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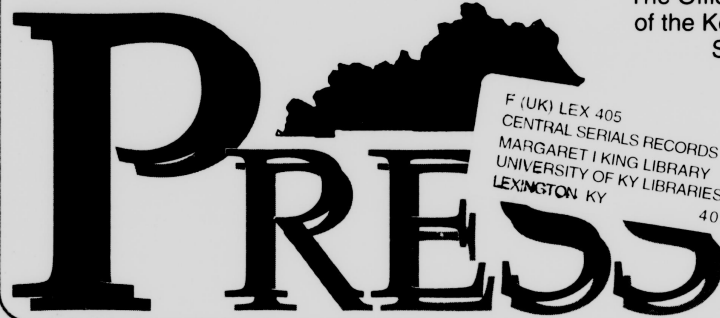
On the lookout

• March 27
KHSJA State Convention
Radisson Plaza, Lexington

• April 23-24
KPA/KPS Ad Seminar
Louisville

• June 18-20
1998 KPA/TPA
Joint Summer Convention
Sunspre Resort/Holiday Inn
Gatlinburg, Tenn.

THE KENTUCKY



F (UK) LEX 405
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UNIVERSITY OF KY LIBRARIES
LEXINGTON KY 40506

March, 1998
Volume 69, Number 3

The Official Publication
of the Kentucky Press
Service

House passes bill on school financial statements

The Kentucky House of Representatives voted 70-18 to allow Kentucky school districts to publish a condensed version of their annual financial statement. Twelve House members did not vote on the measure when it was considered on February 19.

HB 378, sponsored by Rep. Brian Crall, R-Owensboro, was sent to the Senate and assigned to the Senate Education Committee where it was still sitting in early March.

As approved by the House, school districts would be allowed to publish a "certified audit" showing the district's total income and total expense amounts for the year. For any additional information, the

general public would have to request a copy of the system's financial statement and one would be mailed at the school's expense. The language also encouraged school systems to post the annual financial statement "on its World Wide Web homepage, if it maintains one."

The published statement would be the same as allowed to municipally-owned utility companies yet far less than the audit report summary option available to cities and counties.

"The time when more and more dollars, both private and tax, are being put into education is not the

See HOUSE, page 6

How they voted

Voting for House bill 378

Alexander, Allan, J. Arnold, Ballard, Baugh, Brandstetter, Bratcher, Bruce, Burch, Callahan, Cave, L. Clark, P. Clark, Coleman, Collins, Cox, Crall, Crenshaw, Crimm, Curd, Damron, Deweese, Ford, Gee, Geveden, D. Graham, G. Graham, Gray, Hatcher, Haydon, Heleringer, Horlander, Jenkins, Johns, Jordan, Kerr, Lee, Long, Marcotte, Maricle, Marzian, Miller, Miniard, Moberly, Murgatroyd, Nesler, Newsome, Nunn, Palumbo, Polston, Pope, Rader, Rasche, Ratliff, Reinhardt, Riggs, Riner, Scott, Simpson, Stein,

Stewart, Stumbo, Treesh, Turner, Walton, Wayne, Weaver, Worthington, Yonts, Zimmerman.

Voting against House Bill 378

J. Adams, R. Adams, Adkins, A. Arnold, Bowling, Brown, D.D. Butler, Colter, Hoffman, Hoover, Lindsay, Mason, McKee, Richards, Sims, Stine, Thomas, Wilkey.

Not voting

Anderson, Barrows, D. Butler, Clarke, Deskins, Gooch, Hogancamp, Lovell, Napier, Siler, Stacy, Vincent.

KPA News Bureau has intern for '98 legislative session

Julie Clay, a senior journalism major at Eastern Kentucky University, is working with the KPA News Bureau this semester covering the 1998 General Assembly.

Clay, a Danville native and resident, also held another internship through KPA and worked at the Russell Springs Times Journal last summer.



"We're pleased with the work Julie's done for us so far this semester and I'm sure that good work will carry through the remainder of the legislative session," said KPA Executive Director David T. Thompson.

Clay was news editor of the Eastern Progress, EKV's student newspaper, last semester. She's also worked for the newspaper as a copy editor and reporter.

She plans to pursue a career in newspapers after graduation.

1998 Ad Contest breaks all records

The 1998 KPA Advertising Contest was another record breaker. The contest set records for number of newspapers participating, number of entries submitted and revenue generated.

A total of 70 newspapers entered

the competition with 2,408 entries. Revenue generated from the contest was \$10,384.

The contest was judged by the Florida Press Association and winners will be announced at the 1998 Spring Ad Seminar April 23-24 in Louisville.

614 register for first state high school convention

The first statewide convention for the newly formed Kentucky High School Journalism Association (KHSJA) is scheduled for March 27 at the Radisson Plaza in Lexington.

Registration for the convention stands at 614.

"We're thrilled with that num-

ber for a first-time event," said KHSJA administrator Lisa Carnahan. "Hopefully, this kind of interest shown will go a long way in establishing a secure future for the organization."

The convention features some of the state's best known newspa-

See CONVENTION, page 6

White elected to KPA/KPS Board

Don White, publisher of the Anderson News in Lawrenceburg, has been elected to fill the unexpired term of Tom Caudill on the KPA/KPS Board of Directors.

Caudill, assistant managing editor of the Lexington Herald-Leader, was recently elected vice president of the board. White originally was appointed as a state-at-large member of the board for 1998.

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Let your community be your judge
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Bills could harm news gathering
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Five to be inducted into Hall of Fame
pg. 10

Kentucky people, papers in the news

Greer named publisher at Kentucky Standard

David Greer, editor of the Elizabethtown News-Enterprise for the past eight years, has been named publisher of Standard Communications.

Standard Communications includes the tri-weekly Kentucky Standard, PLG-TV Channel 13 and Let's Tour Magazine.

A native of Bardstown, Greer worked as an editor and reporter at the Kentucky Standard from 1985-1988. He is on the KPA Board of Directors, representing District 5 which includes Hardin and Nelson counties.

Before Elizabethtown, Greer worked in Rockport, Ind. He began his journalism career at WBRT

Radio in Bardstown while still in high school. His broadcast experience includes a stint at an all-news radio station in Detroit.

Foster joins Lebanon Enterprise newsroom

Beth Foster has joined the staff of the Lebanon Enterprise as a staff writer. She replaces Charlie Pearl who left the Enterprise in January to become editor of The Oldham Era.

Before coming to Lebanon, Foster was a general assignment reporter at The Commonwealth Journal in Somerset and also served as managing editor of The Times Journal in Russell Springs. She is a graduate of Campbellsville University where she was editor of

The Campus Times, the student newspaper. Foster also held internships at the Lebanon Enterprise, The Central Kentucky News-Journal, the Springfield Sun and the Casey County News.

Media General to sell Kentucky properties to Community Newspapers

Media General has announced an agreement to sell its Kentucky publications to Community Newspaper Holdings Inc. of Lexington.

The publications involved include the daily Somerset Commonwealth-Journal and 17 weekly, tri-weekly and free distribution publications in 10 Kentucky counties.

The weekly papers are: The Carlisle Mercury; Menifee County News; Grayson Journal-Enquirer; The Greenup County News-Times; Grayson County News-Gazette; The Sentinel Echo, London; The Morehead News; Olive Hill Times; News Democrat & Leader, Russellville; and the McCreary County Record.

Meade Co. Messenger hires Page as reporter

Melinda Page is the new reporter at the Meade County Messenger.

Page holds a degree in English with a minor in Spanish from Freed-Hardeman University in Henderson, Tenn. At Freed-Hardeman, she was president of the university's chapter of Collegiate Writers of America.

King joins news staff at News-Democrat

Beth Lindsey King has been hired as a typesetter at the Carrollton News-Democrat.

Lindsey, a native of Owensboro, has worked as a reporter at WOMI/WBKR, an announcer for WKWC, both in Owensboro and as a production assistant for the Armed Forces Radio and Television Services in Okinawa, Japan. She attended Brescia College in Owensboro and Western Kentucky University.

Kentucky Standard names Botkins new assistant editor

Rodman P. Botkins has joined the staff of The Kentucky Standard in Bardstown as assistant editor.

Botkins graduated from the University of Louisville in 1996 with

a degree in political science and from the University of Kentucky in 1997 with a degree in journalism. A native of Louisville, he worked at student publications at U of L and UK and also held fellowships at the Lexington Herald-Leader and the Knoxville News-Sentinel.

Crouch hired as assistant controller at LCNI

Carrie Beth Crouch has been hired as an assistant controller at Landmark Community Newspapers Inc.'s (LCNI) central office in Shelbyville.

Crouch is a graduate of Murray State University with a B.A. in accounting. She previously worked as a staff accountant for the CPA firm of Cotton and Allen in Louisville.

Madden joins news staff at Anderson News

Mary Madden has joined the staff of The Anderson News as a copy editor/page designer reporter.

