Detroit News and Detroit Free Press through picket lines set up July 13 by six unions. The Detroit News is owned by Gannett Co., Inc., who also owns the Courier Journal. It was under a joint operating agreement with the Free Press, which is owned by Knight-Ridder Inc.

Obituaries

RUMBLE

John Cleveland Rumble, 79, former vice president and director of employee relations for the Courier-Journal and Louisville Times, died July 7.

"Cleve" Rumble was named vice president of the newspaper company in 1964. He retired in 1974 to become manager of the labor relations department of the Southern Newspaper Publishers Association. Rumble also served as president of the Newspaper Personnel Relations Association.

KUNZ

Sue Bartlett Kunz, a member of the Louisville Courier-Journal staff for 27 years and writer of the newspaper's weekly Savvy Shopper column, died July 27 after a bout with cancer.

Kunz, 49, joined the newspaper in 1968 as a society assistant in the women's news department. She was named news administrative secretary in 1974 and an executive secretary in 1981. She was an assistant to the editor in 1987 and last December took on the duties as the Savvy Shopper columnist. Kunz had worked with David Hawpe, Courier-Journal editor for about 15 years. She was instrumental in setting up the newspaper's Forum Fellow and has served as its director.

WEISENBERGER

Richard Weisenberger, 57, former editor of the Georgetown News and Times and an assistant state editor of the Lexington Herald in 1960, died July 30 at his home in Mayfield.

Weisenberger served in the Kentucky State Senate in the mid-1970s. He was a graduate of Georgetown College, the UK School of Journalism and the University of Louisville School of Law.

Subscription rate increases

The Jessamine Journal, following the lead by numerous Kentucky and nationwide newspapers, increased subscription rates August 1.

Publisher Tony Cox, in announcing the rate hike that averages eight percent, said the increase is a result of large increases in the newspaper's costs, specifically a 16 percent increase in printing costs already this year and another seven percent expected in September.

The subscription rates for Jessamine County increased \$1.50 per month. Out of county rates increased \$4.50 and out of state subscription rates went up \$4. The larger increases in out of county and out of state were attributed to an expected postal rate for out of county mail later this year.

It was the first subscription rate increase for the Journal since 1989.

Host applications for '96 interns in the mail

Kentucky newspapers participating in KPA's Statewide Classified Program should be watching their mail in the next few weeks for applications to host an intern for the summer of 1996.

Preliminary plans for 1996 are for 14 interns to be placed with newspapers who have participated in the Statewide Classified Program for at least one year. The intern is paid by the Kentucky Journalism Foundation through the host newspaper for the nine-week summer program.

The intern idea began in 1993 to replace a scholarship program. In the first two years of the internship program, only one intern had not taken a newspaper job upon graduation.

The Kentucky intern program is being used as a model by several other state, regional and national press associations.

Bits and Pieces of News You Can Use

Newsprint prices may hit all-time high in September

With newsprint costs expected to reach an all-time high in September, the Newspaper Association of America (NAA) announced it has formed a task force to study the editorial, technical and market implications of reducing the width of U.S. newspapers. The task force will be chaired by John Madigan, president and CEO of the Tribune Co. A full report on the conclusions of the study will be released this fall.

Newsprint costs account for approximately one-fifth of a newspaper's total operating expenses.

NAA, which represents over 1,500 U.S. newspapers accounting for more than 85 percent of daily circulation, made the announcement following recommendations from the Association's Executive Committee of its Board of Directors.

The task force will study the ramifications of reducing the industry's common 54-inch page width. Newspapers have discussed reductions down to 50 inches.

"In this climate of skyrocketing newsprint prices, web width reduction has the potential to save publishers both raw material and money," said Cathleen Black, NAA president and CEO.

"It is appropriate for NAA to help newspapers understand the factors at play so that they can make their own decisions on this issue," said Uzal Martz Jr., NAA Chairman and president and publisher of the Pottsville (Pa.) Republican. "It is not a simple exercise, as it involves editorial, technical and marketing issues, but it clearly is a major priority with scheduled newsprint price increases around the corner."

A questionnaire sent to over 80 newspapers by NAA last month showed nearly 26 percent of newspapers had already reduced their web width by some amount since January, with another 21 percent indicating they would do so by year end. In all, 53 percent of newspapers said they would support a narrower page width, 32 percent indicated they would not, and the remainder were undecided.

NAA, and its Technology Department have been at the fore-

front of producing initiatives that will allow newspapers to conserve newsprint and use it more economically, such as its Newsprint Management Initiative and the NAA Newsprint Conservation Guide, which debuted at NEXPO95 in Atlanta.

Headquartered in Reston Va., NAA focuses on five key strategic priorities that affect the newspaper industry collectively: marketing, public policy, diversity, industry development and newspaper operations.

Newsprint prices: expect the worst, before hoping for the best

Kim Breese, president and chief executive officer of NewsprintSouth, told the International Newspaper Financial Executives (INFE) convention that there was no expected immediate relief from the ever-escalating newsprint prices. Breese told the 300 INFE members that they could expect to see prices rise higher in the next year before coming down at all.

Get real estate agents to pay for subscriptions

Looking for a way to increase subscriptions and at the same time letting community newcomers know about your newspaper?

Talk to your local real estate agents about purchasing one-year subscriptions for the buyers of each home they sell.

An extension of this idea would be to give the agent credit on classified ads for each dollar spent on new subscriptions.

