

Per. Rm.
PN
21700
.K460
vol 66
1995
no. 12

Periodicals
Dept.
Does Not
Circulate

Looking Ahead

December 3-6
Newspaper Association
Managers Legislative Issues
Conference

December 12
Inauguration Day, Governor
Paul Patton Sworn In

December 22
12 Noon - KPA Central Office
Closes

December 25
Christmas Day
KPA Central Office Closed

December 29
12 Noon - KPA Central Office
Closes

1996

January 1
New Year's Day
KPA Central Office Closed

January 1
All Other Kentucky Elected
Officials Take Office

January 2
1996 Kentucky General
Assembly Regular Session
Begins

January 25 - 28
KPA Winter Convention,
Radisson Plaza, Lexington

March 4 - 8
Newspapers in Education Week
Continued on Page 5

Notice of Business Meeting to Consider By-Laws Amendment

The official Business Meeting of the Kentucky Press Association will be held Friday, January 26, 1996, at the Radisson Plaza, downtown Lexington, beginning at 8 a.m. (Eastern).

Business items to discuss include an amendment to the Kentucky Press Association By-Laws, same being adopted unanimously by the Kentucky Press Association Board of Directors on Friday, November 3, 1995.

The recommendation is to amend Article II, Section 3, Paragraph 2, which presently states:
Continued on Page 5

December, 1995
Volume 66, Number 12

The Official Publication
of the Kentucky Press Service

THE KENTUCKY PRESS

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



The on-line version of The Kentucky Kernel was chosen as the top Internet student publication in the country in November at the 1995 National College Media Convention in Washington, D.C.

The on-line version began February 20.

The different home page areas are:

Current Issue - that day's edition of the Kernel.

KeG - a special tabloid called 'Kernel Entertainment Guide,' published each Thursday.

Basketball - the latest special section published by the Kernel. Other special sections have featured Homecoming, Football and New Students.

Forum - a week's worth of editorials and columns, plus editorial cartoons.

Archives - issues of the Kernel since February 20.

ETC - as the name implies a variety of information.

Story, page 3.

Eldridge elected to Board; Caudill, Greer, Revlett, Portmann re-elected

David Eldridge, general manager of the Henry County Local in New Castle, has been elected to a three-year term on the Kentucky Press Association/Kentucky Press Service Board of Directors.

Eldridge takes over the District 6 seat from Merv Aubespain of the Louisville Courier-Journal. The district includes Bullitt, Henry, Jefferson, Oldham, Shelby, Spencer and Trimble counties.

In all, five of the 14 district Board seats were up for election for a three-year term, beginning in January, 1996. Four incumbents won another term on the Board including Tom Caudill of the

Lexington Herald-Leader, in District 15-A; David Greer, of the Elizabethtown News Enterprise, in District 5; Teresa Revlett of the McLean County News, in District 3; and Charlie Portmann, of the Franklin Favorite, in District 4. Both Caudill and Greer were unopposed.

Greer is completing the term this year of News Enterprise publisher Mike Anders and Caudill is completing the term of former Georgetown News Graphic publisher Bob Scott who resigned last year.

Eldridge returned to Kentucky in 1991 to become general manager of the

Continued on Page 2



David Eldridge

People and Papers in the News

Christee Mitchell has joined the staff of the Berea Citizen in the composition department. She is a graduate of Western Kentucky University with a double major in English and sociology and recently interned at Corbin This Week.

Patty Fox has been named advertising director of the Beattyville Enterprise.

The Voice-Tribune's **John Chalek** received the 1995 Albert Sanders Member of the Year Award at the St. Matthews Area Business Association's annual banquet. Chalek was honored for outstanding service to SMABA and the St. Matthews community. The Voice Tribune was also honored for outstanding corporate support to the group.

In an effort to improve customer service in delivery of the Glasgow Daily Times, publisher **Bill Tinsley** has announced the addition of **Bobby Wells** and **Kevin Bishop** to the circulation department.

Aeron Noe and **Nancy Apodaca** have joined the staff of the News Democrat and Leader in Russellville. Noe, a May graduate of New York University, is a reporter/photographer for the twice weekly Park Newspaper and Apodaca is working in the newspaper's advertising department.

Chris Wooten has joined the staff of the Voice-Tribune as a staff reporter.

Lisa Browning has joined Landmark Community Newspapers, Inc., Central Office in Shelbyville as an office assistant.

Two Western Kentucky University graduates have joined the Elizabethtown News Enterprise staff as graphic design associates. **Steve Haycraft** and **James Strickland** both graduated from Western with advertising degrees. Publisher **Mike Anders** also announced that **Dorothy Sharlene Williams** had joined the N-E's staff as a classified compositor and **Cristi Heyde** had been named classified sales representative.

Kentucky Standard publisher **Steve Lowery** has added four employees to the editorial staff of the Bardstown tri-weekly. New additions include **Rebecca Ray**, assistant editor; **Stephanie McMillin**, production coordinator; **Michelle Corder**, proofreader; and **Jason Lee**, graphic designer/paginator.

Karen Sensenbrenner, formerly a senior accountant with Cotton & Allen public accounting firm in Louisville, has been named accounting supervisor for Landmark Community Newspapers.

John Henson, managing editor of the Harlan Daily Enterprise, has been named editor of the daily, replacing **Lisa Carnahan**, who will become the new KPA News Bureau Director in late December. The announcement was made by Enterprise publisher **James Kerby**. Henson received his bachelor's degree from Eastern Kentucky University and was awarded a master's degree in sports administration from EKU in 1991.

Richmond Register publisher **David Harrison** has named **John Butwell** as the newspaper's managing editor. Butwell formerly was the paper's Berea bureau chief. **Rebecca Mullins** has taken Butwell's place at the Berea bureau and been named Register Berea editor. Harrison also promoted **Joyce Rose** to composition supervisor and **Julie Lawson** as Medley editor, replacing Mullins in that position. Butwell joined The Register in 1991 after four years as managing editor of the London Sentinel Echo. Mullins and Lawson are both graduates of the UK journalism school.