The Henderson native comes to the Lawrenceburg paper from the Daily Racing Form in Lexington where she was a page designer. She has also worked at the Henderson Gleaner. While at the University of Kentucky, Madden served as managing editor of the student newspaper from 1992 to 1995.

Herald-Leader wins award in literacy contest

The Lexington Herald-Leader was among the winners that took home first place awards in the SNPA Literacy Awards Banquet.

For newspapers with circulation over 75,000, the News & Community Service winners were the Lexington Herald-Leader, first; Greenville (S.C.) News, second; and the Atlanta (Ga.) Journal-Constitution and Tampa (Fla.) Tribune, third (tie).

The Lexington Herald-Leader won for its first annual NIE Celebrity Read-A-Thon to kick off NIE Week.

Jessamine Journal staff wins awards in contest

Two members of the Jessamine Journal news staff won awards in Republic Newspapers Inc.'s contest.

Randy Patrick, editor, won in the category of best personal column and Lisa King, reporter and Life Here editor, tied with a reporter from Florida for best people story.

Republic Newspapers is based in Knoxville, Tenn., and owns several community newspapers throughout the southeastern United States.

The Kentucky Press

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District 8-9
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District 13
Glenn Gray, Manchester Enterprise

District 14
Stuart Simpson, Pulaski Week

District 15-A
Don White, Anderson News

District 15-B
John Nelson, Danville Advocate Messenger

State at Large
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Reba Lewis, Research/Marketing Coordinator

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Buffy Sams, Bookkeeping Assistant

Shannon Cline, Business Clerk
Jamie Hobbs, Advertising Assistant

Reporters receive 'divine inspiration' at workshop

When the Japanese emperor asked residents in January to pray for snow for the Olympics, was that a sports or news story? Should it have been considered a religion story by the media?

Sponsored by Wake Forest University and the Poynter Institute for Media Studies, a recent workshop on religion reporting provided tips and guidelines for 50 religion reporters and journalism instructors.

"The Changing Faces of American Religion: Religion Reporting in the New Century" was a free daylong event Feb. 7 in Winston-Salem, N.C., that tied in with the host school's 1997-98 theme, "Year of Religion in American Life."

Since Japan's subsequent snowstorms caused a delay in Olympic skiing events, workshop attendees could see valid arguments for treating the episode as a religion story. Today, in fact, most

Pressing Issues

By Randy Hines and Jerry Hilliard
East Tennessee State University

stories about faith and religion do not originate in a typical house of worship.

Participants at Wake Forest could select two of the following four breakout sessions:

- "Religion and Regionalism" by Cecile Homes, religion editor of the Houston Chronicle.
- "Finding the Sacred in the Secular" by David Waters, religion reporter for The Memphis Commercial Appeal and recipient of the American Society of Newspaper Editor's 1997 Distinguished Writing Award for Religion and Spirituality.
- "Keeping the Faith on TV"

by Jamey Tucker, producer of a weekly television series titled "Keeping the Faith" on WREG-TV in Memphis.

• "Revelations ... to be Continued" by Roy Peter Clark, senior scholar at the Poynter Institute for Media Studies in St. Petersburg, Fla.

"There's a growing awareness of the importance of religion writing," said Holmes, also president of the 250-member Religion Newswriters Association. "The growth of religion reporting is sort of like head lice in the public schools—it's all over."

"The religion beat poses special challenges," she added. "You have to squeeze 2,000 years of church history into a 10-inch, inverted-pyramid story."

Holmes said religion reporters need an above-average knowledge of scriptures (from many religions), good reporting skills, and an ability to "cut through the bull"

to what impacts local readers. Because of a high Hispanic readership, the Houston paper sent Holmes and a delegation of two other writers and two photographers to Cuba for the pope's visit this year.

"Pay attention to how the religion beat intersects with other aspects of news," Holmes urged. She listed President Clinton's morality as an example, saying, "It's not possible to cover religion without religion intersecting other issues."

Clark, whose many books include *Coaching Writers: Editors and Reporters Working Together*, based his session on the use of the narrative storytelling technique from his serial work, "Sadie's Ring."

Chronicling Clark's experiences growing up Catholic with a Jewish grandmother and a Protestant father, "Sadie's Ring"

See DIVINE, page 7

Survey launched to document media subpoenas

The Reporters Committee for Freedom of the Press has launched its second five-year survey of the incidence of subpoenas served on America's newspapers and television news departments.

The survey was mailed in February to 1,500 daily newspapers and 600 television stations, seeking numerical and anecdotal information about the impact of subpoenas on news operations. The findings will appear in the first of a series of three reports documenting the impact of subpoenas and search warrants on news reporting and on the independence of the news media.

The Reporters Committee conducted a similar survey of subpoenas served in 1989, 1991, and 1993, compiling the data in three reports titled *Agents of Discovery*.

Executive Director Jane E. Kirtley said, "At a time when judges and legislators are skeptical of the need to recognize a privilege to protect journalists from compelled disclosure of confidential sources and unpublished material, it is essential to assemble comprehensive empirical evidence of the negative impact of these subpoenas on the free flow of information."

The subpoena survey project is underwritten by a grant from the John S. and James L. Knight Foundation.

(Reprinted from *The Reporters Committee For Freedom of the Press*.)

Newspaper looks outside 'traditional' roles and finds revenue in telephone books

By RON HOFFER

"Look! Up in the sky. It's a bird, it's a plane..." You may remember the introductions to the original Superman TV episodes — some people were at first confused as to just what they were seeing. Well, some of the associates and customers of The Lompoc Record may have been a little confused recently.

We have been serving the residents of the Lompoc Valley as their hometown newspaper since 1875. Now, we are providing a community telephone book.

This is certainly not a traditional role for a newspaper. Actually, some of our associates and advertising clients were incredulous that we would do such a thing. Their feelings were fostered from decades of newspaper advertising account executives espousing the benefits of spending less advertising budget in the yellow pages and running more ads in the newspaper to generate better name awareness.

Now, it seems, we were singing a different tune. Actually, we're not. We still believe the best use of most advertisers' budget is to run ads in the newspaper. So why did we decide to publish our telephone book?

We were contacted by Casey Directory Services, of King City, California. What they had to say was "outside the box" of thinking that many of us have become conditioned. But it made sense.

Every year the regional telephone utility sends in a crew of yellow pages sales representatives from outside our community to canvass our local businesses. The revenues from those sales then leaves the community. And every year many of our local businesses run rather expensive ads in those yellow pages. Later, a book is distributed in our community that covers the entire north county. Occasionally, it is helpful to have all those white page listings. Usually, it is just a nuisance wading through extra listings for other towns when you want to call someone just across town.

We could offer residents and business people a superior product, sell the yellow pages advertising to those businesses at a fraction of the cost charged by the local utility, keep some of that revenue in our community in the form of taxes and payroll, and generate

a new source of revenue for our company.

There were obviously many unknowns here. But in the face of ever-increasing avenues of competition, newspapers are going to have to migrate into some non-traditional areas if they intend to increase — or even maintain — their revenue levels.

We have established what should be a sustainable and expandable source or revenue in its own right, while giving us better exposure with the business community.

This in turn may well lead to enhanced ROP as sales in our newspaper. While you would like to believe your sales staff regularly contacts all businesses in the area, it just doesn't happen. Because we were working from a fairly complete listing of local businesses for the yellow page sales contacts, this year our reps visited many new business people, some of whom were interested in ROP advertising.

We officially kicked off our yellow page sales campaign with a front page news piece, house ads and radio spots. We had a sales cycle of a little over six months on this book, and at the end of that, were elated to have just reached our goal — \$135,000.

There were a fair number of businesses that told our sales reps they would wait to see if we pulled it off before they committed. We heard reports that some of the sales reps from the telephone utility were saying we would never make it.

Well, we did it, and we will definitely do it again. We seem to have gotten the competition's attention, too. With their 1996-1997 book, they had increased their point size, copying our readable type. They were also missing some yellow page ads they usually had, including the full page back cover (it is a house ad this year). The attorney who had taken that full page back cover for many years is now on the back cover of the Lompoc Valley Connection!

(Ron Hoffer is publisher of *The Lompoc Record*, an 8,000 circulation daily newspaper based in Lompoc, California, USA. He can be reached by telephone at (805) 737-9030, by fax at (805) 737-9037, or by e-mail at rhoffe517@aol.com. Reprinted from the January issue of *Ideas Magazine*.)

Reporters: Give lead-first style a chance to work

A few weeks ago, I flew over the Continental Divide. East of the divide, rivers flow east; west of the divide, rivers flow west.

We writers have the Newsroom Divide, as perfectly defined as the one out West: On one side, the writers say they have to write their leads first, or they can't write the story; on the other, the writers insist they can write the rest of the story first, then finish by writing the lead.

Some writing analysts say, "You should not write the lead first", others say, "Yes, you must." I say that what writing analysts say isn't important. What is important is to find out which technique works for you, then don't let anyone talk you out of it.