It's been tried and one newspaper reports a local real estate agent bought 2000 subscriptions to target a high income area.

1st quarter ad sales rise 6.77 percent

First quarter 1995 advertising revenue grew 6.77 percent over the same period a year ago, according to a report from the Newspaper Association of America. Advertising expenditures for the first quarter were \$7.8 billion, compared to \$7.4 billion for the first quarter in 1994.

American purchases Corbin Times Tribune

American Publishing Co. has announced it has reached an agreement in principle to purchase the Corbin Times Tribune and 11 other U.S. dailies from Thomson Newspapers Corp.

The announcement was made August 8.

Thomson had announced earlier this year its intent to sell 25 U.S. newspapers as a part of its strategic long-term reorganization. That reorganization supports Thomson's objective of transforming the company into a marketing and communications organization.

Thomson also owns the Richmond Register in Kentucky but the sale agreement with American Publishing Co. apparently did not include the Register.

American Publishing Co. owns the Middlesboro Daily News and Harlan Daily Enterprise in Kentucky.

Larry Perrotto, president and CEO of American Publishing said the company "is pleased to add these newspapers to our community newspaper group. These publications have characteristics consistent with our present rural and semi-urban daily and weekly publications. We don't anticipate many changes at these publications, other than updating equipment at some of the locations."

Included in the purchase along with the Corbin Times Tribune were three newspapers in New York, two in Missouri, four in Texas and 1 each in Oklahoma and Kansas.

American Publishing, a subsidiary of the Canadian-based international company Hollinger, Inc., is the second largest newspaper publishing group in the U.S. in terms of paid daily news-

First quarter spending for classified advertising, the second largest newspaper advertising category, jumped 12.62 percent to \$2.9 billion. Local advertising, which includes both classified and retail advertising, was up 7.5 percent in the first quarter.

"The first quarter results clearly show the newspaper industry is healthy and moving to avoid repeating another growth year in 1995," said Cathleen Black, president and CEO of NAA. "The strength in local advertising illustrates that local advertisers see newspapers as the best medium to invest in."

Retail advertising, the largest advertising category, grew 3.95 percent to \$3.9 billion; followed by national advertising, which grew 2.19 percent to \$1 billion in the first quarter.

In 1994, U.S. daily newspapers had the largest share of total advertising expenditures - 22.8 percent - compared to broadcast television, which had 20.8

percent, direct mail, which had 19.8 percent, and radio, which had 7 percent.

Renters combine rent payment with subscription

The Kalamazoo (MI) Gazette has increased subscriptions in some apartment buildings by having the include subscription costs with rent payments.

Renters who sign a lease at two participating apartment complexes also can sign up for home delivery of the Gazette at a 50 percent discount.

The program has worked. The Gazette's penetration more than tripled in one complex, from 19 percent to 64 percent and doubled - 36 percent to 82 percent - in the second.

Landlords who offer the subscriptions to renters also get trade-out on classified ads.

Kentucky Health Board's decision on association plans contrary to agreement

The Legislative Research Commission has passed a resolution asking that the Kentucky Health Care Policy Board reconsider a decision that affects health insurance programs offered through state associations, such as the Kentucky Press Association.

The board had decided that business association programs would be subject to community-rating provisions, a decision contrary to the intent of the health care reform measure passed by the General Assembly.

The LRC resolution, adopted by House and Senate leadership, said "it was clear the intent of the General Assembly was that modified community rating would not be applied in this manner."

Jody Richards, House speaker, said the associations were told their plans would be exempted from the community rating provision in a way to gather support for health-care reform.

Presently, the plan offered to newspapers has rates set on the state as a whole, meaning that newspapers pay the same monthly premiums for health insurance regardless of where the newspaper is located.

Under the modified community rating, the state is divided into seven geographic regions and rates are set separately for each region. With that interpretation from the health policy board, newspapers in one region could pay substantially higher monthly

premiums than newspapers in the adjacent region.

The health care reform legislation said a modified community rating is to be used to establish premiums for businesses with 100 or fewer employees, individuals and those in the health care alliance.

The community rating idea takes into consideration age, family size, geography and plan design in establishing the rates for each region.

75 cents, please Paintsville, Floyd County bump up single copy price

Rising newsprint costs, postal increases and overall higher operating costs are forcing newspapers across the country to increase advertising and circulation prices. Most of the circulation jumps have been on annual subscription rates or bringing single copy prices to the 50-cent level.

Two Eastern Kentucky weeklies are venturing into higher ground with a 75-cent single copy price attached.

The Paintsville Herald made the jump earlier this summer and last month, the Floyd County Times in Prestonsburg told readers it too would be increasing rack prices.

Paintsville is a weekly while Floyd County is published twice each week.

Tony Efyfe, editor of the Herald, said the newspaper experienced no noticeable negative effect in the number of copies sold over the counter. The Herald's increase affected only the single copy price, not subscription costs.

"We felt we had to add more local news to the Herald to justify the increase," Efyfe said.

Scott Perry, publisher at the Floyd County Times, expected single copy sales to drop 20 percent when the 75-cent price began.

But after the first week, if anything, "we had no appreciable change in the number of copies sold."

Several major on-going news stories helped keep readers, Perry acknowledged. "And in conjunction, we've been running a readership contest that carries over from one issue to the next."

Perry also said advertisers initially complained about the increased price. "But we explained to them it was either increase the single copy price or advertising rates," he added, "so they accepted it."