Rachael Raney is the new director for Sun Publishing in Paducah. Raney joined the Sun staff in October, 1989, as account executive and was promoted to sales manager in 1992 for EXTRA the Sun's TMC and entertainment package. **Liz Latta** has replaced Raney as EXTRA sales manager. Latta is a journalism graduate from Murray State University and is studying for a master's degree in communications. **Julie Scott** has joined the Sun as advertising account executive for EXTRA. She previously worked for newspapers in Kentucky and Florida, and most recently for the Metropolis (Ill.) Planet. **Bonnie Parsons**, former secretary for Taylorsville attorney Lorraine

Russell, has been named office assistant for the Spencer Magnet.

The Kentucky News Photographers Association presented its annual awards in mid-October during KNPA's fall conference. Kentucky newspaper photographers honored by KNPA included **Charles Bertram**, Lexington Herald-Leader, Still Photographer of the Year; **Bill Luster**, the Courier-Journal, runnerup in Still Photographer of the Year; **Janet Worme**, Lexington Herald-Leader, Still Best of Show. The Lexington Herald-Leader's photography department was named the Best Photography Staff.

Jim Jennings, former assistant managing editor for graphics of the Lexington Herald-Leader, has been elected president of the Society of Newspaper Design. Jennings, now a Lexington-based newspaper consultant, takes the helm in January.

Harlan County native **Jackie Cornett** has joined the advertising sales staff for the Harlan Daily Enterprise. Cornett came to the Enterprise from Liberty Life Insurance. He also has been an assistant football coach at Harlan.

FTC telemarketing rules now in effect

Effective December 1, the Federal Trade Commission's new rules governing telemarketing took effect.

Newspapers that sell subscriptions and advertising over the telephone should pay particular attention to the following:

- If a person requests he or she not be called again, the paper must keep his or her name on a list and refrain from calling again.
- Callers must identify themselves promptly, and make it clear that the purpose of the call is to sell something.
- Callers must explain all costs.
- Calls must be made between 8 a.m. and 9 p.m.
- Papers must keep detailed records of all calls for two years. Records must include scripts, names and addresses of customers, dates, amounts sold, names and last known addresses of current and former employees, and any fictitious names used by those employees.

Dave Eldridge elected to KPA/KPS Board

Continued from Page 1

Local, a part of Landmark Community Newspapers, Inc., based in Shelbyville.

He was circulation manager of the Winchester Sun from 1979 to 1981 before moving to the circulation department of the Henderson Gleaner for three years. Eldridge worked for newspapers in Woodridge, Va., Iowa City, and Sioux Falls, S.D., before returning to Kentucky.

The Kentucky Press

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Second-class postage is paid at Frankfort, KY. 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY. 40601. (502) 223-8821.

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**
Merv Aubespain, 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 Hutcheson, 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 Counsels
Jon Fleischaker 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 Stigers, Clipping Assistant

Kentucky university publications do well nationally Kernel named top Internet student publication

The on-line version of the Kentucky Kernel, the University of Kentucky's student newspaper, was chosen as the top Internet student publication in the country in November at the 1995 National College Media Convention in Washington, D.C.

The Kernel competed with on-line student newspapers, magazines and radio stations for the "Best of the Net" General Excellence award. The on-line Kernel also picked up a third place award for design.

This was the first year of the "Best of the Net" competition and it featured student media entries from more than 30 universities around the country. The awards were sponsored by the Associated Collegiate Press and Internet World.

"This is a very special award," said Mike Agin, UK's student media adviser. "The UK students who work at the newspaper area creating a nationally-ranked publication and putting it on the superhighway for the world to see. Obviously, this award means that many people outside UK are liking what they see."

The Kentucky Kernel also won several other national awards during the four-day convention, including a first place for best opinion page design; editorial editor Matt Felice and "Sherman's Alley" creators Jerry Voigt and Toby Gibbs each picked up first place awards in cartooning; and the Kernel's advertising department picked up a second place award.

UK's student daily also was given several awards in the College Media Review, a publication from CMA that showcases the best work produced by student media designers for their newspaper, magazine and yearbook. The Kernel finished fifth for front page design and fourth in best nameplate. Former Kernel staff member Byl Hensley won a fifth place for best advertisement.

Eastern Progress - Matt McCarty and Janna Gillaspie received an honorable mention award in the Los Angeles Times/American Collegiate Press Story of the Year competition. The award in the feature story category was for the story package "Growing Up in Brockton," which exposed unclean living conditions in campus family housing and the ups and downs of children growing up there.

Nominations needed for UK Hall of Fame

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

The purpose of the Journalism Hall of Fame is to recognize persons who have made significant contributions to the industry. Selection is made from individuals, living or dead, who are Kentucky natives or have spent a substantial part of their careers in

Selena Woody received a fourth place award for one of her opinion pages in the Best of Collegiate Design competition. The page design was featured in the College Media Review, a compilation of winners.

The Eastern Progress won fifth place in the on-site Best of Show competition held at the College Media Advisers/American Collegiate Press Association held in Washington.

College Heights Herald - The College Heights Herald and Talisman Xposure also received national recognition during the competition. In the Best of Show, the Herald, Western Kentucky University's twice-weekly newspaper, placed second in the non-daily tabloid division.

The second issue of the 1994-95 Talisman Xposure was second in general interest magazine category. The Xposure is a three-volume, soft cover magazine/yearbook.

Other WKU awards were Herald, Pacemaker Finalist; Joe Howell, third, feature picture of the year; Andy Cutraro, third, sports picture of the year; Matt Tungate, honorable mention, Los Angeles Times editorial of the year; Stacy Curtis, honorable mention, College Media Advisers best comic strip.

In the Collegiate Design 3 competition, photojournalism, College Heights Herald, first, second, third; Talisman, fourth. Front Page Tabloid, Herald, second; Sports Pages, Herald, first; Magazine Feature Presentations, Talisman Xposure, fourth; Yearbook People Spreads, Talisman, fifth; Yearbook Indexes, Talisman, third.

Dennis Varney, a senior print journalism major from Racoon, is editor of the Herald for the fall semester. Catherine Whipple, a senior print journalism major from Georgetown, is design editor.

Amethel Parel-Sewell was editor of the 1994-95 Talisman Xposure. A photojournalism graduate, she is working in publications in Chicago. Craig Fritz, also a photojournalism graduate, was design director for Xposure. He is studying in England for the fall semester.

Bob Adams, director of Student Publications, is adviser to the Herald and Talisman Xposure, and JoAnn Thompson is Student Publications business manager.

Nominations should be received at UK's School of Journalism no later than Friday, January 12, 1996. Inductees will be honored during a special recognition program in April.