If you haven't yet decided which works for you, I offer two practical reasons to give write-the-lead-first your best shot.

First, newspaper reporters, bombarded on all sides by demands for their time, have to train themselves to be ready to write the moment their fingers hit the keys.

That means reporters must learn the technique of mentally writing the story as they are reporting the story. We always complain we have no time to write, but most of us waste brainpower in the reporting phase. We end up scribbling lots of notes, but we don't make the effort to think how those notes are (or are not) coalescing into a story. Many of us arrive back at the computer terminal with no idea what the story is going to say.

As a result, we don't have a lead. That

Coach's corner

By Jim Stasiowski



prompts some of us to start by writing the rest of the story so we can see where it's going. To me, that's mental dawdling, like driving in circles to find an address. Get directions before you start driving.

When I was a full-time writer, I didn't understand why my brain wouldn't let me write until I had the lead. I assumed I was just a hardheaded jerk who refused to try anything different. But as I've coached, I've recognized that many writers on my side of the divide have the attitude described so well by Donald Murray in his excellent book *Writing for your Readers*:

The lead tells the writer how to write the story. It focuses, orders, shapes the message and establishes the story's voice... (Most of us who write fast do so because we concentrate on getting the lead right before we move on... (T)he lead allows me to see problems ahead and to avoid or solve them before they bog down the draft.

So those of us who must first write the lead are unconsciously saying that because we don't know where the story is going, we cannot first write the rest of the story. We need a leader, a

general to command the armies of facts we're going to send into the battle for readers' attention.

The lead starts a chain of logic, it imposes discipline, it makes us live up to its promise. So as we choose a lead, we must take care to choose one whose promises we will keep. Too often, we subject a lead to this test: Is it flashy? A better test: Does it point directly to the theme?

Of course, it is possible to start somewhere other than the lead, and many writer tell me that technique works. But it doesn't work for me.

I was talking with a writer who said she recently had worked on what she knew was a superb story, but she couldn't come up with the lead. So she simply wrote the rest of the story first. She ended by writing a lead she really liked.

She asked me if I lead-first preference meant she was wrong to write that way. I said no. In fact, she was proving my point. The lead is supposed to connect directly to the theme, and because she already knew what the theme was, she didn't need the lead to help her get there. If she already had the rest of the story planned out in her head, she had done what I wanted her to do, she had organized the story before she started typing.

Which brings up my second reason for writing the lead first. When I start with something other than the beginning, I fear I'm going to

See LEAD, page 11

'Year in Review' stories take on new meaning with 'Net

Top 10 lists, David Letterman aside, have been part of newspapering as long as anyone can remember. As 1997 faded into 1998, however, editors used Internet surveys and other twists to give new life to the Year in Review.

"Few laws govern newspapers, but one of them says that at December's end, you have to write a warm, fuzzy look back at the year that's about to expire," write Dave Addis, editor of the Sunday editorial pages at The Virginia-Pilot in Norfolk.

To make the task palatable, editors spiced their year-end coverage and provided worthwhile information for readers.

Journalists at the Houston Chronicle offered top-10 stories in a typical year-in-review package. But they also included "The Weird Side of the News," a nationwide roundup by staff writer Bill Wampler. In it, he recounts how a raccoon jumped through a pick-up truck windshield, knocking the driver unconscious, and how a man accidentally drove his riding lawn mower over a cliff.

The Chronicle's Marty Racine identified the year of the apology. "We're getting into deeds that demand public damage control. News conferences, speeches, statements. You can fess up, give excuses, promise rehab, take responsibility, maybe even shed a large tear."

The Orlando Sentinel printed reader choices for the top national and international stories. Their picks differed slightly from those selected by the editors. Both listed the death of Princess Diana and sheep cloning in the top five. Readers rounded out their list with Mother Teresa's death, the U.S. Supreme Court's ban on racial preferences and the stock market's roller-coaster ride. Editors selected Hong Kong becoming part of China, tobacco suit settlements in Florida and other states, and O.J. Simpson's civil trial decision.

During December, about 700 readers of The Wire, The Associated Press' World Wide Web site, voted on the top stories. AP also polled about 190 newspaper editors and broadcast news directors.

Journalists and readers agreed that the top-three stories were Princess Diana's death, the trial of convicted Oklahoma City bomber Timothy McVeigh and Mother Teresa's death. Readers added the following stories, in order: the Hong Kong hand-over, the Mars Pathfinder Mission, cloned sheep, the showdown with Iraq, the United Parcel Service of America Inc. strike, stock-market turmoil and the tobacco settlement.

(Reprinted from the February issue of *Presstime*.)

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- Franklin Circuit Court
- Election Registry
- Division of Water, Waste Management
- Supreme Court

2) Provide written or photo coverage of:

- State school board meetings, hearings
- Franklin Circuit Court hearings, trials
- Capital news conferences

Design guides a must for newspapers

Nowadays, everything comes with a manual. Computers, fax machines, automobiles, digital phones, Wrist watches and hair dryers. Even pens.

The manual is our introduction to the product, and it helps us learn to use the item properly — especially if we can't get the thing to start, heat, copy, dial, tell time...or even write.

Every quality newspaper design should come with a manual — your design style guide.

Most newspaper publishers or editors, when I ask, will admit they have no design style guide. But if I ask if they have a style guide for what they write, they often will refer to the AP/UPI Stylebook or Strunk & White's "Elements of Style."

This confuses me. Why would you demand that your staff enforce style for the difference, say, between "over" and "more than" or "since" and "because" in a sentence nine paragraphs into the story (on the jump page) — and not demand a style for the way you present visually yourself to your reader every day? That's like wearing a perfectly tailored shirt...under a sport coat that has a hole at one elbow and some of last night's green pea soup on the lapel.

What is your text font?
What size is it?
Is it kerned? (What are your kerning parameters?)

Has horizontal or vertical scaling been applied? (What are your scaling parameters?)
What is your interlinear spacing?
What is the paragraph indentation?

When do you require the use of copy that's justified left?
How do you regulate the use of runarounds?

Many of us don't know the answers to all of these questions. But we could look them up — if we had a good design style guide.

The style guide is both your sword and your shield. It is a sword because it can cut through any newsroom argument about type font, size, set, spacing and the like. It is your shield because it protects your newspaper from the lone wolves and the dilettantes, those who would like to use the canvas of your newspaper to paint in their own style.

A good style guide helps to dot all of the i's and cross all of the t's. It can often be the difference between a good design and one that excels. That's why I insist that a style guide be a part of every redesign that I do.

The style guide should be written by someone on your staff. That way, you have someone at your newspaper who has a vested interest in seeing that proper style is followed. And having that person

Design is Everything

By Edward F. Henninger



write the style guide also makes him or her more expert on your design. If you have a design director, he or she is the obvious choice to write the guide.

Most of the pages in your style guide should contain four elements:

1. Theory and philosophy: why we do bylines. Why they are important to readers.
2. Creation: What font? What size? Spacing?
3. Placement and Use: Centered? Flush left? Always at the beginning of the story?
4. Illustration: shows the person reading the manual exactly what the byline should look like.

Other tips and hints:

— The writing should be clear and concise. This is, after all, technical writing.

— Leave nothing to doubt. If you're unsure about whether to include an element in your style guide, go ahead and put it in.

— Don't assume that all of your staffers know even the basics. In the style guides I help clients prepare, there's a page about modular design, and others about the use of photos and graphics. And we occasionally get questions about these elements.

— It's not a bad idea to include a preface, written by the publisher or editor. It gives your style guide a sense of authority and it demonstrates that proper design style is important at your newspaper.

— Include a design checklist near the end of the guide. This page is a reminder to your page designers of the questions they should be asking themselves to evaluate their work.

— A good index to the design style guide is a must. How can you look up the answer to your questions about a design element without a complete index?

A proper design style guide probably won't sell one more newspaper for you.

But it will help keep your level of quality high — and that helps to sell newspapers.

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

UK schedules minority high school journalism workshop

The 23rd annual journalism workshop for minority high school students sponsored by the University of Kentucky School of Journalism and Telecommunications and the Dow-Jones Newspaper Fund Inc. is scheduled for June 1-10, 1998 in Lexington.

Juniors and seniors from Kentucky and southern Ohio who are ethnic minorities (African-American, Hispanic, Asian or Native American) are encouraged to apply. Workshop participants will live in campus dormitories, attend classes in the school's computer labs

and receive a stipend to cover meals and entertainment.

The purpose of the workshop is to introduce minority students to the many career opportunities newspapers offer in business, technology and editorial work.

Students will learn to report, write, and edit news, writing stories on state-of-the-art computers and designing pages using the latest graphic arts programs.

They also will learn about planning projects, building business relationships, creating advertising, and selling and marketing a prod-

uct. Students will also be taught about the expanding role of technology in newspaper research and production.

Regional media professionals will work with students to help produce an eight-page workshop newspaper.