A KPA survey of Kentucky newspapers in January showed 50 cents to be the highest weekday price for any weekly or daily newspaper.

And a 50-cent price was dominant in all circulation categories. At the time of the survey, 85 of the state's 150 newspapers had a 50-cent single copy price. Since then, several have increased their single copy price to the 50-cent level.

Two city councils discussing public's involvement at meetings

Two Western Kentucky city councils have taken action to limit the public's involvement at its meetings.

In Owensboro, Mayor Waymond Morris put a five-minute limit on comments from one resident. That person, Dick Moore, had previously been escorted from the council meeting asked to address a meeting in mid-July and was informed of the five-minute time limit for his comments.

Moore continued for more than 20 minutes and again at the July meeting had Moore escorted from the meeting.

Those confrontations led to a request for an Attorney General's opinion from Assistant AG Thomas Emerson who wrote that public agencies must try to accommodate the audience with meeting space but may impose limits on addressing the public body.

Emerson said any citizen has the right to attend a public meeting "subject to the requirement that he not disrupt a meeting."

KPA Freedom of Information Hotline attorney and general counsel Jon Fleischaker agreed, stating that "Nothing prohibits a city from making rules and enforcing those rules. A five-minute limit is appropriate."

In Kuttawa, the city is considering banning the use of film-

ing, recording or taking photographs during city council sessions. The ordinance would reportedly exclude the media from these restrictions.

The measure is needed to preserve order at city council meetings.

An activist group has been taping city council meetings for nearly a year and the ordinance would apparently state that tape recording, taping, photographing, filming and video taping by persons other than reporters disrupts meetings.

The city is following a 1985 Attorney General's opinion that said local governments may choose not to allow recording of sessions by citizens. Kentucky's Open Meetings Law does state that reporters can tape, photograph and film public meetings.

Kentucky law does not establish procedures or rules for the conduct of meetings and citizen participation, leaving each agency to establish its own guidelines for procedures to be followed at its meetings.

Copies of the Attorney General's opinions are available by contacting the Kentucky Press Association at 800-264-5721.

(Information for this story was gathered from the Associated Press, Owensboro Messenger Inquirer and Louisville Courier-Journal.)

Inaugural Newspaper Recycling Week set for August 13-19; special section material available from NAA at no charge

The Newspaper Association of America has announced formation of National Newspaper Recycling Week, August 13-19. The week has been created to recognize consumer contributions made in newspaper recycling.

To gain attention to Newspaper Recycling Week, NAA along with the American Forest and Paper Association and its Canadian counterpart, the Canadian Pulp and Paper Association have produced a free eight-page, four-color tabloid designed to run as an insert during the week.

The insert is generic enough, however, that newspapers can order a CD-ROM containing all the graphics and publish the tabloid at any time.

A selected page from the special section is reprinted at the right. For more information on participating, including your CD-ROM, please contact Timothy Lewthwaite at (703) 648-1117.

The CD-ROM is made available at no charge newspapers.

Calling all photographers

Award-winning photos sought by presstime...

Kentucky newspaper photographers who received a first place in any KPA contest in the past year, are invited to send a copy of the award-winning photograph to presstime magazine, the publication associated with the Newspaper Association of America.

NAA publishes a two-page spread on award-winning photographs from state press association contests.

If one of your photographs won a first place in a KPA contest in the past year, send the picture to Erin McNeece, The Newspaper Center, 11600 Sunrise Valley Circle, Reston, VA., 22091-1412. Identify the photographer, name of the newspaper and the contest category for each submission.

Both color and black and white photographs are acceptable.

Photographs can be returned if requested.

and KPA needs color entries for 1996 directory front cover

The Kentucky Press Association is also accepting photographs to consider for its 1996 Kentucky Press Association Yearbook and Directory front cover.

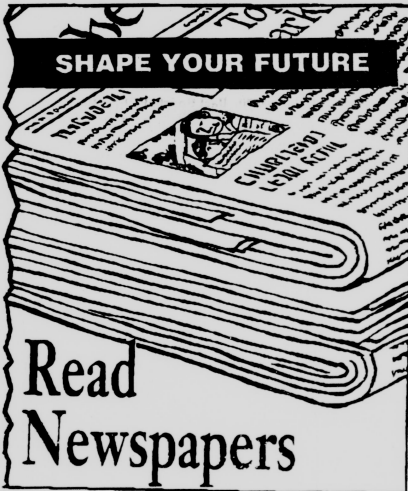
The photographs must have been taken by a staff member of a Kentucky newspaper and should be in color. The picture should reflect some aspect of Kentucky life or a Kentucky newspaper.

A KPA committee will review all pictures submitted and select the photograph to be published on the front cover of the directory.

Deadline for submitting photographs for the 1996 KPA Yearbook and Directory is October 1. Mail the photographs to Kentucky Press Association, 101 Consumer Lane, Frankfort, KY 40601.

Include the name of the photographer, newspaper and brief description of the scene.

"Shape Your Future: Read Newspapers" Theme for National Newspaper Week - October 8 - 14



"Shape Your Future: Read Newspapers" is the theme for National Newspaper Week, scheduled for October 8 - 14.

Sponsored by the Newspaper Association Managers (NAM), National Newspaper Week has been celebrated since 1940.

NAM is offering full press kits for National Newspaper Week that includes camera-ready editorials, comics, suggestions and other promotional materials. Throughout the week, newspapers can use the materials to remind readers and advertise of the services it provide and especially the freedom they protect.

