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# P THE KENTUCKY PRESS

**JUNE 1995**  
**Volume 66--No. 6**  
The official publication of  
the Kentucky Press Service

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## Papers increase recycled usage

FRANKFORT, KY. — Kentucky newspapers have reached near total use of recycled newsprint, according to a report given to the Kentucky Cabinet for Natural Resources and Environmental Protection by Kentucky Press Association executive director David T. Thompson.

The report, required under House Bill 282 passed during the 1994 Kentucky General Assembly, was given to Cabinet Secretary Phil Shepherd and members of the Kentucky Recycled Newsprint Task Force. The report covers the 1994 calendar year.

The 11-member newsprint task force consisting of state officials, envi-

ronmental groups and representatives from the newsprint industry, was also established by House Bill 282. The group held its first meeting May 25 in Frankfort. The task force is expected to submit a report to the legislature by October 1 on recycled newsprint use in the Commonwealth.

The state newspaper trade association identified 43 plants throughout the Commonwealth where newspapers and other newsprint users are printed and surveyed the plants on total newsprint consumed last year and the amount of recycled newsprint used. All 43 plants submitted newsprint

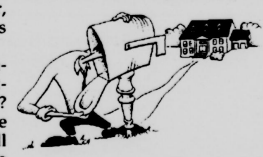
*Continued on Page 16*

## See you soon!!

If you miss the Kentucky Press Association/Tennessee Press Association Summer Convention this month, you'll be kicking yourself for weeks. Not only will you miss great roundtable discussions about topics we know will enhance the quality of your newspaper, but you will miss out on mounds of fun as well.

How does Dollywood sound? And Music Mansion, or Dixie Stampede? Or a relaxing afternoon of golf at a local country club? KPA's Summer Convention, set for June 22-24, offers all that, and more. Here's a small listing of what you will encounter: a picnic in the park; shopping; touring; the first (and maybe only) KPA/TPA Golf Scramble;

*Continued on Page 16*



## Rubbin' Elbows

To the right, Dorothy Abernathy, right, president of the Kentucky Press Association and publisher of The Oldham Era and the Trimble Banner, met President Bill Clinton and Hillary Clinton during a March 10 reception at the White House for the National Newspaper Association. Below right, John Del Santo, publisher of the Ashland Daily Independent, and Betsy Del Santo had the same honor.



## CommonNet moves to KPA headquarters

The Kentucky Press Association has acquired all the rights and equipment used to operate CommonNet, the centralized computer Bulletin Board System KPA helped start about a year ago.

The move came on the heels of a KPA decision to offer the software to access the computer system free to

Kentucky newspapers, all of which are now members of KPA.

Newspapers also get free access to the system. The only charge they incur is the cost of long-distance telephone calls to dial up the system.

To access CommonNet at the KPA Central Office, set




your modem to dial: 502-226-4929. The same information--and more--will be available on the bulletin board system.

Newspapers also still have the opportunity to chat with each other over the computer, or send private messages to each

other.

Although the number of newspapers accessing CommonNet has picked up, not every newspaper is on the system yet.

Those that are interested but don't know how to access the system, or that have questions about CommonNet should call the KPA Central Office at (800) 264-5721.

<p><b>Inside This Issue...</b></p> <p><b>HAPPY FATHER'S DAY!</b></p> 	<p>Do you use anonymous sources?</p> <p>..... See Page 7</p>	<p>What can newspapers do to attract young readers?</p> <p>..... See Pages 8-9</p>	<p>Paducah Sun gets access to juvenile court records</p> <p>..... See Page 12</p>
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## What's Up?

### JUNE

22-24 KPA/TPA Summer Convention, Gatlinburg, Tenn.

24-28 Nexpo Newspaper Trade Show, World Congress Center, Atlanta

25-28 Newspaper Association of America Marketing Conference, Atlanta

### AD IDEAS, JUNE

**BRIDES**, weddings, etc. This is one of the biggest months for weddings, so do yourselves and those prospective brides out there a big favor and visit some florists or some bridal outlet and clothing stores. They need a good bargain now!