Nominations should be sent to Buck Ryan, UK School of Journalism, Grehan Building, University of Kentucky, Lexington, KY 40506. For more information, contact the Journalism School at (606) 257-4360.

Commentary

Censorship of student newspapers is a call for all journalists to help

By Jim Highland
Western Kentucky University

"I see nothing wrong with keeping certain things out of the newspaper. If it would embarrass the school, then maybe it's best that we not print it."

Words like this are being spoken in journalism and English classrooms in Kentucky and across the United States where some high school teachers are telling their students it's okay to censor (edit) high school newspapers to make the school system look good.

In some instances, professional news organizations in communities are being maligned by teachers who tell their students the media distort and even intentionally lie when they print their daily or weekly editions.

These same teachers use the phrases such as "we don't want to be like them. We want to support the school at all costs. Just because the principal pulled that story doesn't mean he or she has done anything wrong. It was just in our best interest."

As a member of the Society of Professional Journalists National Task Force on High School Journalism, I can honestly say that if words like these are not a call for action on the part of professional journalists, they should be.

It was a few short years ago that my daughter was editor of a high school newspaper, and her principal decided that an editorial she wrote on "school spirit" was inappropriate and should not run because it recommended building a bonfire the night before home games and getting people together for a pep rally.

The fear was that the situation could get out of hand, and there was always the possibility that someone could get hurt.

My daughter said the editorial would run, and her principal replaced her as editor of the newspaper. She fought back, thanks to support from the Louisville Courier-Journal, several other newspapers and some radio and television stations.

After two days of negotiation and lots of press coverage, my daughter and the local high school teacher with some guidance from the school superintendent decided that the editorial would run. She got her job back and the principal went back to doing what he did best, being an ex-coach, running the school and agreeing not to control the content of the newspaper. The principal was taught what the First Amendment was about, but there was little evidence he believed in it.

My daughter faced her problems and won her case simply because the local school board believed she had, under the U.S. Constitution, First Amendment rights.

Since that time, the U.S. Supreme Court has ruled that schools, school boards and advisers have a right to control content of high school newspapers, but the court has left the door open for the states to extend First Amendment rights to these young journalists.

Anyone who has ever spoken as a journalist to a civic club knows that many people in our communities don't like us, particularly when their ox is being gored. But they respect reporters and editors when they expose a serious problem or a crooked politician, and something happens that makes their communities a better place to live.

That's what these high school journalists want to do, expose the problems that exist - guns in the schools, gangs, violence, teenage pregnancy, AIDS - and make something happen to improve their schools.

Of course, if they can't print the stories and their advisers can't support them because of a fear of being fired or denied tenure, then the problems are pushed under the rug and everyone pretends they don't exist. The problems aren't addressed, they don't go away and they just get worse.

The next session of the Kentucky General Assembly is a matter of a few weeks away and the students need help in the form of legislation which extends to them the same First Amendment freedoms professional journalists have.

No one is talking about giving them the right to print rumors or lies or commit libel or invade privacy. That's where advisers play their role of getting students to act responsibly. All the students want is the right to print the truth, and it's up to those in the profession to make sure they get it.

Jim Highland is a professor at Western Kentucky University and is a member of the Society of Professional Journalists National Task Force on High School Journalism and the SPJ National Education Committee.

Introducing...
AdCreation Tools

Now you have the ad creation tools you need for QuarkXPress! It's called the AdCreation Toolkit. It's eighteen utilities to help you build ads more efficiently than ever before. At last you can bridge the gap between editorial and advertising systems effortlessly! These power tools help you do your best work in the least possible time. ACT NOW!
Call 1-800-223-1600 for a FREE Demo Disk.

Vikings Edge, Inc.
AdCreation Tools

Micro Creative Graphics, Inc. 53 West 24th Street, New York, NY 10012

KPA Freedom of Information Hotline

Russell Springs case not over yet; Flanagan seeks discretionary review

By Kim Greene
KPA General Counsel,
Wyatt, Tarrant and Combs

It's not over yet. Russell County Judge/Executive Terril Flanagan has filed a motion with the Kentucky Supreme Court seeking discretionary review. The Times Journal will file its response before the holidays and then we'll just wait and see whether the Supreme Court elects to exercise its discretion to hear this case.

In the meantime, The Times Journal and its attorneys (on appeal The Times Journal was represented by Jon L. Fleischaker, KPA General Counsel, and Deborah H. Patterson, both of Wyatt, Tarrant & Combs law firm) deserve our hearty congratulations. They convinced the Kentucky Court of Appeals to overturn a \$1 million jury verdict in favor of Judge/Executive Flanagan. (They were assisted by the amicus curiae brief filed by the KPA and 57 other newspapers.) In the process, the Court of Appeals has authored a solid, well-reasoned opinion that goes a long way to clarify First Amendment jurisprudence in this Commonwealth. This is a very good decision for all of us who work to preserve and protect our First Amendment freedoms.

What did The Times Journal do that resulted in the hugest libel verdict ever against a newspaper in Kentucky? That's the scary thing. The Times Journal was doing its job. Judge/Executive Flanagan sued the newspaper over three editorials in which it criticized Flanagan's positions on controversial issues in Russell County. In other words, The Times Journal was reporting about an elected public official's performance of his public responsibilities. This, of course, is the classic function of the free press in our country. That's what made this million dollar verdict so pernicious and frightening.

Of course, public official status does not make a person libel proof. And, while the expression of opinions (as in an editorial) is specifically protected by the First Amendment, in recent years the United States Supreme Court has blurred the legal line between fact and opinion. Obviously, care must be taken to avoid defaming the subject of an editorial just as care is taken with news articles.

In analyzing the three editorials and the jury's \$1 million verdict the Court of Appeals first set out the elements of a defamation claim by a public official:

1. A statement about the plaintiff which is both false and defamatory;
2. The statement is not privileged;

3. Clear and convincing proof of actual malice on the part of the publisher; and

4. Where the statement is defamatory only when extrinsic facts are supplied, proof of special damages.

County/Judge Executive Flanagan failed, according to the Court of Appeals, to establish the very first element as to any of the three editorials. That is, he failed to establish that the challenged statements in the editorials were false and/or defamatory. For example, concerning one of the editorials, Flanagan testified: "Well, I don't deny making the statement." In another, the Court refused to sanction The Times Journal for two statements: "County Judge/Executive Terril Flanagan has washed his hands of the county budget" and "Flanagan has presented his proposal, which is at least \$250,000 over being balanced, to the Magistrates." In doing so, the Court of Appeals held that such statements "are simply not defamatory."