The newspaper kits are available through individual state press associations and will be available after August 20.

Kentucky newspapers wanting a media kit should contact Sue Cammack at KPA at (800) 264-5721 for August 20. The kits are available only through state press associations. NAM is not accepting orders from individual newspapers.

There is no cost for the media kit but orders will be filled on a first-come, first-served basis.

?? Question of the month??

Can my newspaper publish a bingo ad?

The basic answer is "yes" if the organization (religious, educational, fraternal) meets the requirements of KRS Chapter 528.

KRS 528.130, Kentucky's charitable gaming act, does not seem to directly relate to newspapers running bingo ads. However, there is one possible scenario which may require newspapers to familiarize themselves with the charitable gaming act statute in order to prevent themselves from running an advertisement for gaming which is unlawful.

KRS 528.010 defines a person who "advances gambling activity" to be one who engages in conduct that materially aids any form of gambling activity. The conduct shall include, but is not limited to, conduct directed towards the solicitation or inducement of persons to participate in the particular game. KRS 528.150 subjects anyone failing to comply with the provisions of 528.010 to any appropriate penalty in Chap-

ter 528. KRS 528.030 states a person is guilty of promoting gambling in the second degree when he knowingly advances or profits from unlawful gambling. Thus, newspapers should be aware of the criteria set forth in Kentucky's charitable gaming statute in order to avoid profiting (receiving payment for advertising) from unlawful gambling.

Two particular parts of the criteria are:

* the organization must register with the county clerk of the county in which the gaming activity is taking place, providing the name and address of the organization, a letter from the Federal IRS showing proof of the organization's charitable, religious or fraternal tax exempt status according to the Internal Revenue Code for the last five years; and,

* all expenses are to be paid using consecutively numbered checks made payable to specific persons or organizations.

Newspapers can provide organizations with a complete listing of all requirements of KRS

Chapter 528 relating to gaming activities and the various stipulations that must be met for the activity to be deemed lawful.

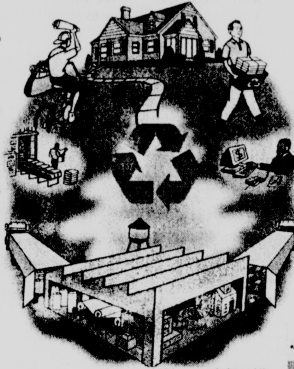
The criteria is listed in KRS 528.130.

Can Newspapers Ask to See Proof of Registration?

Charitable gaming operations do need to be registered with the County Clerk in the county in which the activity is taking place. This statute does not confer any requirement that the organization present its registration to anyone but the County Clerk. However, if the organization refuses to show proof of registration the newspaper can still request a copy of the registration through the County Clerk, since this is a public record. Newspapers can also incorporate an advertising policy of not accepting gaming advertisements until proof of the required registration has been shown.

For more information concerning Kentucky's charitable gaming statute, contact David T. Thompson at KPA.

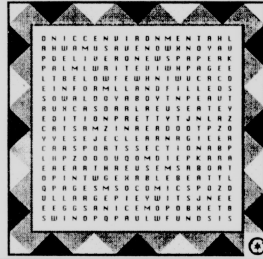
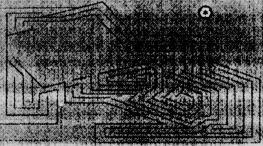
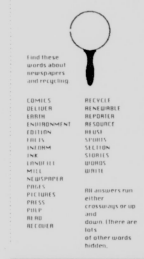
The amazing



There are 100 daily newspapers published in Kentucky. Every day about 100 million newspapers are printed. Each time a newspaper is printed, the publisher's printer uses about 100 pounds of paper. During the life of a newspaper, it uses about 100 pounds of paper. Paper recycling is the best way to save paper. Recycling paper helps to save trees. Recycling paper also helps to save energy. Recycling paper also helps to save water. Recycling paper also helps to save money. Recycling paper also helps to save the environment.

Make paper airplanes, kites, and hats. Make paper mache figures. Cut out pictures and words and paste on larger paper to make your own personalized posters. Use

the feature of your old newspaper to make your own personalized newspaper for the recycling bin.



Board minutes from June 22 at KPA Summer Convention

Following are the tentative minutes of the Kentucky Press Association/Kentucky Press Service Board of Directors meeting, Thursday, June 22, 1995; Days Inn Glenstone Lodge, Gatlinburg, TN. The minutes are tentative until accepted by the KPA/KPS Board of Directors at its next meeting.

Attending: Dorothy Abernathy, Steve Lowery, John Del Santo, Marty Backus, Gene Clabes, William Mitchell, Jed Dillingham, Teresa Revlett, Charlie Portmann, David Greer, Merv Aubespin, Kelley Warnick, Ken Metz, Louise Hatmaker, Glenn Gray, Stuart Simpson, Tom Caudill, Guy Hatfield, Jerry Lyles, Chip Hutcheson, Russ Powell, Bob Adams.

Also attending: Todd Rainwater, John Nelson, Ron Wolfe.

Staff: David T. Thompson, executive director/secretary

burg for the 1995 Kentucky Press Association/Tennessee Press Association Summer Convention and briefed the Board on some of the issues relating to the newspaper industry from the NNA perspective.