For more information contact: Professor Maria Braden, School of Journalism and Telecommunications, 218 Grehan Bldg., University of Kentucky, Lexington, KY, 40506-0042. Or you can contact staff assistant Bettie Jones at 606-257-1730.

Deadline for registration is March 20, 1998.

Learn to handle conflict before it 'handles' you

By JOHN LINDSEY

One of the most important concepts we must learn is that we will never be able to please everyone all the time. Here are some practical ways to handle conflict situations that may arise at your newspaper.

1. Keep your emotions under control. As hard as it may be, it is important to maintain your professional demeanor when dealing with angry customers. Eleanor Roosevelt said, "No one can make you feel inferior without your consent." Likewise, no one can make us lose our self control without our consent.

2. Allow irate individuals to vent. Many times, individuals just want to get something off their chests. Try not to interrupt until you feel they have had an opportunity to "get it all out." Years ago, I tried to solve a credit problem too quickly and the upset advertiser said, "Shut up! I am not finished telling how mad I am." It was an excellent lesson for me to work on my listening skills.

3. Clearly understand the conflict situation by asking good questions. By asking questions, we gain a better understanding of why an individual feel upset. Ask fact-finding questions, questions to discover feelings, and questions to search for possible options to resolve the conflict. When we ask good questions, we see the conflict situation through the eyes of the other individual and generate possible solutions.

4. Always show empathy. You do not have to agree with the other individual in conflict situations, but you should always try to understand where they are coming from. Many conflict situations can be defused once individuals feel they are being recognized and taken seriously. Most of the time they know you are not responsible for the company policy, editorial, rate increase, etc., but you are the only person they see from the newspaper and they therefore take their frustrations out on you.

5. Thoroughly understand your newspaper's policies. In conflict situations, knowledge is power. If you do not understand something, ask for clarification. When you speak with authority and confidence, conflict situations can often be shortened. Avoid frustrating your customers even more by not being knowledgeable.

6. When possible, prepare for

See CONFLICT, page 7

Five to be inducted into Journalism Hall of Fame

A White House reporter and renowned economics correspondent. A nationally recognized sports columnist.



Gill

A legendary Kentucky political reporter. The former publisher of a Pulitzer Prize-winning newspaper. And a community newspaper editor who has overcome tremendous odds to put out an award-winning publication.

That broad range of interests and contributions represents the latest inductees into the Kentucky Journalism Hall of Fame.

"Kentucky has a rich and storied tradition in journalism -- on the national stage, regionally and in the



Nakdimen

local community newspapers that dot our state's landscape," said Buck Ryan, director of the University of Kentucky School of Journalism and Telecommunications. "This year's inductees into the Hall of Fame represent the best of that tradition."

This year's inductees are:

•George Gill, former publisher of The Courier-Journal. Gill was publisher of The Courier-Journal when it won a 1988 Pulitzer Prize



Neikirk



Puckett

for public service for coverage of the Carrollton bus crash tragedy.

•Dave Nakdimen, retired political reporter for WAVE-TV in Louisville. Nakdimen has won several awards for his coverage of local news and politics and covered seven national political conventions.

•Bill Neikirk, chief Washington correspondent for the Chicago Tribune. Neikirk, a UK graduate, was chief economics correspondent



Reed

for the Associated Press and editor of the Tribune's financial pages before taking his current post at the White House.

•Duanne Puckett, editor of the Shelbyville Sentinel-News. Puckett has overcome a physical disability to lead the Sentinel-News to more than 100 Kentucky Press Association awards in the last three years.

•Billy Reed, sports columnist for the Lexington Herald-Leader and a senior writer for Sports Illustrated. Reed has been named the Kentucky Sports Writer of the Year eight times and has covered virtually every major sporting event in the last 30 years.

The Hall of Fame induction ceremonies are being held in conjunction with the 21st annual Joe Creason

See JOURNALISM, page 10

Convention

Continued from page 1

per people as well as a wide array of university journalism faculty."

Support for the convention has been widespread.

"We want to put on a good, solid learning program for the students and advisers," said Carnahan. "We've called on a lot of newspapers and university faculty to bring this thing together and we've not been told 'no' by anyone. Support has been incredible."

Convention workshop topics include: Layout & Design,

Photography, Newspaper Writing, Editorial Cartoons, Yearbook Design, Careers in Journalism (Print and Broadcast), Media Ethics (Print and Broadcast), Video Production and On-Air Reporting.

Forty-five high schools across Kentucky are registered to attend the convention. Registration fees were kept nominal to encourage attendance.

"That was one of our goals in launching the high school press association, to keep it affordable so as many journalism students and teachers possible could attend," said Carnahan.

House

Continued from page 1

time to allow school districts to publish less financial information," said KPA executive director David T. Thompson. "There are millions being put into education by the legislature and by local tax dollars in addition to millions from the private sector because of tax incentive programs." An example of private sector dollars includes Toyota Motor Manufacturing in Georgetown. When it located in Scott County in the mid-1980s, the state gave Toyota some tax dollar incentives. Toyota did not have to pay local taxes but instead is giving Scott County schools \$30 million over 20 years.

As a Georgetown resident, I also want to know how Scott County schools are using that \$30 million," Thompson added, "but without being required to publish more information, no one knows."

Legislators were also told about a Southeastern Kentucky county where a newspaper reader found a questionable expense in the local district's financial statement. It

turned out the expense was for some illegal coal purchases and resulted in one local school Board member being fired. A reader found that. "But without the statement being published, no one would have ever known about the illegal coal purchase," Thompson added.

In presenting his bill to the House Education Committee, Rep. Crall stated that similar bills had been approved by the House in the past but defeated in the Senate. KPA is working to continue that scenario.

Publishers are asked to contact their Senate members at (800) 372-7181 to encourage them to vote against HB 378 if it makes it out of the Senate Education Committee.

Newspapers with a senator on the Education Committee have been contacted about stopping the bill in committee. Senate Education members include Co-Chairs Tim Shaughnessy and Lindy Casebier; Benny Ray Bailey, Ernest Harris, Nick Kafoglis, David Karem, Vernie McGaha, Gerald Neal, Ernesto Scorsone, Robert Stivers, Jack Westwood and Gex Williams.

Herald-Leader may sue to gain complete access to accident reports

A police department policy intended to shield Lexington accident victims from ambulance-chasing lawyers and chiropractors could face a legal challenge from the Herald-Leader soon, the paper reported.

Police have blacked out information like driver's addresses, telephone numbers and injuries or deaths since the policy began in mid-January.

In 1994, the General Assembly passed a law restricting access to accident reports to the drivers involved and their attorneys. But a loophole allowed the media permission to review the reports for news gathering purposes.

The city of Lexington was sued by a chiropractic center, who used the reports to search for potential new customers. The 1995 suit, filed in U.S. District Court, claims access to records open to the media should be open to everyone else.

A similar Louisville suit is now pending before the U.S. Court of Appeals and the outcome of the Lexington case hinges on the court's interpretation of the 1994 law. Until the court rules, Lexington police will continue to censor information although everyone is welcome to review the reports, according to the Herald-Leader.

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How would your town judge the performance of your newspaper?

How well are you doing in the eyes of your prospects and customers? This doesn't mean just advertisers and advertising prospects. It means readers, potential readers, the entire community you and your newspaper serve.

Here are 18 questions you and your colleagues might ask yourselves. They were compiled by Sharen and Fred Kardon. Sharen works with the Post and Courier in Charleston, S.C. Her husband, Fred, is a newspaper consultant.

• Do we focus on our community's personality? The things that make it stand apart from others? Is that focus honest, not just boosterism?

• Does our newspaper have a distinct voice and personality? Does it reveal the diversity of our community in its news stories and letters to the editor?

• Does our newspaper contain lots of refrigerator items? The clip and save stuff that's our basic franchise?

• Do we have passion? Do we raise hell when it needs to be raised?

• Do we take time to get out of city hall to talk with "regular" people? Do we take different routes to work and around town to see what's going on in our community? Do we hand out our business cards and ask, "How are we doing?" Fred suggests giving your business cards to anybody you see reading your newspaper and ask them to call you because you'd like to hear their opinions on the paper.

• Are our editorials sharply focused? Do we offer solutions as well as explore problems?

• Is our writing direct? Are our sentences simple and easy to understand?

• How many local names and local events do we cram into our space? When we started our little newspaper five years ago, one of our goals was to publish 1,000 local names per week. Since we achieved that, we've raised the bar to 1,500 names.

• Do our reporters take time for enterprise stories, not just following the bureaucrats? How many people from the public show up at public meetings? How much space do we really need to give these meetings?

• Are we reader friendly? Do we anchor our features and columns and format our paper in a logical pattern that makes our front page index almost unnecessary?

• Are we willing to hold a story another day to get needed information, photos and graphics to make it more compelling?

• Are we bound by our own restrictions? Can we run food, health or other special interest stories anytime, not just in special sections or on special days?