...the newspaper's criticism of Flanagan's budget proposal cannot be said to harm the public official's reputation in a way that would lower him in the estimation of the community or to deter others from association with him [citation omitted].

As the United States Supreme Court has said, "[i]t is a prized American privilege to speak one's mind, although not always with perfect good taste, on all public institutions ... New York Times [v Sullivan, citation omitted]. Some even consider this type of public discourse to be a political duty. [citation omitted]."

In its opinion, the Kentucky Court of Appeals has taken the opportunity to remind all of us of the fundamental freedoms protected in this country by our Bill of Rights and, particularly, the First Amendment. First Amendment freedoms play an inestimable role in maintaining an equilibrium in our democratic society. It doesn't always make for a pretty picture. But that's precisely what the United States Supreme Court meant when it spoke in New York Times v. Sullivan of our "profound national commitment to the principle that debate on public issues should be inhibited, robust, and wide open, and that it may well include vehement, caustic and sometimes unpleasantly sharp attacks on government and public officials."

All of us should thank The Times Journal for standing its ground. And hope that the Kentucky Supreme Court will deny Flanagan's motion for discretionary review and endorse the opinion of the Court of Appeals.

December 1995 Print Journalism and Advertising Graduates

Murray State University:

Angie Kinsey - Print Journalism
7573 Bandana Road, Kevil, KY 42053, (502) 224-2997

Shaun A. Collins - Advertising
9808 Dawson Hill Rd., Louisville, KY 40299, (502) 239-8689
Campus Address: 1005 Olive Street, Murray, KY 42071, (502)753-9824

Matt Colson - Advertising
1130 Wadesboro Rd. S., Benton, KY 42025, (502)527-1939

Robert Geis - Advertising
1005 Robin Hill Dr., New Richmond, OH 45157, (513) 553-4349
Campus Address: 719C Poplar, Murray, KY 42071, (502)753-0462

Marcus D. McDaniel - Advertising
528 Club Parkway, Norcross, GA 30093, (770) 414-8281
Campus Address: Box 5640 Franklin Hall, Murray, KY 42071, (502) 762-4871

Kelly R. McIntire - Advertising
6802 Chepstow Ct., Louisville, KY 40207, (502)896-9772
Campus Address: 1402 Hughes St., Murray, KY 42071, (502)753-2064

Marla Ann Sutherland Poyner - Advertising
3042 Vanzora Road, Benton, KY 42025 (502) 527-7174

Morehead State University:

Brian A. Highley - Print Journalism.
Bachelor's Degree in journalism with a news and editorial emphasis, from Owingsville, KY in Bath County, available for a position on December 18, 1995.

Western Kentucky University:

Ilsa Blessitt - Public Relations/Marketing
Hometown: Leitchfield, KY
Available for employment: December 18, 1995

Chante' Y. Webb - Public Relations
Hometown: Lexington, KY
Available for employment: January 2, 1996

Linda C. Coan - Photojournalism
Hometown: Westminster, MD
Available for employment: January 1, 1996

University of Kentucky:

Brian Bennett - Journalism General Editorial
7614 Johnson School Road, Louisville, KY 40291, (502) 231-0081

Ronald Brent Boling - Journalism Advertising
321 Hunters Trace, London, KY 40541, (606) 223-9660

Nina T. Davidson - Journalism General Editorial
951 Red Mile Court, Lexington, KY 40504, (606) 226-0086

Roslyn J. Dy - Journalism Advertising
17 Brittany Woods Road, Charleston, WV 25314, (304) 345-3923

Jennifer Lee Fourmaris - Journalism General Editorial
9311 Marse Henry Drive, Louisville, KY 40299, (502) 267-7180

Scott C. Gardiner - Journalism Advertising
2908 Winterhaven Road, Louisville, KY 40220, (502) 499-1905

Emily J. Gaukel - Journalism Advertising
456 Rose Lane, Lexington, KY 40508, (606) 225-3199

Kimberly Hines - Journalism Advertising
P.O. Box 304, Drakesboro, KY 42337, (502) 476-9636

Continued on Page 8

KPA/KPS Board members retreat to Cumberland Falls

The Kentucky Press Association/Kentucky Press Service Board of Directors spent November 2-3 at Cumberland Falls State Park near Corbin to set the future of both organizations.

Board members spent Thursday afternoon in a series of committee meetings, then returned Friday morning as a full Board to take action on committee recommendations.

Included in the Board's action:

- * establishing a contest division for Associate Member Newspapers. Until this year, only six newspapers had joined that division but with 10 to 12 Associate Member Newspapers expected in 1996, the Board felt that number allowed a contest division for those newspapers.

- * recommended a new membership dues structure for Associate Member Newspapers. Since 1988 when that membership category was established, Associate Member Newspapers had paid a \$250 per calendar year dues. Under the new dues structure, Associate Member Newspapers will pay dues based on circulation, mirroring the circulation dues basis of Voting Members. Associate Member Newspapers are generally newspapers who do not possess a second class mailing permit but are published weekly and have at least 25 percent editorial content.

- * increased the price of the KPA Yearbook and Directory to \$50. Since the mid-1980s, the directory price has been \$25 but paper and printing costs have risen throughout the period without the cover price being changed. The new \$50 price takes effect January 1, 1996. Member newspapers and Associates will still receive free copies as a part of their membership dues.

- * increased the price of the Kentucky Statewide Classified Program ads to \$175 for 25 words, and \$7 each word over 25. That increase also takes effect January 1, 1996.

- * approved the Kentucky Press

Association and Kentucky Press Service financial statements through September 30, 1995;

- * approved the 1996 Kentucky Press Association budget proposal showing a budgeted income of \$207,820 and budgeted expenses of \$183,010;

- * approved the 1996 Kentucky Press Service budget proposal showing a budgeted income of \$659,160 and budgeted expenses of \$633,640. (Staff also presented a revised budget for 1996 to the Board if the sale of the KPS Clipping Service is completed.)