6. Cleve Gatchel, Fred Miller and Gary Koestel, representing the Number One Network, made a presentation to the Board on the Number One Network group buying service and extended an offer to Kentucky newspapers to participate in the group buying program. Following a discussion by Board members, a motion was made by Russ Powell, seconded by Jerry Lyles that KPA accept the proposal from the Number One Network, to include a percentage return on purchases. Approved.

7. John Del Santo, chairman of the KPA/KPS Vision 2000 Committee, reported to the Board on various committee discussions, including a discussion on reimbursement of mileage for Board members or other reimbursement mechanism as mentioned at the March 24 KPA/KPS Board of Directors meeting; the purchase of a new 1996 Chrysler Town and Country van as a company vehicle; and issues relating to the KPA News Bureau and The Kentucky Press.

8. KPA/KPS Executive Director David T. Thompson reported on the registration information and program for the 1995 Summer Convention, noting that nearly 300 KPA members, spouses and other guests were expected.

9. Following up on that presentation, the Board discussed the 1996 KPA Summer Convention, reaching a consensus that KPA should hold a 1996 Summer Convention, after approving a motion by Marty Backus, seconded by Gene Clabes. Various issues relating to site, program and scheduling were discussed with direction to the KPA staff to have a proposal at the August 24 KPA/KPS Board of Directors meeting.

10. Dr. Ron Wolfe, Journalism Education Representative to the

Board, presented a proposal for a Faculty-in-Residence program through the Kentucky Journalism Foundation. The proposal included all Kentucky universities and colleges and would operate similarly to the KJF internship program. Following a discussion, the Board took the proposal under advisement, delaying action on the proposal at this meeting.

11. In other business: Steve Lowery discussed an Open Meetings/Open Records handbook being prepared by the Legislative Research Commission.

Bob Adams, KPA Associate chairman, requested that the Board consider allowing college and university student publications to join the Kentucky Press Association as Associate Member Newspapers. The request was sent to the KPA Membership Committee's agenda for the 1995 Fall Board Retreat.

Guy Hatfield briefed the Board on issues relating to the Kentucky General Assembly, particularly discussing potential action on the federal's Boxer Amendment to the Crime Bill; Gene Clabes invited Board members to join a Kentucky delegation travelling to Russia as a Kentucky partnership with that nation.

There being no further business, the meeting was adjourned.

Council member's thought: Media shouldn't report what's said at meetings

A Lewisburg, Ky., city council member has a new view of the state's Open Meetings Law.

In June, councilman Joe Anderson made a motion that the council receive a raise from \$10 per month to \$100 per month.

Responding to a news story in the Russellville News Democrat and Leader about the meeting, he said he felt the media shouldn't report on everything that is said or the actions taken during open meetings.

That statement was in response to Mayor Gwyneth McKinney's comment that the media has a right to attend open meetings and report anything that is said.

KPA Fall Newspaper Contest deadline September 8

Classes and Divisions

Weekly Division - Published One Day Per Week
 Class 1 - Certified circulation of 3,000 or less
 Class 2 - Certified circulation of 3,001 to 4,500
 Class 3 - Certified circulation of 4,501 or more

Multi-Weekly Division - Published 2 or 3 times Per Week, regardless of circulation amount

Daily Division - Published Four Days or More Per Week
 Class 1 - Certified circulation of 10,000 or less
 Class 2 - Certified circulation of 10,001 to 25,000
 Class 3 - Certified circulation of 25,001 or more

RULES

1. Entries must be received by KPA by September 8, 1995.

2. Contests are open only to paid-up member newspapers of KPA. To be eligible, stories must have been written by full- or part-time employees of the newspaper submitting the entry at the time the material was published. Work by wire service employees or syndicated writers may not be entered.

3. A newspaper's entry must be accompanied by payment for all entries in the contest. Please compute carefully. There will be no refunds.

4. Contest publication period for entries in the Fall Contest includes issues published July 1, 1994 to June 30, 1995.

5. Separate sets of tearsheets or complete copies of issues must be furnished as indicated in each of the individual contest categories. Newspapers should anticipate the submission of entries in the KPA contests by saving tearsheets as prospective contest entries appear through the contest period. Machine copies of entries are not permitted without specific authorization in advance of the judging. Do not send clippings or scrapbooks.

6. No entries in any writing or photographic category shall be entered in another category or division and any entry is strictly limited to one category only. Unless the entry is also part of a series, and eligible for either Category 11 or Category 12. All newspapers entering the contest must be aware that submitting the same entry in two or more separate categories or divisions will result in disqualification of that entry from consideration in any category.

Individual entries must be made only by the newspaper of origin.

7. Once you have selected your entries and properly identified them, package all together in a single packet and mail on or before September 8, 1995 to:

Contest Committee
 Kentucky Press Association
 101 Consumer Lane
 Frankfort, KY 40601

8. A contest entry fee of \$10 is required for each newspaper entering the contest, regardless of group ownership. A fee of \$4 for each individual entry is to be paid for each entry in each contest category. These fees go toward payment of plaques, certificates and judging expenses.

9. Be sure to fill out the entry form and return it with your entries and payment.

10. Type information for each entry on a label (enclosed) and affix securely (either staple or glue) on the upper right-hand corner of the page on which the entry is located. Make sure it does not cover some important area. On each identification label, enter (a) Newspaper Name, (b) Contest Number, (c) Division, (d) Class, (e) Writer/Photographer Name.

11. All entries, except winning entries, will be retained by the judges. Plaques and certificates will be presented at the Winter Convention, and all winning entries will be listed in a special edition of The Kentucky Press.