• Is our writing concise? Does it contain detail, realism, strong quotes? Do we include what we saw, heard, smelled, touched — or do we insist that it must come from a traditional source with routine attribution?

• Do we jump stories? Why? Could we break them into segments with cross references to avoid jumps?

• Do we follow up on stories to report what happened to that "critical condition" accident victim or show the fire victims are faring now?

• Do we regularly check the classifieds and legal ads for story ideas? Do we turn legal notices into news briefs?

• Do we encourage risk taking? Do we encourage our people to grown and freely give permission for anybody to make the newspaper better?

• Do we regularly check the classifieds and legal ads for story ideas? Do we turn legal notices into news briefs?

• Do we regularly ask our people what they hear about us on the street? Do we encourage all our people to volunteer any news they hear about? Do we make everyone welcome to offer suggestions?

(Sharen and Fred Kardon can be reached at (803) 971-9139, by email at fredkardon@charleston.net, or by snail mail at 2008 Retreat Landing, Mt. Pleasant, S.C. 29464. Reprinted from the Arkansas Press Association Bulletin.)

Divine

Continued from page 3

has appeared in the print and on-line editions of the Philadelphia Inquirer, the Minneapolis Star-Tribune, the Miami Herald and other newspapers.

Clark encouraged the use of the serial narrative form to explore matters of faith in traditional and new media.

Years ago, most religion pages consisted only of news releases about local church mission conferences and concerts collected by newspapers' church editors. Because church members now have their own denominational magazines, institutional events are not as crucial to cover. Workshop participants learned, in fact, that many religion reporters today do not even try to cover local church happenings. Instead, they find stories of how individuals' faith has helped them cope with experiences outside their houses of worship.

Lex Alexander of the News & Record in Greensboro, N.C., is one such journalist. Winner of the Religious Public Relations Council's Wilbur Award for his 1996 Easter series on the topic of forgiveness, Alexander explained his tactics during a case study titled "Beyond the Church Supper."

Alexander said the topic of forgiveness came up while he was brainstorming with his editor for a universal theme for his first big assignment on his new beat. Alexander developed a questionnaire on the topic that ran several times in various sections of the paper.

From nearly 50 responses, he selected four individuals to interview and profile: one who could not forgive herself, one who could, one who could not forgive others, and one who could forgive others.

The popular Easter series included an overview piece of 40 to 45 column inches, a sidebar on the teachings of various religions on for-

giveness, and the four profiles that averaged about 25 inches each.

Titled "...And Remember Their Sin No More," the series—which prompted more than two dozen positive letters—was based on the Biblical passage from Jeremiah 31:33-34.

Alexander, whose beat since December 1995 has been religion, ethics and philanthropies, said his 1997 Easter series was on sacrifice. He did not wish to reveal this year's topic.

Bill Leonard, dean of the Wake Forest Divinity School and noted church historian, expressed in his welcoming remarks that religion reporting is not a new phenomenon.

"Revivalism became a major media event in this country," he said, and religion began using the media for its own purposes in this century.

Bishop Sheen's weekly television program, for instance, Leonard said, "helped pave the way for this country's first Catholic president."

Next issue we will bring you more highlights from this valuable conference.

The Religious Newswriters Association, which will conduct its 50th annual meeting in Atlanta this September, is a professional association promoting excellence in religion reporting among secular U.S. and Canadian print, electronic and broadcast media. RNA provides contests, newsletters and a conference for its members. For additional information contact Debra Mason, executive director, at 614/891-9001 or e-mail at rmastuff@aol.com.

(Randy Hines and Jerry Hilliard, Department of Communication faculty at East Tennessee State University, welcome your comments. They can be reached at ETSU Box 70667, Johnson City TN 37614-0667. Phone numbers are 423/439-4169 or 4167. Fax is 423/439-4308. They are available for workshops or to consult with papers or media groups on a variety of topics.)

Conflict

Continued from page 5

conflict situations before you enter into them. George Fuller has spent more than 20 years as a professional negotiator in conflict situations. He writes in his book, "The Negotiators Handbook," that success in conflict situations is 80 percent preparation and 20 percent tactics. Do not rush to judgment before knowing all the facts.

7. Stand firm with your principles. Individuals are often criticized because they have no standards. We can earn respect by having principles when it is difficult to do so. If we stand for nothing, we surely will fall for anything. There is nothing more frustrating than to

do business with someone who has no guidelines or standards. It is impossible to trust such a company or individual.

Remember these three things: We will have conflict in our day-to-day work activities. We have control over how we handle these conflict situations. We will never bat a thousand percent.

We will have better success in conflict situations knowing these facts.

(Reprinted from News Beat, a publication of the New York Press Association. John Lindsey is founder of Lindsey & Associates media sales consulting firm and is training and development director for Phoenix Newspapers in Phoenix, Ariz. He can be reached by telephone at (602) 867-3807 or by fax at (602) 392-0754.)

LEGAL NEWS & VIEWS

Bills could be detriment to news gathering abilities

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



The 1998 General Assembly is well into its session now, and there are a number of bills of particular interest or concern from a news gathering point of view. This column will discuss several of those bills so that all KPA member newspapers will be informed about them and the potential difficulties they pose. Feel free to use the comments provided in this column when you discuss these bills with their sponsor and your legislators.

HB 47 (BR 456) -- PROPOSING AMENDMENT TO SECTION 1 OF THE KENTUCKY CONSTITUTION RELATING TO INDIVIDUAL RIGHTS (Sponsored by Rep. Joe Clarke)

This bill proposes to add the following language to the Kentucky Constitution: The right to individual privacy shall not be infringed upon without the showing of a compelling private or state interest. (COMMENTS: There is already a longstanding and well-defined body of law in Kentucky protecting individual privacy rights. In fact, Kentucky was one of the first states to recognize a claim for invasion on pri-

vaacy, in the 1909 decision of *Foster-Milburn Co. v. Chinn*, 134 Ky. 424, 120 S.W. 364 (1909). Our law recognizes, and provides substantial remedies for, all four branches of the right to privacy: publication of private facts, false light, intrusion and commercial appropriation of one's name or likeness. Additional protection in the form of a constitutional amendment is not needed and the amendment could well have the effect of spurring additional litigation and inviting public officials to deny access to public records on the basis of the perceived greater emphasis on privacy interests.)

HB 88 (BR 947) -- CRIMINAL COURT RECORDS (Sponsored by Rep. Sheldon Baugh)

This bill allows courts to seal criminal court records, law enforcement records and records "in the custody of any other agency" upon a finding that the offense committed was a non-violent felony, the person had a previous felony conviction, the person had no pending felony or misdemeanor violation or conviction.

(COMMENTS: This bill purports to rewrite history. A person's felony criminal record (except for violent offenses) could be completely eradicated from the public record and treated as if it never existed. The bill is retroactive, so anyone who meets the criteria of the bill can apply for expungement of his or her record. This means that a convicted felon would be

able to tell a prospective employer that he or she had not been convicted of a felony, and do so with impunity.

With the current move toward more openness in the juvenile criminal process, it seems anomalous that the General Assembly would move away from truth and openness regarding adult criminal convictions. A prospective employer should be able to ascertain from court records whether a person applying for work has a record of criminal activity (even if it is nonviolent), particularly if it is activity that would tend to indicate that the person would not be an acceptable candidate for the position (e.g., embezzlement, theft, etc.)

HB 161 (BR 526) -- CHILD SUPPORT (Sponsored by Reps. T. Burch, M. Bowling, E. Jordan, M. Marzian, S. Nunn and K. Stein)

This bill contains two troubling provisions. First, in domestic relations cases involving evidence of domestic violence or child abuse, the bill provides that courts shall determine whether disclosure of the information could be harmful to the parent or child. If a court finds such disclosure would be harmful, the bill prohibits disclosure. Second, the bill prohibits public inspection of information received or transmitted in a case administered by the Cabinet of Human Resources.

(COMMENTS: This bill potentially would

See **BILLS**, page 11

AG Opinions

Frank Boyett, Henderson Gleaner — Transportation Cabinet

Boyett, a staff writer for The Gleaner, requested the entire statewide database of driver licenses from the Transportation Cabinet on Sept. 10, 1997. Boyett intended to download the database onto a portable hard drive.

Cabinet records custodian Ed Roberts denied Boyett's request, claiming disclosure of the database would be an unwarranted invasion of personal privacy under KRS 61.878(1)(a) and cited *Zink v. Commonwealth*.

After Boyett appealed the decision, the cabinet supplemented its original denial with the explanation that the "Cabinet is absolutely prohibited from disclosing personal information contained in state motor vehicle records by the Driver's Privacy Protection Act, 18 U.S.C. (2721). The federal law took effect three days after Boyett made his request.

Boyett argued the cabinet waived its right to deny access to the databases by releasing it to him in June of 1997. Assistant Attorney General Amye L. Bensenhaver stated the previous open records decision came before the act took effect and could be

"distinguished on the basis of a significant change in the law."