- * as a part of the proposed budgets for 1996 for the Kentucky Press Association and Kentucky Press Service, approved a proposed KPA/KPS Board of Directors Retreat for September 26-27 at the Opryland Hotel in Nashville, Tenn. The proposed retreat coincides with the 1996 National Newspaper Association convention (Sept. 25 - 28). The Kentucky Press Association had received an invitation from NNA to hold a Board meeting during the convention;

- * heard that a future meeting between the Executive Director and GeoTel, Inc., is being planned to discuss the potential sale of the KPS Clipping Service.

- * requested that Mary Becker, financial advisor to the Kentucky Press Association, Kentucky Press Service and the Kentucky Journalism Foundation meet with the Vision 2000 Committee or the full Board on January 25, 1996, to discuss, explain and review investment history and recommendations for all three corporations.

- * deferred action on increasing the subscription price for The Kentucky Press, pending further study by the KPA staff;

- * deferred action on a request of staff and discussion by the KPA Membership Committee to discuss the current dues structure and possible alternatives until necessary. The Member-

ship Committee discussed the request at its Thursday meeting but declined action;

- * approved the appointment of Marty Backus as treasurer of the Kentucky Press Association and Kentucky Press Service for 1996.

- * approved the nomination of Guy Hatfield as vice president of KPA/KPS

for 1996, with a recommendation to that effect being passed on to the KPA Business Meeting on January 26.

The Board also heard reports from KPA divisions and other committees.

The Board meeting adjourned at 11:50 a.m. with the next scheduled Board meeting to be held Thursday, January 25 at the 1996 Winter Convention.

Committee actions and discussions

Five KPA/KPS Committees met during the Fall Board Retreat at Cumberland Falls and took action on lengthy agendas. The discussion and action included:

KPA/KPS Vision 2000 Committee approved the budgets for the Kentucky Press Association and the Kentucky Press Service for 1996 and recommended to the Board that the budgets be accepted. The Board also accepted the proposed budgets for both corporations. The membership will discuss the budgets at the Business Meeting on Friday, January 26.

The KPA Legislative Committee met with general counsels Jon Fleischer and Kim Greene and lobbyist Debbie Patterson, also of Wyatt, Tarrant and Combs to discuss various issues and concerns that are anticipated for the 1996 Kentucky General Assembly.

The KPA Member Services Committee heard a request from staff to increase the cover price of the Yearbook and Directory. There had been no price increase since 1984 but with expected increases in paper costs, and an expanded directory to 80 pages, a price increase should be considered. The committee then discussed the request and sent a recommendation to the full Board that the price of the directory be increased to \$50, including state sales tax. The committee also heard from KPA staff about a proposed increase in the rates charged to advertisers for the Kentucky Statewide Classified Program. Rates had not increased since 1991. The staff recommended an increase effective January 1, 1996, to \$175 for 25 words and \$7 for each word over 25. The committee approved the request and sent a recommendation to the full Board. The committee also discussed "date of entry" changes in the KPA Fall Newspaper Contest. At present, the entry dates for the Fall Newspaper Contest were July 1 through the following June 30. However, since the contest awards are not presented until the January Winter Convention, entry articles and photographs are seven months to 19 months old at the time the awards are presented. The committee approved phasing in the date change and recommended the change to the full Board. Under the proposal, the 1996 KPA Fall Newspaper Contest dates for publication of entries will be July 1, 1995 through September 30, 1996. In future years, the publication dates will be October 1 through the following September 30. No date changes were necessary at the time in the KPA Advertising Contest or the KPA Better Newspaper Contest. The committee then met jointly with the Membership

Continued on Page 7

KPA Business Meeting scheduled for January 26 to consider proposed By-Laws Amendment, budget, election of officers

Continued from Page 1

"There is also established the Associate Member Newspaper membership within this division. Those newspapers meeting requirements of full membership, including at least 25 percent news editorial content and news of interest to the general public, but do not hold a second class mailing permit as required by full membership, shall be eligible for the rights and privileges of membership as Associate Member Newspaper and shall pay dues according to the same dues structure required of Associate member."

The proposed amendment as approved by the KPA Board of Directors and recommended to Voting Membership for consideration, reads: "There is also established the Associate Member Newspaper membership within this

division. Those newspapers meeting requirements of full membership, including at least 25 percent news editorial content and news of interest to the general public, but do not hold a second class mailing permit as required by full membership, shall be eligible for the rights and privileges of membership as Associate Member Newspaper and shall pay dues according to the same dues structure required of Voting Membership."

Since the Associate Member Newspaper status was enacted in 1988, newspapers eligible for that class of membership have paid dues based on the dues structure of Associate Members.

This By-Laws recommendation would require Associate Member Newspapers to pay dues based on circulation figures identical to the dues

structure of full/voting members.

Also at the Business Meeting on January 26, 1996, Voting Members will consider the proposed 1996 budgets for the Kentucky Press Association and Kentucky Press Service as adopted by the Board of Directors on Friday, November 3, 1995, and will vote on officers for 1996.

Those officers include:

President - John Del Santo, Ashland Daily Independent;
President-Elect - Gene Clabes, Recorder Newspapers

Vice President - Guy Hatfield, Citizen Voice and Times, Irvine

Treasurer - Marty Backus, Appalachian News Express, Pikeville

Past President - Dorothy Abernathy, Oldham Era.

Looking Ahead

Continued from Page 1

March 20 - 22

NNA Government Affairs Conference, Hyatt Regency, Capital Hill, Washington, D.C.

June 20 - 21

KPA Summer Convention, Bowling Green

September 25 - 28

National Newspaper Association Convention, Opryland Hotel, Nashville

September 26 - 27

KPA/KPS Board of Directors Fall Retreat, Opryland Hotel, Nashville

Promising news for family-owned newspapers

Proposal could cut business estate tax

A proposal to reduce estate taxes on family-owned businesses surfaced in Congress October 19. The Senate Finance Committee's proposal applies to businesses worth up to \$5 million.

It offers the first relief small businesses have had in years, according to family-owned business advocate Frank Blethen, publisher and chief executive officer of The Seattle Times Company.

"[This proposal] is the most promising thing I have seen for family businesses and especially family-owned newspapers in 20 years and could very well help some newspapers and some communities keep local ownership," said Blethen.

Rex Carney, Sen. Patty Murray's press secretary, said the proposal is a step in the right direction, but it excludes many small businesses.