**FATHER'S DAY.** Help those children out there thank dear ol' Dad for all the things he does for them. Sporting goods stores, hardware stores and clothing stores are all good sources of Father's Day gifts.

**SUMMER.** Pool time! It's also time for those hot days to roll in, so promote some things to help people stay cool in the shade. Also promote those pool items like crazy.

**DAIRY MONTH:** June is also Dairy Month, so why not plan a sig page?



## Who did you endorse?

Kentucky papers varied on who they wanted to win the race for Governor. Here's who some of them thought would be the best choice.

Most newspapers--and most people in general--found few surprises in the results of the May primary elections.

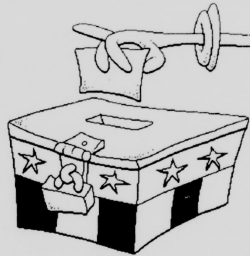
Newspapers, however, varied on their endorsements for candidates for Governor of Kentucky--and who some of the papers favored may come as a surprise to some.

Some quotations from newspaper endorsements for candidates, as compiled by the Associated Press, follow.

"All are qualified, all are experienced, all are sincere. Our editorial board...is a split. There is a vote for Patton, another for Rose and a third who would love to see Galbraith win in a landslide."  
--Maysville Ledger Independent

"Larry Forgy represents the best chance the Republican Party in Kentucky has had of electing a GOP governor in almost a quarter century. That is reason enough to endorse Forgy in the Republican gubernatorial primary...."  
--Maysville Ledger Independent

"Patton is bright, outgoing and articulate. He has a deep love and understanding of the mountains and its



people."  
--Ashland Daily Independent

"Forgy can talk at length about the challenges facing state government. While he tends to sermonize about problems without offering specific solutions, he promises to use the governor's office as a bully pulpit to generate the type of debate that will lead to positive action."  
--Ashland Daily Independent

"If we fast-forward three years and picture a scenario of a state dealing with lower than expected revenues or education reforms still undergoing surgery or any like difficulty, somehow we find more comfort when picturing Patton in the governor's chair."  
--Henderson Gleaner

"Leadership ability, vision and commitment to service have nothing to do with one's birthplace or party affiliation and Kentucky needs the leadership, vision and commitment Eck Rose can offer!"  
--Winchester Sun

"What most impresses us about Paul Patton is his willingness to debate ideas, to read and to learn."  
--Lexington Herald-Leader

"Time and again, Eck Rose has shown he can lead in difficult times. He can find that narrow path between being responsive to public sentiment and pandering to it."  
--The Courier-Journal