Although cabinet attorney J. Todd Shipp did not cite the specific exception to the Open Records Act the federal law provides, Bensenhaver determined the cabinet was correct in denying Boyett's request under the Driver's Privacy Protection Act.

Bensenhaver said the Act "prohibits the release and use of certain personal information from state motor vehicle records." 18 U.S.C. (2721). "Personal information" is defined as "information that identifies an individual, including an individual's photograph, social security number, driver identification number, name, address (but not the 5-digit zip code), telephone number, and medical or disability information, but does not include information on vehicular accidents, driving violations and driver's status." 18 U.S.C. (2725)(3).

The act establishes 14 categories of permissible use for personal information. Bensenhaver said. However, a "state department of motor vehicles ... shall not knowingly disclose ... personal information about any individual obtained by the department in connection

See **OPINIONS**, page 11

Online journalists struggle to balance accuracy, speed

By STEVE GEIMANN

New technologies are putting responsible, professional journalists to the test in balancing the ability to report almost continuously against the need to be accurate and complete. After the early coverage in January of the White House and Monica S. Lewinsky, the press has earned very mixed marks. I think it deserves both the praise, but more importantly the criticism.

The Internet has been both boon and bane in coverage of the story. The Dallas Morning News got caught posting a story on its Web page that turned out to be inaccurate. The Morning News shot too soon, posting/publishing a story based on a single source. Newsweek, on the other hand, used the Internet to break the President Clinton-Lewinsky story between editions.

Certainly, the White House developments have generated tremendous volumes of Internet traffic. MSNBC reported 830,000 visits at the height of the White House-Lewinsky story, while CNN also posted near-record activity, with more than 12 million visits during the final week of January.

The New York Times Electronic Media reports up to 40 percent increase in viewership, officials said.

Access to the Internet is growing exponentially. At last estimate, 40 million American homes had PCs, with a substantial portion - up to 25 million - with modem access to the Internet. While a small portion of the U.S. population, the statistic doesn't measure a more important statistic: How many journalists pick up information from Web sites and then carry the information in mainstream publications.

That's the problem faced by The Dallas Morning News. Its Web-based story about the Secret Service and its involvement with the Lewinsky affair, later pulled when the source recanted, was picked up by the Associated Press and printed in hundreds of newspapers.

Although the Morning News was able to remove the incorrect story and replace it with a notice about the change, the adjustment came too late for many newspapers.

As a result, New York City's two

See **ONLINE**, page 11

AD \$ENSE

Focus on your product, don't worry about the competition

Concentrate on selling your product or service. Don't worry about competitors — let them worry about you.

Salespeople who are completely enthusiastic about their own product or service — and how it will meet the needs of the customer — make an excellent impression. They concentrate the prospect's attention on what they have to offer.

Salespeople who pay too much attention to the competition create doubts. "Aha!" thinks the ever-wary buyer. "If they are so concerned about what the other company has to offer, maybe it's worth taking a look at."

Don't flatter your competitor's product or service by bringing it into the picture. State with the assumption that yours will do the job so much better that the others aren't even worth mentioning.

You shouldn't be ignorant of your competitor's products, of course. Be familiar with their strengths and weaknesses, so that if, and only if, a prospect mentions the competition, you won't be at a disadvantage. If you're well-versed in all the products that compete with yours, you'll not only impress

the prospect with your attention to detail, you'll be more believable when you point out areas where your product performs better.

Be confident enough of the superiority of your own product to admit that the competitor has a good one too. After that, however, drop the matter and concentrate on selling your product.

Sell your advantages — not the competitor's disadvantages. Show the prospect the superior features of your product or offer. Stress them as strongly as you wish. But emphasize your strong points — not the competitor's weaknesses.

When you talk directly about the supposed weak point in your competitor's line, you don't create a good impression even if what you say is absolutely true.

If you do a good job of presenting your strong points, the competitor's weaknesses will be obvious. You won't have to damage your own image by pointing them out.

Don't pay any more attention to the competition than the prospect forces you to.

(Reprinted from South Dakota Newspaper Services, Dec. 1997 and Sales Upbeat.)

API to hold marketing seminar for weekly papers March 29-April 3

How do weekly newspapers analyze their market to uncover new revenue opportunities? How are loyal relationships maintained with readers and advertisers? How can weekly newspapers build and protect market share?

These key issues will be explored in the American Press Institute seminar, "Advertising, Marketing Strategies for Weekly Newspapers," to be held March 29-April 3 in Reston, Va. This skills development training will be customized to the needs of weekly newspapers and will include sessions on market analysis and strategic planning; partnering with your advertisers; and, developing creative, effective advertising campaigns.

The American Press Institute works exclusively with newspaper practitioners and journalism educators.

Suggested participants include: advertising managers, marketing managers and sales representatives. Participants will prepare a proposal and presentation for a designated target client in an interactive teamwork format.

The tuition for this week-long

seminar is \$850 and includes access to industry leaders and consultants who will share their expertise in conference-room sessions and break-out groups. A hotel package, including meals and lodging, is available at a special group rate for seminar members.

For more information, call Associate Director Mary Lynn Martin at (703) 620-3611.



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Ad reps: Avoid lazy words

Tom operates a business which advertises frequently in his hometown newspaper. When I asked what he thought of the paper's advertising department, he pinpointed a problem which has been around as long as people have been sealing ad space. "They're nice," he said. "But they never show me any ideas."

"What do they do when they see you?" I asked.

He shook his head in frustration. "They leave the advertising entirely up to me. They just ask what I want to say in my next ad."

Tom went on to say that he might be receptive to new ways to promote his business, but the newspaper's sales reps seem to function mainly as a delivery service. Their most frequently asked question is, "What do you want to run this week?"

I believe that "What do you want to run this week?" is one of the worst things a salesperson could say to an advertiser. It comes across as lazy. It sends the message, "I don't want to get involved, so I'll sit quietly on the sidelines and be an order-taker." In a customer service context, it's only slightly better than, "Hey, nice tie."

Every time I hear a story like Tom's, several points come to mind:

1. A salesperson's image is the newspaper's image. The sales rep is often the only newspaper



employee with whom an advertiser has regular contact. What kind of image do you want your paper to project? Active or passive? Vibrant or lackadaisical?

2. Okay, okay, I admit that some advertisers don't want creative input. They like their own ideas. And it seems that all they want is a police artist, someone to follow their instructions. ("Make the hair longer and the ears bigger.") In dealing with advertisers like this, it's easy to fall into an order-taking rut.

Has it occurred to you that they're not asking for input, because they don't have confidence in your creative ability? If this is the case, it's going to take some work to win their trust. Don't expect them to change their minds by telling them that you have good ideas. Show them. With spec layouts. And well-crafted copy. And insights on tapping new markets.

3. Refuse to let the advertisers who don't want creative input keep you from helping the ones who do. There are plenty of advertisers who rely on your newspaper

See LAZY, page 10

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.

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Court goes too far in restricting computer record access

By JANE KIRTLEY
Reporters Committee for Freedom of the Press

In early December, the chief judge of Maryland's state district court blocked computerized access to unserved arrest warrants.

Unlike many other states, Maryland permits public access to arrest warrants as soon as they are issued, before the suspect has been arrested. Under the judge's directive, the unserved warrants will still be available to the public — but only to those who pay a personal visit to the courthouse.

According to the Washington Post, Chief Judge Martha F. Rasin defended her action as necessary to prevent "sabotage" of legitimate law enforcement efforts. Prosecutors and law enforcement officials had complained that at least 100 criminal defense lawyers in the state were using a commercially-provided electronic database compiled from courthouse records to send solicitation letters to those named in the warrants. Officials claimed that the practice not only tipped off suspects, giving them a chance to flee, but also endangered police officers.

Recognizing that state law requires the arrest warrant to be public, the judge's order applies only to those who wish to gain access to them by computer. "All I'm saying is, if you want to get the information and you've been getting it by dial-up access, then you'll have to do what you did eight years ago: Get in the car and come over here and access it the old-fashioned way," Rasin said, according to the Washington Post.

"The way to deal with bad conduct is to punish it. It is not to close off public records."

Jane Kirtley

Reporters Committee for Freedom of the Press

Law enforcement officials were predictably jubilant at the judge's action. A committee of judges considered asking the state's highest court to adopt a court rule to seal the warrants permanently, and legislators proposed bills to do the same.

Meanwhile, a spokesperson for the Maryland ACLU told the Baltimore Sun that Rasin's order was "like killing a gnat with a cannon." The Sun also quoted a University of Maryland law professor who said that "the problem is to balance the legitimate needs of law enforcement with the need for the public to know."

In other words, this situation is nothing new. But it raises several other issues.

First, Rasin's order focuses on the method of dissemination of government records, rather than on the information contained in them. No one disputes that, at least at the moment, the unserved warrants are public records in Maryland. The objection raised by law enforcement is that, with the advent of computerized access, they are now too available. New technology, which should be a blessing and an enhancement to public oversight, is being

viewed with suspicion and blamed for a multitude of unfortunate consequences. And because it is new, it is perceived as being less protected and more subject to regulation than other media of communication.