The proposal excludes the first \$1.5 million from a decedent's estate. It would also exclude from the estate 50

percent of the value of qualified family-owned business interests between \$1.5 million and \$5 million.

Businesses worth over \$5 million would remain under the existing estate tax law, which includes a tax rate of 55 percent.

Blethen said although the definition excludes The Seattle Times Company, which is owned by five families, it will provide "substantial" relief for small businesses in Washington.

There are other limitations (see accompanying box) outlined in the proposal in order to keep the costs to the government under control and ensure that only small businesses benefit. Even with the support of Senators Murray and Slade Gorton, the bill has a long road ahead. If passed by the Senate, it would move to the House.

Any differences would have to be reconciled by a joint committee, before the final version returns to both Chambers for a final vote.

Wagner packages top-rated ad seminars into two books

Peter W. Wagner, a popular speaker at last spring's Kentucky advertising conference, has completed two new books designed to train and motivate print sales professionals. Wagner and his son Jeff are both scheduled to conduct workshops on advertising and news editorial during the 1996 KPA Winter Convention.

The books are based on Wagner's most requested programs which the Sheldon, IA, publisher has presented more than 200 times in 41 states and five Canadian provinces during the last three years.

"Ten Things I Wish Every Print Sales Person Knew" is an easy-to-use training manual based on Wagner's popular six-hour seminar of the same title. The book features 10 chapters detailing all the important lessons in his most frequently requested program. In addition, the book offers dozens of new anecdotes and ideas not included in the live presentation.

The manual comes with worksheets and handouts that can be used to ensure sales people understand how to put the ideas in the book to good use.

The second book, "Successful Print Selling Secrets," provides 160 helpful thoughts and ideas to motivate any advertising sales staff. Each idea is printed on a separate sheet and is designed to be quickly personalized with the publication and sales manager's

name before it is photocopied and handed out to the sales staff. The 160 pages include motivational thoughts, ways to handle objections, secrets on closing sales, time management ideas and more.

Each book sells for just \$95, including postage and handling.

Wagner also continues to offer his three popular sales promotion books with dozens of ideas guaranteed to bring in thousands of dollars in additional revenue. Each of the ideas has been personally tested by the author at his publishing company. The promotion book titles include "Twenty-Four Promotions for any Month of the Year," "Five Blockbusters that Will Enhance Your Publication" and "A Promotion for Every Month of the Year." More than 700 newspapers in the United States and Canada have ordered the idea books since they were first offered in 1994. The three-book set sells for \$62.50. All five manuals are available for just \$252.50. Orders can be sent to: Creative House, Box 160, Sheldon, IA 51201, or you can call 800-247-0186 for more information.

Wagner, 55, is president of Iowa Information Inc., which publishes newspapers, a controlled-circulation shopper, a high-gloss magazine and a number of specialty publications. The firm's flagship publication is The N'West Iowa REVIEW, which has been named Iowa's Newspaper of the Year 9 times since 1982 and the best large-circulation weekly in America four times in the last decade.

What Senate proposal means

The proposal:

* Excludes from the state taxes the first \$1.5 million of value in qualified family-owned business interests.

* Excludes from the estate taxes 50 percent of qualified family-owned business interests between \$1.5 million and \$5 million.

Proposal definitions:

* A qualified family-owned business interest is:
Principally located in the United States

At least 50 percent is owned by one family, or

At least 70 percent is owned by two families, or

At least 90 percent is owned by three families

* A family includes the decedent's:

Spouse, ancestors, lineal descendants of the individual

* An estate qualifies for the relief if:

The decedent was a U.S. citizen

Sentinel-News again Partner in Education

The Shelbyville Sentinel-News has signed up to be a Partner in Education again this school year. The project is coordinated through the Chamber of Commerce and Shelby County Schools.

The newspaper will be matched with Southside Primary, which is kindergarten through third grade. Editor Duanne Puckett and Advertising Representative Victoria Schreiner go once a month to the school to work with classes.

Puckett works with two classes on writing headlines that they create by cutting words from actual headlines in the newspaper. The children's headlines are based on a story Puckett would tell or read; then the children post their results on a bulletin board outside the classroom that is labeled "Extra, Extra, Read All About It."

Puckett and Schreiner work together with two other classes. A story is read to the children and then Puckett helps them draw a picture based on that story. Using newspapers then, Schreiner guides the children to finding letters to spell their name or the name of the subject of their picture. The finished products will be compiled at the end of the school year into a book titled "A Picture is Worth a Thousand Words."

In addition, Puckett was busy during National Newspaper Week promoting newspapers on behalf of the staff. Her stops that week included:

* She was guest speaker for the Shelbyville Rotary Club when she posed tough ethical questions to the members. She also handed out questionnaires on likes and dislikes of the hometown newspaper. The responses will be addressed in a future column to the readers.

* She taught four seventh grade classes on writing editorials. The teachers had been studying Egypt and wanted the students to publish a newspaper of what they had learned but they needed help on what makes an

editorial. Puckett gave some examples and then challenged the students to come up with opinions on issues of today, which she plans to publish on an upcoming School page.

* She sent out Newspapers in Education handbooks to some teachers, inviting them to use the Sentinel-News in the classroom by ordering copies from Circulation Manager Pat Reese. The NIE project was promoted in a house ad, too, designed by Gaston.

Beware of auto registering Windows '95

If you buy Windows '95 for your IBM-compatible computer, you may want to think twice before registering your copy of the software using the automatic registration feature.

It is the opinion of Phil Byrum of the Oklahoma Press Association that you will be telling Microsoft all about your computer if you allow the software to automatically dial up Microsoft and register your copy of Windows '95.

Byrum says that registering online will allow Microsoft to learn what software you are using.

"Think of it," Byrum says. "They get millions of people to install Windows '95, then that software tells Microsoft exactly who has pirated copies of their software on exactly which computers. Your own computer is raving on you."

Instead, Byrum urges Windows '95 users to register by mail.

SOUTHERN NEWSPAPERS, INC.

Thinking about selling your newspaper? Contact Dick Smith, President, 108 Jane Cove, Clarksdale, MS 38614
(601) 627-7906

Messenger-Inquirer sold to Belo Corp. A Quest for Information

The Messenger Inquirer's 120-year history as an independent, family-owned newspaper will end early next year with its sale to the A.H. Belo Corp. of Dallas, publisher of The Dallas Morning News and owner of seven television stations.