12. Mark the story or picture with a **HEAVY RED check mark** above the entry. Please mark with a red marker to clearly define the entry.

13. Appropriate plaques and certificates will be awarded to winners in each contest category; plaques going to first place winner and certificates to second, third, certificate of merit and honorable mention. Honorable mention is not necessarily awarded in each category.

14. In the event only one entry is made in any category for a specific class, a certificate of merit will be awarded in that category if the judges determine it to be a quality entry.

15. An entry will be disqualified if:
 * the entry is not within the required dates;
 * the entry is not properly marked;
 * it is entered in more than one category, or by more than one newspaper. If an entry is entered in the wrong category, KPA reserves the right to move the entry into the appropriate category, where possible.

CATEGORIES

Newspapers may submit more than one entry in Categories 1 through 13, but a writer's name may not appear on more than two entries per category. Although bylines are not mandatory, the name of the writer(s) must be included on the label for the entry since the writer's name, as well as the name of the newspaper, will appear on plaques and certificates.

General Excellence

No entries are required. This category is the sum of the outcome of the other categories of the Fall Contest, establishing the winning newspapers in each class of competition for Daily, Weekly, and Multi-Weekly divisions. These results evaluate the content of the newspaper in terms of the effort of individual staff members. Each first place award will count three (3) points; each second place award or certificate of merit, two (2) points; and each third place award, one (1) point in determining the winners of the Fall Sweepstakes Award. Honorable mention awards will be considered only if needed to break ties in calculating the results of this category.

Category 1: Best Editorial

Submit as your entry a full-page tearsheet clearly marked. Editorials must be locally written and will be judged on community interest, clarity of thought, and style of writing.

Category 2: Best Spot News Story

The stories submitted for this category should be of unscheduled events, for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit as your entry a full-page tearsheet with the best spot news story by any writer clearly marked. Judges will take into consideration such points as thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 3: Best General News Story

The entries in this category should be for articles on scheduled or organized events for which advance planning was possible, such as public meetings (city council, fiscal court, school board), dedications, political appearances, etc. Submit as your entry a full-page tearsheet with the best general news story by any writer clearly marked. Judges will take into consideration such points as community interest, timeliness, thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 4: Best Feature Story

Submit as your entry a full-page tearsheet with the feature story clearly marked. Factors to be considered in judging this category will be quality of writing, subject matter and reader interest. Articles should be of local interest, preferably about local people, places or things.

Category 5: Best Column (One Subject)

One entry should consist of three columns, each from a different issue of the newspaper. While all three columns need not be about the same subject, each individual column must contain only one subject. The three tearsheets should be stapled together and tabbed as one entry. The column must be written by a staff

member or a regular local columnist for your newspaper. Originality and style of writing will count highly in judging as well as the style and individuality of the writer. The effective treatment of the subject matter is an important factor.

Category 6: Best Column (Variety of Subjects)

One entry should consist of three columns, each from a different issue of the newspaper, each column containing a variety of subjects. The three tearsheets should be stapled together and tabbed as one entry. The columns must be written by a staff member or regular local columnist for your paper. The column should be a balance between humor, entertainment, and information. The writer has considerable latitude in this category. Entries will be judged on individuality, style of writing, and subject matter.

Category 7: Best Sports Column Under Regular Heading

One entry should consist of three full-page tearsheets from different dates with column clearly marked. Columns must run as a regular feature in your newspaper and must be written by a staff member or local columnist. Originality and style will count highly in judging.

Category 8: Best Sports Story

Submit a full-page tearsheet with your best sports story plainly marked. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 9: Best Sports Feature

Submit a full-page tearsheet with your best sports feature plainly marked. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 10: Best Investigative or Analytical Story

This category is defined as a single story or a series of stories on the same subject which demonstrates the reporter's/reporters' initiative in research, analysis or investigation. If a series, its publication must end within the contest period.

Category 11: Best Story Series

This category includes a series of stories on any subject other than investigative story or series eligible for Category 10. A series must include a minimum of three stories and publication date must end within the contest period. Submit one full-page tearsheet for each article within the series. Judges will consider community interest, timeliness, thoroughness of reporting, series structure and impact of headlines and leads.

Category 12: Best On-Going/Extended Coverage Stories

This category is intended to recognize efforts by newspapers and reporters to continue coverage of a news story. An example would be a follow-up story on developing news when the entry doesn't qualify as a story series or investigative reporting. Submit the original (first) news story and all subsequent follow-up stories.

Category 13: Business or Agribusiness Story

Submit a full-page tearsheet with your best business or agribusiness story plainly marked. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

PHOTOGRAPHY

Categories 14 through 20: A photographer's name may not appear on more than two individual entries in any category. Entries shall be submitted only as full-page tearsheets with the work of the photographer's entry clearly marked. Attach an entry blank giving the name of the newspaper, title of photo, name of photographer, newspaper division and class, and category number. Photos must have been taken by a full- or part-time staff member or a regularly contributing photographer. Wire service employees are not eligible for consideration. The judges request that photographers submit an original 5 x 7 or 8 x 10 photograph, attached to the tearsheet. While this may enhance the chances of winning, it is not required. Photographs must be identical to what is published in the entry.

Category 14: Best General News Picture

Judging for Category 14 will be made on the basis of newsworthiness, local interest, balance and overall quality of work. Submit a well-marked, full-page tearsheet. The pictures in this category should be of scheduled or organized events for which advance planning was possible, such as public meetings, dedications, political appearances, etc.