Second, the order is clearly designed not to cut off access by the occasional curious citizen, but rather to curb behavior that the court finds offensive — in this case, Maryland lawyers sending solicitation letters to prospective clients.

This isn't the first time the state has tried to prevent attorneys from advertising their services through direct mail. A state law forbidding letter solicitations of criminal and traffic defendants within 30 days of their arrest was struck down by the U.S. Court of Appeals (4th Cir.) in Richmond in July 1997.

Maryland had contended that the statute promoted important government interests, such as protecting defendants from undue influence, as well as guarding their privacy. It also cited concerns that such advertising damaged the reputation of the legal profession.

Unfortunately for those in the state who think attorney advertising is unseemly, the U.S. Supreme Court has already recognized that lawyers have a First Amendment right to advertise. Although in 1995, the high court upheld a Florida ban on attorneys' direct mail solicitation of accident victims within 30 days of the incident, the 4th Circuit panel distinguished that decision from the case at hand. Chief Judge Harvie Wilkinson wrote that the

See COURT, page 12

Al Smith honored by college

Albert Smith was one of three outstanding citizens honored by Cumberland College. Smith is one of the most widely known and well respected print and broadcast journalists in Kentucky.

Smith came to Kentucky in 1958 to edit the News-Democrat in Russellville, the county seat of Logan County.

Ten years later he bought the paper and with friends formed a company that acquired other weeklies, including papers in

Leitchfield, Morgantown, Cadiz and London.

Smith, president of the Kentucky Press Association in 1975, worked for the enactment of the state's "sunshine" laws for open meetings and records.

Smith currently serves as producer and moderator of Comment on Kentucky, the program on government and politics, now in its 24th year and is the longest running show on Kentucky Educational Television.

Lazy

Continued from page 9

for the bulk of their marketing efforts. If you're stuck in a pickup-and-delivery pattern, you won't be able to help these people at all.

4. You create your own career. Unfortunately, some people have been conditioned to blame others for the things they don't like about their lives. Their battle cry is, "It's not my fault."

I once heard someone say, "When you point your finger some-

one else, look at your hand. There are three fingers pointing back at you."

In the long run, we build our lives — and our careers — by what we do with the cards which are dealt to us.

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

Journalism

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Lecture April 6 on the University of Kentucky campus. Hodding Carter, an assistant secretary of state in the Carter administration and the newly named president and CEO of the Knight Foundation, is this year's Creason lecturer.

The Hall of Fame inductees will be honored during a dinner at the Singletary Center for the Arts on campus prior to the Creason lecture.

For more information, contact Buck Ryan, 606-257-4360, or Jack Guthrie, president of the UK Journalism Alumni Association, 502-584-0371.

Paxton Media to buy Nixon newspapers

Paducah-based Paxton Media Group has agreed to buy Nixon Enterprises Inc., a company that includes nine daily newspapers in Indiana, Illinois and Louisiana.

The Nixon purchase and a pending acquisition of The Daily Courier in Forest City, N.C., brings the number of Paxton daily newspapers to 24 in nine states with a combined circulation of 250,000.

Nixon also prints two twice-weekly and two weekly newspapers, as well as several shoppers.

Get on the ARK! Ads Reaching Kentuckians KPS* 2x2 Ad Program



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Bills

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allow courts to seal hearings and records concerning child support that currently are open proceedings and records. Although, the statute now permits courts to close hearings and records concerning child custody, there is no such provision regarding child support proceedings.

Sections 19 and 20 of the bill give courts the discretion not to disclose certain information, particularly information about domestic violence or child abuse, if they determine that disclosure of the information would be harmful to the custodial parent or the child. Presumably, the source of the possible harm is the other parent. But if that is so, he or she will be party to the proceeding, and the information will concern his or her actions, so closing the proceeding to the public will have no beneficial effect.

Another reason for challenging this provision is lack of public scrutiny of this type of information can lead to a proliferation of bad conduct. Experience has taught us that shining the light of public scrutiny on the issues of domestic violence and of child abuse has brought needed reforms and public awareness to an those insidious problems. There is no reason to revert to the times when little was known about the problems and, consequently, little was done about them.)

SB 53 (BR 1190) -- CIVIL COURT RECORDS (Sponsored by Sen. Tom Buford)

This bill provides for automatic and immediate sealing of a complaint filed in Court alleging an act of childhood sexual assault or childhood sexual abuse that occurred more than five (5) years prior to the date the suit is filed. If the Complaint is dismissed upon a Motion to Dismiss the Complaint remains sealed. If the Defendant files an Answer instead of a Motion to Dismiss, then the record is open unless the Court grants the Defendant's motion to seal the record. The bill implies that the Motion to Seal will be granted if it sets out "that a valid factual defense exists."

(COMMENTS: This bill would automatically seal all case files in which the plaintiff alleges an act of childhood sexual abuse or assault that occurred more than five years prior to the filing of the lawsuit. The file would be automatically sealed when the complaint is filed and would remain sealed unless and until the defendant's motion to keep the file under seal (which must be filed simultaneously with the motion for summary judgment) is denied.

This bill turns the constitutional presumption of open courts on its head. Under a long line of United States Supreme Court cases and Kentucky cases, there is no question that courts in this Commonwealth

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(and the records of cases filed in those courts) are presumed to be open to the public unless a party seeking to close or seal meets a very stringent three-part test for overcoming the constitutional presumption of openness. See Johnson v. Simpson, Ky., 433 S.W.2d 644 (1968); Ashland Publishing Co. v. Asbury, Ky. App., 612 S.W.2d 749 (1980); Richmond Newspapers, Inc. v. Virginai, 100 S. Ct. 2814 (1980). The courts have made it clear that this test applies even in cases where child abuse is at issue. For example, in Lexington Herald-Leader v. Tackett, Ky., 601 S.W.2d 905 (1980), the Kentucky Supreme Court held that court may not be closed for the testimony of ten alleged victims of sexual assault, even though all of them were under the age of 12. SB 53 is unconstitutional.)

SB 199 (BR 979) -- TELEPHONE SOLICITATION

(Sponsored by Sen. Tim Philpot) his bill revises current law regulating telephone solicitations to flatly prohibit them. The current law includes as an exception to this prohibition "a person soliciting the sale of a subscription to a newspaper, magazine, or periodical of general circulation, or a cable television service." This bill would delete that exception so that such solicitations now would be banned.

(COMMENT: This bill prohibits telephone solicitations with a few exceptions. The existing statute lists an exception calls to sell subscriptions of a newspaper, magazine or periodical. This bill would delete that exception, making such marketing calls illegal. It is unconstitutional to discriminate against the news media when regulating speech. The press may not be singled out when other types of calls are not prohibited. Her, solicitation calls from real estate brokers, employment agencies, colleges and universities and nonprofit organizations are permitted. There is no constitutional basis for barring calls from newspaper subscriptions when these other types of calls are allowed.)

If you have any questions about the legal ramifications of any of these bills to your news gathering practices, do not hesitate to contact your hotline lawyers.

Opinions

Continued from page 8

with a motor vehicle record." The permissible use categories cover "matters involving motor vehicle or driver safety and theft."

State officials may disclose information to government agencies, insurance companies, car manufacturers and other specifically defined groups under the act, but not to the news media, Bensenhaver wrote.

Officials in violation of the act can be fined up to \$5,000 a day for noncompliance and the Cabinet would be liable for significant fines if it complied with Boyett's request.

The act is incorporated into state open records law under KRS 61.878(1)(k), which forbids disclosure of information or records prohibited by federal law. Bensenhaver did not address the cabinet's invocation of KRS 61.878(1)(a) because "we believe the federal act controls," reads the opinion.

Lead

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use my best material elsewhere, and I'll have nothing left for the lead. If you pave a smooth highway of paragraphs, then realize the one you want for the lead is smack between Paragraphs 12 and 14, you're going to have to rip up the highway.

But if waiting to write the lead works for you, don't let my opinion change your mind. I don't worry about changing the techniques of writers who have a successful system. I'm worried about guiding the writer who isn't sure if the story is heading east or west.

THE FINAL WORD: Social-

services jargon users have watered down the noun "advocate" to the point it often appears to be an all-purpose synonym for "do-gooder." For instance, I recently saw: "Shirley Rigg, a domestic-violence advocate, testified the woman had repeatedly shown up at the shelter." That sentence has the comic effect of implying Rigg favors domestic violence.

Used as a noun, "advocate" means someone who speaks in support of some person or cause. Better: "Shirley Rigg, who helps battered women, testified...."

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

Online

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tabloids — the Daily News and Post — carried screaming headlines about the story long after the Morning News banner headlines. Journalists would be wise to remember journalism and reporting must be the same, regardless of the medium. Thoroughness, completeness and accuracy ought to determine when a story is reported, not the availability of instantaneous medium.