## Kentucky Press Association, Inc.

### 1994 KPA Officers and Board of Directors

<b>President</b> Dorothy Abernathy <i>The Oldham Era</i>	<b>District 4</b> Charlie Portmann <i>Franklin Favorite</i>	<b>District 15A</b> Tom Caudill <i>Lexington Herald-Leader</i>
<b>President-Elect</b> John Del-Santo <i>Ashland Daily Independent</i>	<b>District 5</b> David Greer <i>The News-Enterprise</i>	<b>District 15B</b> Guy Hatfield <i>Citizen Voice &amp; Times</i>
<b>Past President</b> Steve Lowery <i>The Kentucky Standard</i>	<b>District 6</b> Merv Aubespain <i>The Courier-Journal</i>	<b>State At-Large</b> Russ Powell <i>Ashland Daily Independent</i>
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<b>Treasurer</b> Marty Backus <i>Appalachian News-Express</i>	<b>District 8-9</b> Ken Metz <i>Bath County News-Outlook</i>	<b>Jerry Lyles</b> <i>Benton Tribune-Courier</i>
<b>Board of Directors</b>	<b>District 10-11</b> Marty Backus <i>Appalachian News-Express</i>	<b>Jay Frizzo</b> <i>Paducah Sun</i>
<b>District 1</b> William Mitchell <i>Fulton Leader</i>	<b>District 12</b> Louise Hatmaker <i>Jackson Times/Beattyville Enterprise</i>	<b>Associates Division</b> Bob Adams Western Kentucky University
<b>District 2</b> Jed Dillingham <i>Dawson Springs Progress</i>	<b>District 13</b> Glenn Gray <i>Manchester Enterprise</i>	<b>Advertising Division</b> Teresa Revlett <i>McLean County News</i>
<b>District 3</b> Teresa Revlett <i>McLean County News</i>	<b>District 14</b> Stuart Simpson <i>Pulaski Week</i>	<b>News-Editorial Division</b> John Nelson <i>Pulaski Week</i>
<b>Executive Director</b> David T. Thompson	<b>Clipping Service Director</b> Rachel McCarty	<b>Circulation Division</b> Todd Rainwater <i>Appalachian News-Express</i>
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<b>Advertising Director</b> Glenn Davis	<b>Advertising Assistant</b> Sherry Harper	<b>Clipping Assistants</b> Linda Slempp, Carol Payton, Holly Stigers
<b>News Bureau Director</b> Becky L. Meadows	<b>Secretary</b> Sue Cammack	<small>The Kentucky Press (ISSN-0023-0324) is published monthly. 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.</small>
<b>Research/Marketing Coordinator</b> Reba Lewis		



## Our News For You: KPA Nuggets

### Mustang Fever

When Stan McKinney isn't chasing ambulances or fire trucks in his black 1994 Mustang GT, he's usually preparing it for a show.

McKinney is news editor at the Central Kentucky News Journal in Campbellsville. He's also a self-confessed Mustang nut.

His 1994 Mustang is driven each day on the job. It also was at the 30th Anniversary of the Mustang Car Show sponsored by the Mustang Club of America in Charlotte, N.C. in April of 1994. It won a first place at the show which attracted almost 3,000 Mustangs including President Bill Clinton's 1967 coupe.

The car also competed at the Carl Casper's Custom International Car Show in February. It took home a first place in that show.

McKinney, however, never saw his car on display at the Kentucky State Fairgrounds for that show because he was in the hospital battling kidney stones and blood clots.

Two other Mustangs also make their home with McKinney. One is a 1966 Mustang convertible, candy-apple red with a white top. McKinney also owns a silver-blue 1966 Mustang fastback which is undergoing an extensive restoration.

The den of McKinney's home is filled with Mustang memorabilia of all kinds including Jim Beam decanters, die cast models, dealer promos and posters of all types. He also has an original pedal car issued in 1965.



San McKinney won a first place for his 1994 Mustang GT from the Mustang Club of America.

### Gishes to be featured luncheon speakers

Tom and Pat Gish, owners and publishers of the Whitesburg Mountain Eagle in Eastern Kentucky, will be the featured speakers at the 1995 Montana Newspaper Association Convention in Billings, Mont., on June 17.

In their talk, "Is Small Still Beautiful?" the Gishes will outline how they took a small, struggling weekly in an Eastern Kentucky community 38 years ago and transformed it into one of the most respected and dynamic newspapers in the Southern Appalachian region and beyond.

The Gishes are convinced that what they have accomplished with the Mountain Eagle is there for other newspapers to emulate, according to the Montana Press Association Confidential Bulletin.

"We always told ourselves that the front

pages and the editorial pages belong to us, and the rest belongs to the community," Tom Gish said.

The Eagle's community pages are filled with items such as who's in the hospital this week and other social events.

"When one of the local columnists takes after the local commissioner because the roads are pot-holed, that's far more effective than any editorial I could write."

The Gishes' newspaper style has resulted in numerous awards including state, regional and national honors.