Category 15: Best Spot News Picture

The photographs for this category should be of unscheduled events for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit a well-marked, full-page tearsheet. Judging will be made on the basis of newsworthiness, local interest, and overall quality of work.

Category 16: Best News Picture Essay (Spot or General News)

An entry must consist of two or more pictures used together to tell a story with little written support. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Category 17: Best Feature Picture

Submit a well-marked, full-page tearsheet. Judges will be looking for local interest and appeal, imagination and originality in selection of subject matter, posing, lighting and overall quality of work.

Category 18: Best Feature Picture Essay

An entry must consist of two or more pictures used together to tell a story with little written support. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in the judging.

Category 19: Best Sports Picture

This category is to encourage more and better sports coverage. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Category 20: Best Sports Picture Essay

An entry must consist of two or more pictures used together to tell a story with little written support. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

KPA Fall
 Newspaper
 Contest
 Entry
 Deadline
 September 8

Awards will
 be announced
 Friday,
 January 26
 at the 1996
 Kentucky
 Press
 Association
 Winter
 Convention.

Herald readers find out man will quit hammering when he's out of nails

(Editor's Note: This is another in a series of profiles on Kentucky newspapers.)

PAINTSVILLE HERALD

To a tourist strolling through the truck-filled highways of eastern Kentucky, Paintsville may seem like a sleepy little town buried between mountains.

But if you flip through the pages of the Paintsville Herald, you'll see there's nothing sleeping about this place at all.

The Paintsville Herald, a 5534-circulation weekly newspaper, is usually full of interesting stories about people in the town and throughout Johnson County.

Tony Fyffe, editor of the Herald, is responsible for coverage of the community.

"If something happens that the people would want to know, I write about it," he said with a smile.

For example, the newspaper gets all the reports from the county's 911 system and prints the log each week, eliminating names and addresses for privacy concerns. The newspaper also puts a headline on police reports, such as: "Gentleman disturbing neighbors says he will quit hammering when he's out of nails."

Fyffe also said he concentrates heavily on covering the courthouse. "Our courthouse coverage has a good following," he said.

Of course, covering government and the courts is easier if you have a good rapport with officials, which Fyffe said he does.

"I tell them up front it's nothing personal," he added. "I'm just doing my job."

The Herald is always looking for more in-depth, investigative pieces for the newspaper, but sometimes getting all the little

details done can sap Fyffe's time. Johnson County may seem like a wolf in sheep's clothing. The county is primarily Republican, Fyffe said, but has a tendency to vote Democratic. Religion is big, so the newspaper runs a weekly church page sponsored by local churches.

Several attempts for the county to finally go wet have failed recently.

"We still have bootleggers in Johnson County," Fyffe said with a laugh.

The economy is slow. Paintsville has more retail establishments than anything else. There is a sprinkling of farmers in the county. Tobacco, of course, is the main cash crop. And beef cattle are on the rise in the county.

Covering such a diverse community can be challenging, but it's all in a day's work for Tony Fyffe and his fellow employees at the Paintsville Herald.

KENTUCKY POST

In a state full of excellent daily newspapers, it can be difficult for editors to make their products stand out.

But Judy Clabes, editor of the Kentucky Post in Covington, a 43,000-circulation daily in Northern Kentucky, does not hesitate when she talks about the mission of her newspaper and where it fits into the overall scheme of things.

"Our primary role is to be the major source of news in the region we serve," Clabes said. "That's certainly a role that can't be understated."

Clabes said the newspaper also fills other roles in the community, such as setting the agenda for the community through a strong editorial voice, and con-

tributing to the quality of life in the region through the Post's public service involvements.

The newspaper strives to serve its readers in many ways, including providing news and information readers need to be informed citizens. Clabes added. She also stressed the important of community service.

"We provide extensive community services. We support community organizations and we run special sections and public service ads," Clabes said. The newspaper offers reader "hotlines" of issues of the day and makes room for letters to the editor. "Our whole business is reader service."

What sets the Kentucky Post apart? "The extent of involvement in the community and the intense focus on local news," Clabes said.

Special section projects include:

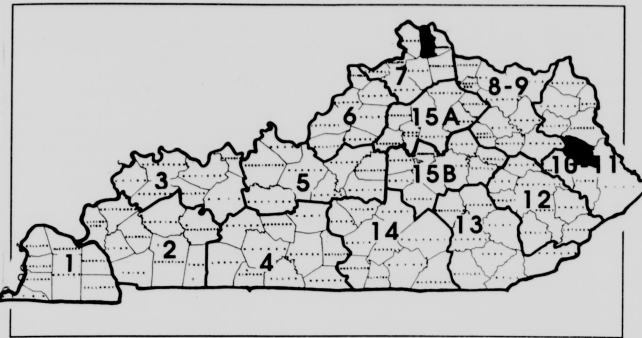
Seniority, a quarterly section for senior citizens.

Yearbook, an annual school's year-end section featuring the newspapers own All-Star student award winners, all school honors winners and the name of every graduate of every high school in the area.