In meetings with newspaper employees and community leaders December 4, Belo officials promised to nurture a partnership that will promote the highest standards of community service and journalism.

"This is one of the finest community papers there is," said Burl Osborne, a native Kentuckian who is publisher and editor of The Dallas Morning News and president of Belo's publishing division.

"It ain't broke and doesn't need us or anyone else to fix it," Osborne told employees. "We're coming here as stewards."

Apart from its new beginnings, the sale - which is expected to be final in early January - also means the end of three generations of newspapering by the Hager family. John Hager, 68, will step down then as publisher of the paper his grandfather acquired in 1909.

A new publisher will be named later, Belo officials said. The process of choosing that individual has not begun, they said.

Hager, chairman and chief executive officer of Owensboro Publishing Co., said, "With Belo, we have ensured that the Messenger-Inquirer's traditions and values of high public trust will endure and be carried on into the future."

Industry analysts say Hager could have interested any number of potential buyers in bidding for the newspaper. Instead, he negotiated only with the Belo group.

Hager said that decision reflected his feeling that Belo and its executives share his family's commitment to "editorial excellence, integrity and outstanding community service."

Financial terms of the sale, which is subject to federal regulatory approval, were not disclosed. Industry analysts say the price of a newspaper transaction is usually based on the property's history of revenues and cash flow and the potential for growth in its market.

The newspaper's physical assets and property are valued at \$1.77 million, according to records in the Daviess County Property Valuation Administrator's office.

Robert W. Decherd, Belo's chairman, president and chief executive officer, praised Hager's courage in selecting the next owner for his family's newspaper.

"There are enormous external pressures on owners of papers of this quality to take a different course," said Decherd, who along with Osborne flew to Owensboro to join Hager in making the announcement. "He (Hager) could

have had an auction with 17 groups crawling through the place and then presenting him with a lot of big numbers."

Hager's relationship with Osborne goes back many years.

Osborne, 58, is a Letcher County native who began his journalism career with the Ashland Daily Independent. He worked for The Associated Press for 20 years before joining The Dallas Morning News as executive editor in 1980.

In 1989, Osborne, a past president of American Society of Newspaper Editors and member of the Pulitzer Prize Board, was asked by Hager to join the board of directors of Owensboro Publishing Co.

Osborne said December 4, that KPA committees meet

Continued from Page 5

Committee to discuss adding an Associate Member Newspaper division to all three KPA contests. The contest would be structured identical to the other divisions. The joint committee approved the request with a recommendation to the Board that it be implemented beginning in 1996.

The KPA Membership Committee discussed the dues structure for Associate Member Newspapers. When that category was developed in the late 1980s, dues were set at the same rate as other Associate Members. The committee considered a request to base the Associate Member Newspaper dues on the same circulation formula as for Voting Members. The request was approved with a recommendation that the KPA/KPS Board approve the change and recommend a By-Laws amendment to the full membership.

The committee also determined that out-of-state newspapers, whether holding a second class or third class mailing permit, should be eligible for Associate Member Newspaper but asked the staff to conduct a further study. The committee also heard a request from staff to study the KPA dues structure. Presently, the KPA dues formula is based on paid circulation but with expenses growing each year and circulation holding steady to slight declines, a more progressive dues structure should be considered in the future. The committee then met with the Member Services Committee to discuss establishing a contest division for Associate Member Newspapers. The request was approved and sent to the full Board for further consideration.

The KPA Convention Committee discussed the 1996 KPA Winter Convention and confirmed the program including an invitation for the new Governor to address the convention on Friday, January 26, at the convention luncheon. Tom Caudill discussed plans to host a College Student Seminar all day on Friday, January 26, mod-

Belo's possible acquisition of the Owensboro paper wasn't discussed at the time he joined the board of the Messenger Inquirer.

"We've had a lot of talks over the years, mostly about newspapers and their obligation to the communities they serve," Osborne said.

He said talks about a possible acquisition were "evolutionary and began more than a year ago."

Decherd, 44, told Messenger-Inquirer employees to expect no changes other than enhancement - in staffing and compensation. The newspaper has 175 full or part-time employees.

The new owner also promised to allow Owensboro the degree of independence it needs to flourish.

during Board Retreat

eling the program after a similar seminar conducted at the 1995 KPA Winter Convention; UK journalism director Buck Ryan told the committee that UK would be hosting a technology seminar on Saturday, January 27, at the UK School of Journalism. The date was selected because of the number of newspaper representatives already being in Lexington for the Winter Convention. Three sessions are being planned for Saturday morning at UK to include seminars on electronic darkrooms, the Information Superhighway and accessing Internet. Details will be mailed with the KPA Winter Convention registration packet. KPA Business Manager Bonnie Howard presented the Trade Show exhibitor information and proposed schedule for the Trade Show exhibits. The convention committee selected Louisville as the site of the 1997 KPA Winter Convention and requested proposals for potential host facilities. Proposals will be requested from downtown Louisville hotels and discussed at the January 25, 1996, KPA/KPS Board of Directors meeting.

CLASSIFIEDS Help Wanted

ADVERTISING PRODUCTION ARTIST - Design ads, prepare scheduled ads, in-house materials and commercial printing projects. Must be proficient on Apple Macintosh in PhotoShop, Multi-Ad Creator, Aldus Freehand and PageMaker. Experience with scanners and image setters a plus. One year experienced preferred. Hours Monday-Friday 7:30 a.m. - 4 p.m. Good benefits. Applicants are to send resume and three samples of work to:

Steve Berryman
Winchester Sun
Box 4300
Winchester, KY 40392

Ad-libs ©

By John Foust
Raleigh, NC

There is a lot of truth in the old saying, "knowledge is power." The more you know about a client's business, the better your chances of producing effective advertising.

Some advertisers realize the importance of information. They don't need any prodding to talk about their products, their target audiences or their long-range advertising plans. But with other accounts, it's not so easy. If you're not getting informative answers from them, maybe you need to ask different questions.

The word "question" begins with "quest," which is defined as "search." I think that "search" is a pretty clear description of the questioning process. It's a search for information. If we expect to find what we're looking for, we'd better search in the right places - or ask the right kinds of questions. Here are a few key points about questioning.