• In 1975 Tom Gish received the John Peter Zenger Award for "distinguished support of freedom of the press and the people's right to know" from the University of Arizona Department-

Continued on Page 16

### Hawpe named to UK Alumni Hall of Fame

Louisville Courier-Journal editor one of 20 new inductees

Pikeville native David V. Hawpe, editor of the Louisville Courier-Journal and a past president of the Kentucky Press Association, became one of 20 new members of the University of Kentucky Alumni Association's Hall of Distinguished Alumni in April.

Hawpe, who received a Bachelor of Arts degree from UK in 1965, started his career with The Associated Press, then worked for the St. Petersburg Times and came back to Kentucky in 1969 to work in The Courier-Journal's Hazard Bureau.

He has been editor of The Courier-Journal since 1987.

The induction of the new members brought the number of inductees into the hall to 223, of the 160,000 alumni of the university.

Every five years distinguished alumni are chosen by a committee consisting of members of the National Alumni Association Board of Directors and other alumni, according to Bob Whitaker, director of UK alumni affairs. Criteria include an earned degree from UK at least 10 years before consideration.

"All of the inductees have been recognized by their peers as having reached and remained at the pinnacle of their fields, which include education, business, government, science and athletics," Whitaker said.

Richard Bean of Louisville, who chaired the awards committee, said a common characteristic of the inductees is the statewide and national recognition they have received for their achievements.

### Mary Schurz nominated for term on SNPA Board

A Kentucky newspaper publisher has been nominated for a three-year term on the Board of Directors of the Southern Newspaper Publishers Association, and another Kentucky publisher is finishing such a term.

Mary Schurz, publisher of the Danville Advocate-Messenger, has been nominated for the SNPA Board, while John S. Hager, president and publisher of the Owensboro Messenger-Inquirer, will complete a three-year term and leave the board in September.

The nominations will be placed before the Monday general assembly of the SNPA annual convention, to be held Sept. 17-20 at The Broadmoor in Colorado Springs, Colo.

### Kelley Warnick to again serve on KPA Board

Kelley Warnick, editor of the Gallatin County News in Warsaw, has been elected to a term on the Kentucky Press Association Board of Directors for District 7. His term will expire January 1997.

Warnick has been elected to this board position before, as was his father, the late Charles Warnick. Kelley Warnick defeated Andrew Oppman of the Kentucky Enquirer in the special election. The vacancy came about when Ed Ashcraft of the Owenton News-Herald resigned.

# Papers show traditions of excellence

**Editor's Note:** Our series of profiles of KPA-member newspapers continues.

By Becky L. Meadows  
KPA News Bureau Director

## Princeton Times Leader

It takes a lot to make Chip Hutcheson back down. Anyone who knows the publisher of the Princeton Times Leader would agree to that.

Take, for instance, a Caldwell County rape trial involving a seven-year-old girl. Hutcheson covered the trial and didn't hesitate a bit in writing the story.

That included very graphic testimony and a drawing by the girl about the man charged with the crime.

Because the defendant was able to prove to the jury the testimony and drawing were incorrect, he was found innocent. And Times Leader readers didn't miss a detail.

Hutcheson, a state-at-large member of the KPA/KPS Board of Directors, once owned the Princeton Leader. When he and the publisher of a competing weekly, the Caldwell County Times, realized the newspapers only repeated each other, and a purchase

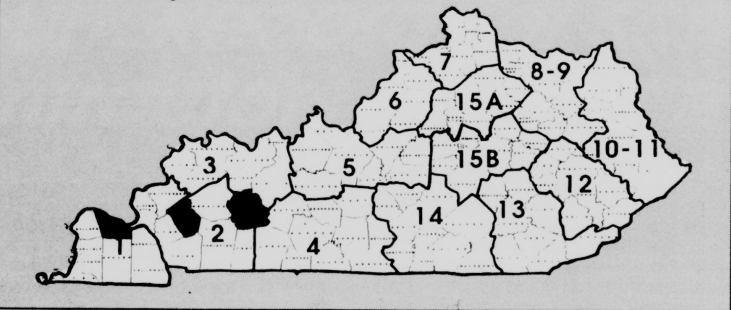
offer was made, both agreed to sell to the Kentucky New Era in Hopkinsville. Hutcheson stayed on as publisher of the new twice-weekly Times Leader.