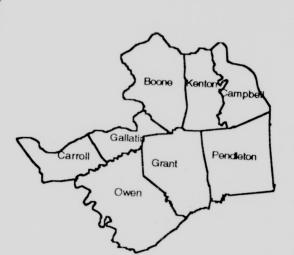
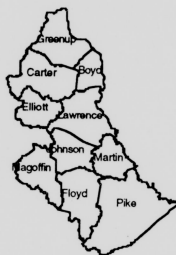
Young Authors, a tabloid section featuring award-winning student writing from the newspaper's Young Author's competition which involves 15,000-plus school children in Northern Kentucky.

Wishbook, a yearly section during the holiday season featuring the wishes of individuals representing the social service agencies in the area. The newspaper sets up a "Wishbook Fund" to which readers can contribute and to which the newspaper contributes.

Various special theme sections related to business.



Paintsville Herald
 Located in Eastern Kentucky
 County: Johnson County
 KPA District: 10-11
 Population: County - 23,400
 Households: County - 8,600
 EBI: Per Household: \$28,921



Kentucky Post
 Located in Northern Kentucky
 County: Kenton County
 KPA District: 7
 Population: County - 146,000
 Households: County - 54,500
 EBI: Per Household: \$43,160

Ad-libs®

By John Foust
 Raleigh, NC

It was a hot, sultry afternoon in July, 1981. I was driving back home from Charlotte, North Carolina, where I had conducted a workshop that morning. It had just rained, but the clouds broke quickly and the sun on the hot pavement created thin clouds of steam.

It looked hot. And it felt even hotter. Our famous southern humidity was at full strength. Although my car's air conditioning was on full blast, I felt like I was sitting in a sauna.

Then I saw it. There was an old pickup truck parked in front of a service station. The gate was down, displaying a cargo of fat, green watermelons. Propped against the truck was a crude sign, hand-painted on plywood. It featured a childlike drawing of a red and green slice of watermelon, with the words, "Yum! Yum!" printed above. Two teenage boys stood by, waiting for customers.

That sign was, and still is, the best ad I have ever seen. Those two boys could teach us some important lessons about effective advertising.

1. They had targeted a specific audience. They knew that July motorists on Highway 49 were hot. And they knew that there aren't many places on that stretch of road to stop for a cold soft drink.

We should encourage advertisers to do the same. While 1995 has fewer "mass markets," there are many smaller markets, each with unique needs and wants. Help your accounts define and focus on these specific audiences.

Even with products that do have mass appeal, audiences don't want to be approached as a mass market. Remember that the largest audiences are still made up of individuals. That's why the best ads have a personal touch. Don't sell to "everybody." Sell to individuals.

2. Their sign was simple. They knew that motorists traveling at 55 miles per hour can't decipher a complicated message. It was easy to understand their message at a

The Best Ad I've Ever Seen

glance. Newspaper readers are in much the same situation. They hurriedly scan the pages, pausing when something catches their eye. They make split-second decisions on what to read and what to skip. As a result, an ad has only a few seconds to attract favorable attention. Telegraph your message, by keeping it simple!

3. They sold a benefit. And they sold it with two short words, "Yum! Yum!" That was much more effective than saying, "Delicious watermelons for sale..." or "Tasty relief from summer heat..." or "Best tasting watermelons ever..." No, they didn't get fancy they said it all with, "Yum! Yum!"

People buy products and services, because of perceived benefits. They want to know, "What's in it for me?" To reach them, sell benefits!

There you have it. The best ad I have ever seen. But as I look back, I have one regret. I didn't stop to buy a watermelon. To be honest, I was in such a hurry that I kept going. So I have filed under "things I wish I had done."

Next time I'll stop. I promise. Ever since that afternoon, I think

about that sign every time I bite into a cold watermelon on a hot summer day. No, I didn't buy a watermelon, but I did see some valuable advertising principles in action. Sell to individuals, keep it simple and sell benefits.

(c) Copyright 1989 by John Foust. All rights reserved.

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.



Video workshop can help your staff create better ads



At last...a program that is tailor-made for newspapers! "Basics of Layout and Copy" is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start—working on layouts, getting ad ideas and writing more effective headlines.

Find out how to train your staff the quick and easy way. Write today for free brochure.

John Foust Advertising Seminars
 PO Box 10861, Raleigh, NC 27605, ☎ (919) 834-2056

© Copyright 1987 by John Foust. All rights reserved.

Service to Members Since 1869

Just as you serve your communities, service could be the middle name of the Kentucky Press Association. Since January 13, 1869, the Kentucky Press Association has been serving newspapers across the Commonwealth.

And information on any of the services below is available by calling 800-264-KPA1.

- State Police Press Passes * Research/Marketing and Demographic Information * Media Kits * Resume Service * Freedom of Information (FOI) Hotline * The Kentucky Press * Winter Convention and Trade Show * Summer Convention * Advertising Seminars * Lending Library * KPA Yearbook and Directory * Advertising Placement Service * CommonNet * Salary Surveys * Kentucky Shopping Habits Survey * Lobbying * Kentucky Statewide Classified Program * News Editorial Seminars * Speakers' Bureau * Clipping Service * 800 Toll Free Number * Circulation Seminars * Health Insurance * Property, Casualty and Libel Insurance * Life and Disability Insurance * Low Cost Long Distance Telephone Service * Workers Compensation Insurance * Collection Assistance on Bad Debts * 2 x 2 Classified Display Advertising Network * Windshield "PRESS" Stickers * Paid Summer Interns * Better Newspaper Contest * Editorial and Photography Contest * Advertising Contest

And watch for new Member Services to be offered later this year.

Now you see why we say "Service" is our middle name, too.