1. Mix closed and open-end questions. Closed-end questions call for short answers, while open-end questions require longer responses. For example, "When did you open your business?" is a closed-end question. "How do you advertise your business?" is open-ended and invites a more detailed answer.

The most common closed-end questions are those which can be answered with a simple "yes" or "no." It is easy to see that such short answers won't provide much information. As a result, you may want to use a closed-end question to introduce a topic ("Is your store open on weekends?"). Then follow it with an open-end question which ask for details ("How has that affected your traffic?").

2. To get more information, rephrase their answer as a question. Let's say that your client declares, "My last ad didn't work." Don't try to argue. Simply probe for more information, by rephrasing their answer as a question. Ask "It didn't work?" ... and wait for their response.

Show your concern, by giving them a chance to explain their opinions. This will put you in a better position to analyze the problem from their point of view.

3. Move closer to closing the sale, by using the word "if." This little word can work magic in a sales situation. From your client's perspective, it does not force a commitment to buy. And from your viewpoint, it can help you gauge how close they are to buying.

Consider what "if" does to these closing questions: IF this ad were to run this Sunday, which products would you like to feature? ... "IF you were to

Continued on Page 8

Winter Convention features Wagners, Anderson

The Wagners - Peter and Jeff - and Ron Anderson highlight the 1996 Kentucky Press Association Winter Convention, scheduled for January 25 - 26 at the Radisson Hotel in downtown Lexington.

More information and registration materials are in the mail to all Kentucky newspapers and Associate members but it's not too early to begin making plans.

Added to this year's convention will be an extra day (Saturday, January 27) at the University of Kentucky journalism school. UK is incorporating

Ad-Libs

Continued from Page 7

run color, would you like to start with the red or the blue?"

"If" creates a non-threatening, "let's pretend" frame of mind. And of course, should you receive a positive answer, that's your signal to close.

4. **Above all, be sincere.** Your questions should spring from a genuine interest in your clients. Listen carefully, as they express their opinions and ideas. Show them that the more you know about their businesses, the better you will be able to serve them.

That's what it's all about. Service. (c) Copyright 1995 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. For information, call or write: John Foust, PO Box 10861, Raleigh, NC 27605, Phone (919) 834-2056.

three high-tech seminars Saturday morning in conjunction with the KPA Convention. The UK seminars include sessions on the Internet and the Information Superhighway and electronic darkrooms.

The KPA Winter Convention officially kicks off at 1 p.m. Thursday with a "Reality Writers Workshop" conducted by Peter and Jeff Wagner.

The Wagners own and operate the N'West Iowa Review, a weekly newspaper that has been named Iowa's Newspaper of the Year for nine of the last 14 years. In addition, the N'West Iowa Review was named the nation's best weekly newspaper four straight years.

Recommendation includes service tax, but not on advertising

The Kentucky Commission on Tax Policy finished its work November 15 with a recommendation that would change Kentucky's tax structure, and include a sales tax on some selected services.

The final report to the Governor recommends a sales tax on barbers, dry cleaners, funeral home and similar services but stopped short of recommending advertising and lawyer services be included in the sales tax.

The 47-member commission, formed by Gov. Brereton Jones, had considered three tax options at its final meeting, but reportedly any decision by the commission was "dead on arrival." Legislative members on the commission said the 1996 General Assembly would not pass the package and Governor-elect Paul Patton repeated his campaign theme that there would be no new taxes or tax increases.

This was the second time this decade a tax on services had been discussed. In 1990, Gov. Wallace Wilkinson tried unsuccessfully to push

The 1996 KPA Trade Show opens Thursday at 11 a.m. with 20 exhibitors scheduled.

Friday's agenda begins at 8 a.m. with the annual Kentucky Press Association business meeting. The meeting

Awards notifications and convention information will be mailed Dec. 8

includes an amendment to the KPA By-Laws (see story on Page 1) and the

election of officers.

Friday's general session begins at 9 a.m., the same time Ron Anderson begins an all-day Circulation Seminar.

KPA has invited Governor-elect Paul Patton to address the convention at lunch on Friday, with Friday afternoon advertising, editorial, circulation and Associates seminars scheduled for 2 p.m. to 5 p.m.

The convention ends Friday evening with a banquet and presentation of the KPA Fall Newspaper Contest awards.

Contest award notices and convention information will be mailed December 8.

through the tax that would have included all professional services, including advertising.

December 1995 Print Journalism, Advertising Graduates

Continued from Page 5

Angela Jones - Journalism General Editorial
138 Ransom Avenue, Lexington, KY 40508, (606) 225-3726

Beth Ann Jones - Journalism Advertising
175 N. Locust Hill Drive #1612, Lexington, KY 40503, (606) 268-2672

Michael Kennedy - Journalism Advertising
133 Zandale Drive #6, Lexington, KY 40503, (606) 276-5202

Kathy W. Larkin - Journalism General Editorial
4125 Vancouver Court, Lexington, KY 40515, (606) 273-3476

Crystal L. Marshall - Journalism General Editorial
114 Londonderry Drive #2, Lexington, KY 40504, (606) 225-4015

Monica L. Nicholson - Journalism Advertising
1532 Cantrell Drive, Lexington, KY 40506, (606) 293-2142

Jessica A. Roth - Journalism Advertising
227 Alsab Court, Lexington, KY 40509, (606) 269-7745

Jill Sando - Journalism General Editorial
1015 Main Street #5, Shelbyville, KY 40065, (502) 633-5742

Douglas M. Schreiber - Journalism Advertising
1131 Loyola Drive, Libertyville, IL 60048, (708) 362-7749

Michael Vittitow - Journalism Advertising
602 W. Stephen Foster #2, Bardstown, KY 40004, (502) 348-4763

Eastern Kentucky University

Brian Howard - Journalism
2256 Dinsmore Drive, Apt. 202, Lexington, KY 40502

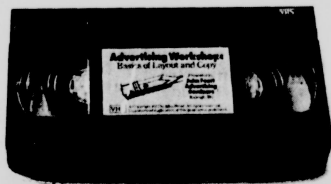
Kerri Leininger - Journalism
7323 W. Orchard, Crestwood, KY 40014

D.W. Smathers - Journalism
2015 Cross Creek, Richmond, KY 40475

Chad Williamson - Journalism
P.O. Box 808, Belfry, KY 41514

For more information about these students, contact the Journalism Director at the respective university.

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.