"We've added a lot since then," Hutcheson said with a smile.

Both weeklies used to publish on Wednesdays. Now, the Times Leader publishes Wednesdays and Saturdays.

Even though the newspaper is a multi-weekly, it still concentrates on many types of stories smaller weeklies do. For example, high school sports are big news in the county, so the newspaper runs a lot of sports news. In fact, the newspaper expanded its sports coverage to include all teams in the basketball district, which has led to increased subscriptions and newsstand sales—and one other valuable economic point.

## Where They're Located...



## Paducah Sun

Sometimes when you think of large daily newspapers, it's hard to imagine the faces behind them because so many people make up the product.

But when you think of the Paducah Sun, the Paxtons immediately come to mind. They're one of a vanishing breed.

when he became editor of the newspaper. The paper went from six afternoons a week to seven mornings—for logical reasons. First, Paxton was having to go in at 5:30 to meet the morning printing deadline. Second, radio and television stations could get the paper after it came out and air the stories before local residents received the Paducah Sun in the afternoon.

"I convinced management that if that continued, somebody was going to eat our lunch," Paxton said with a smile. "Now, when we're first, everybody knows we're first."

Besides that, the newspaper is on the brink of a technological explosion. The Paducah Sun is quickly moving toward paginating the entire newspaper, allowing editors, copy editors and reporters to work together on filling pages. It's also foolproof in that it automatically changes jump lines if stories are jumped to other pages and later moved.

Paxton Media Group, which owns the Paducah Sun, is also moving toward paginating for the smaller weeklies owned by the company. It takes very little equipment to paginate, Paxton said.

It's all in the interest of serving diverse groups of readers in new ways, which is all part of publishing a large group of newspapers.

## Greenville Leader News

The Greenville Leader News is full of surprises.

First, it is not located in Greenville. It is in Central City, just a few miles outside Greenville.

Second, it is the largest weekly in western Kentucky, according to Carolyn Hillard, a co-manager of the newspaper.

Third, there is no editor per se for the newspaper. Instead the publication is supervised by three co-managers who all work together in the best interests of the newspaper.

The management style may be different, but it works.

"The paper has a reputation for being very fair," Hillard said with a smile.

The rest of the story about the  
Continued on Page 5

**'I convinced management that if that continued, somebody was going to eat our lunch. Now, when we're first, everybody knows we're first.'**

—Jim Paxton

"It has led people to Princeton to shop," Hutcheson said. "One advertiser told us he had someone from outside Princeton come in his store and buy a prom dress, and they had seen his ad in our newspaper. That makes you feel good."

Of course, the paper runs as much local news as possible, and Hutcheson writes a column for each edition of the newspaper.

"I felt it was important to have a local voice," he said.

And, to give people a voice in their community, the newspaper runs a full-page op-ed page on Wednesdays. People send in columns about what's going on in the community. Hutcheson said he limits the topics on the op-ed page to issues that affect people around Princeton.

The paper also runs two pages of comics in each issue, which Hutcheson said is unique for the size of the Times Leader. The paper also runs the Mini-Page, a syndicated page for young readers.

In addition to overseeing the production of the Times Leader, Hutcheson also supervises a job printing business housed in the back of the Times Leader offices. The job printing business has bloomed over the past few years, Hutcheson said.

"It looks like this year we'll double our business over last year," he said.

The Paxton family still owns the Sun, a 30,000-circulation daily newspaper on the far western edge of Kentucky. In fact, the family is in its fourth generation of ownership, and is second only to the Owensboro Messenger Inquirer for the largest family owned newspaper in the state.

Jim Paxton is editor of the newspaper. He was called into service by the family when his first-cousin, Jack Paxton, was killed in a plane crash.