Keep in mind: Everyone will remember when you get the story wrong, they won't remember if you were late to check for more facts and produced an accurate report.

Let's consider how this change occurred. A quarter century ago, when Watergate was unfolding one disclosure at a time in The Washington-Post, we had three major TV networks, most towns still had two newspapers and UPI and AP were the chief disseminators of news accounts for the world.

Then, CNN, C-Span revolutionized the video world by delivering the news as it happened. Around the clock, TV stations adopted live coverage as the standard and coverage of news events was shaped by the ability to see something as it happened.

The Internet and Web have taken this trend several steps forward, requiring journalists to take several steps back to access how these changes affect our work and our jobs. We must be wary of allowing technology to determine how we do our jobs. We must be wary of allowing technology to determine how we

do our jobs. These new tools should be put to work for us and not turn us into slaves to modems and PCs.

Before the Internet and Web, reporters had time to check facts before the story would be published or broadcast. Now, the explosion of new information channels — especially the Internet — appears to be driving news organizations to shoot first and ask questions later.

The ability to transmit at any time makes it harder to determine when a story is ready for transmission. Is it a story when the deadline arrives?

The SPJ Code of Ethics, revised in 1996 to reflect the new technologies, deals with some of the dilemmas confronting journalism today. But the Code also underscores the fundamental principles of being a responsible journalist: Seek truth and report it. Minimize harm. Act independently. Be accountable.

Responsible journalists make every attempt to check the accuracy of information from multiple sources. Using the Internet can help check, but shouldn't be the only source of information for a story.

Those working in the new media, and young journalists who will make their career in new media, are still defining the best ways to work. I feel sure that the basics of journalism — to be accurate and be fair — will always be a part of what it takes to work on the Internet.

(Steve Geimann is the immediate past president of the Society of Professional Journalists and the Chairman of SPJ's Ethics Committee. Reprinted from the Feb. 10 issue of VIEW SOURCE)

News-Enterprise seeks court order to continue trial coverage

A Court of Appeals judge granted an emergency order sought by the Elizabethtown News-Enterprise after a reporter for the paper was barred from the courtroom during jury selection in a murder-for-hire case.

Hardin Circuit Judge Hugh Roark said he would comply with the ruling which was issued Feb. 26.

The emergency order was sought after Roark refused to open jury selection proceedings. The decision marked the second time in a week that Roark complied with defense attorneys' efforts to bar a

News-Enterprise reporter from the trial.

The controversy started when a News-Enterprise news story identified a juror by sex and occupation. Newspaper officials and attorneys argued jury selection is open to the public and often is the subject of a news story.

"We haven't published the names of any prospective jurors or any other information that would identify them to the general public," said editor David Greer. "The jury selection process is open. It's part of the court proceedings in any trial."

Court

Continued from page 10

Supreme Court had been primarily concerned with protecting vulnerable accident victims.

By contrast, while a criminal or traffic defendant may be shaken by his arrest, "what he needs is representation, not time to grieve," Wilkinson said.

The Maryland situation illustrates a growing problem that has occurred throughout the country. Both Congress and state legislatures have passed laws that close off access to various types of public information. Sometimes the justification is some vaguely articulated concept of "privacy" or "public safety." But lurking beneath the surface of these pretexts, the real objective is often to curtail activities, sometimes criminal, but more often constitutionally protected, that someone finds offensive.

The federal Driver's Privacy Protection Act, compelling the states to limit access to motor vehi-

cle records, is an example of legislation that is ostensibly designed to "stop stalking," based on the singular example of actress Rebecca Schaeffer's murderer using state DMV records to obtain her home address. As a result, journalists as well as members of the public are precluded from gaining access to this resource, which was used by many news organizations to prepare compelling stories about how the government regulates drivers, as well as to obtain positive identification of news subjects.

And so, in the name of protecting law enforcement interests — and incidentally controlling attorney advertising — a Maryland judge has undermined a powerful access tool. Her real issue was not access to information; it was conduct. And her solution was the wrong one.

The way to deal with bad conduct is to punish it. It is not to close off public records. But unless someone in Maryland recognizes that another window on government will stay slammed shut.

KPA honors McGaughey

Dr. Robert H. McGaughey III, retired chairman of the department of journalism and mass communications at Murray State University, was honored January 23 by the Kentucky Press Association at its winter conference in Lexington.

KPA president Gene Clabes noted McGaughey's contribution to journalism education and his service to the KPA as board member, program speaker and a member of KPA's committee on internships/scholarships.

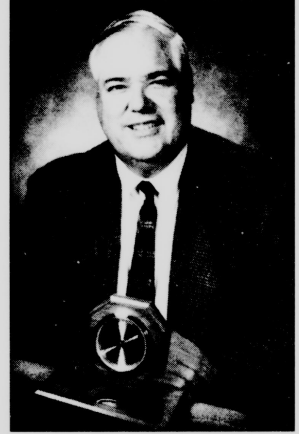
McGaughey presented a program on "Internal Communications" at the KPA Associates session at the winter conference.

After serving as department chair for 23 years and as a faculty member at Murray State for almost 30 years, McGaughey retired in July. He now teaches part time and serves as the Public Relations Student Society of America adviser, the JMC High School Workshop co-director and JMC placement director.

A graduate of Murray State with a bachelor's and master's degrees in journalism, he received his Ph.D. in mass communications from Ohio University.

He has received several awards for his work at Murray State University. He was named the Distinguished Professor of the Year by the Murray State Alumni Association in 1990 and won the Max Carman Outstanding Teacher of the Year, given by the MSU Student Government Association in 1984.

Selected eight times to attend the International Radio and Television Society (IRTS) faculty-industry seminar in New York City, he was named the Frank Stanton Fellow as the distinguished broadcast edu-



DR. ROBERT MCGAUGHEY

cator by the IRTS in 1987.

His other honors include being named to "Personalities of the South," "International Men of the Year," "Who's Who in America," "Who's Who in the South and Southwest," "Who's Who in the Media and Communications" and "Who's Who in Entertainment."

The most recent was the "Who's Who in Entertainment 1998-99." McGaughey and his partner, Bob Valentine, have been performing their two-man stand-up comedy act in the mid-South for more than 20 years. Valentine, a noted actor/director, also does one-man performances of Mark Twain and Thomas Edison.

The two will perform next in Murray at the Public Relations Student Society's Professionals Dinner March 24 at the Curris Center. The event is open to the public. For ticket information call (502) 762-6874.

Humorous collection of newspaper misprints, 'descriptions'

(These are misprints or poorly worded phrases that have been printed in actual newspapers, submitted by Dr. Robert McGaughey, Murray State University.)

- Grandmother of eight makes hole in one.
- Deaf Mute gets new hearing in killing.
- Police begin campaign to run down jaywalkers.
- House passes gas tax on to Senate.
- Stiff opposition expected to caskestless funeral plan.
- Two convicts evade noose, jury hung.
- William Kelly was fed secretary.
- Milk drinkers are turning to powder.
- Safety experts say school bus passengers should be belted.
- Quarter of a million Chinese

- live on water.
- Farmer Bill dies in House.
- Iraqi head seeks arms.
- Queen Mary having bottom scraped.
- Is there a ring of debris around Uranus?
- Prostitutes appeal to Pope.
- Panda mating fails, veterinarian takes over.
- NJ judge to rule on nude beach.
- Child's stool great for use in garden.
- Dr. Ruth to talk about sex with newspaper editors.
- Soviet virgin lands short of goal again.
- Eye drops off shelf.
- Squad helps dog bite victim.
- Dealers will hear car talk at noon.
- Enraged cow injures farmer with ax.
- Lawmen from Mexico barbeque guests.

- Miners refuse to work after death.
- Two Soviet ships collide, one dies.
- Two sisters reunite after eighteen years a checkout counter.
- Never withhold herpes from loved one.
- If strike isn't settled quickly it may last a while.
- War dims hope for peace.
- Smokers are productive, but death cuts efficiency.
- Cold wave linked to temperatures.
- Child's death ruins couple's holiday.
- Blind woman gets new kidney from dad she hasn't seen in years.
- Man is fatally slain.
- Death causes loneliness, feeling of isolation.

Useful descriptions of people you work with every day

1. Not the sharpest knife in the drawer.
2. Got into the gene pool while the life-guard wasn't watching.
3. A room temperature I.Q.
4. Got a full 6-pack, but lacks the plastic thing that holds them together.
5. A photographic memory, but the lens cover is glued on.
6. Donated his body to scientists ...Before he was done using it.
7. She's so dense, light bends around her.
8. If brains were taxed, he'd get a rebate.
9. If he were any more stupid, he'd have to be watered twice a week.
10. If you give her a penny for her thoughts, you would get change back.
11. It's hard to believe that he beat 100,000 other sperm.
12. Some drink from the fountain of knowledge, but he just gargled.