"Everyone looked to the Courier-Journal and wanted to duplicate it," Paxton said. "Now it's local first, state second, national third. I've had to fight a bit of a hard battle to get all local copy on the front."

Of course, there are exceptions. The Challenger explosion. The Oklahoma City bombing.

But the exceptions are rare. When most issues of the Paducah Sun hit the newsstands, they are filled with local news.

That's important because The Courier-Journal is not really The Paducah Sun's main competition, Paxton said. The greatest threat to the newspaper is at the hands of small, weekly, community newspapers who give residents news they can't find anywhere else—unless it's in the Paducah Sun.

"Now we work on scooping the small weeklies," Paxton said with a smile.

He changed a few other things

### CALDWELL COUNTY

Population ..... 13,000

No. Households ... 5,300

Retail Sales ..... \$106,435,000

EBI per Household ..... \$29,156

### MCCRACKEN COUNTY

Population ..... 63,700

No. Households . 26,100

Retail Sales ..... \$688,725,000

EBI per Household ..... \$35,687

### MUHLENBERG COUNTY

Population ..... 31,200

No. Households . 11,600

Retail Sales ..... \$163,319,000

EBI per Household ..... \$26,775

## Newspapers continue traditions of excellence

Continued from Page 4

Greenville Leader News is almost typical of most weekly newspapers in the state. For example, community news is big. The paper runs a lot of community and social news, because that's what Muhlenberg County residents like to read.

"We usually have people lined up waiting for the paper to come out," Hillard said with a laugh.

And covering a lot of social news does not make the newspaper inferior to large daily newspapers, said Legon McDonald, also a co-publisher of the newspaper.

"I think we're in a position to expand on information because we have the time to dig around," he said.

And dig around they do, but mostly inside Muhlenberg County. Large daily newspapers have the resources to cover news events for big areas, so the Greenville Leader News staff members concentrate their efforts on covering news daily newspapers cannot provide.

"It has to be something extremely significant for us to go out of the county," Hillard said.

The community has a large elderly population, so features such as "Down Memory Lane" are big for the newspaper.

The newspaper, unlike many other weeklies, does not have a regular editorial page. "We are in a small rural area, so we don't have much to editorialize about," Hillard said. Sometimes the newspaper runs a clearly labeled opinion piece on the front page, she said.

The paper is also very feature oriented, but not the fluffy type of features.

"We do informational, entertaining, newsworthy features," Hillard said.

Every once in a while, Hillard tries to slip things in the paper about how the paper works, often necessary to give local residents a clue about why the newspaper does things it does.

She explained about a time someone came into the newspaper office and wanted to know why something they had submitted had not been in that particular issue. Hillard told the person there wasn't room in the paper that week, so the person asked why didn't they just add more pages to the paper.

"People don't tend to think of newspapers as a business," she said with a laugh.

### The People Behind the Papers...



Some of the staff members of The Leader-News in Greenville include Melissa Travis, Luba Garrett, Carolyn Hillard, Wayne Thompson, Angela Wilson, David Landrum, Dana Lear, Ronnie Stewart, Stephanie Barnett, Norman Byers, Billy Hinton, Penny Greene and Legon McDonald.



The staff of the Princeton Times Leader includes, front: Willie McGregor, Chip Hutcheson, Sidney Dorroh, Cindy Hutcheson, Ellen Fortner, Stafanie Gray and Mary Cepek; Back: Joey Randolph, Ralph Sharp, Todd Griffin, Rich Nichols, Larry Roberts, Anita Baker and Susan Campbell. Not pictured are Bill Hobby, Vickie Hughes and Todd Elam.

## HAVE WE MISSED YOU?

The Kentucky Press will finish profiling newspapers across the state in its August issue. If your paper has not been profiled yet, please call Becky L. Meadows at (800) 264-5721. We want to make sure everyone gets a chance in the spotlight!





## The Buck Stops Here: Ad News

### Paper wins award for special section

The Grant County News has been chosen to receive a national media award through the 1995 "Buckle Up America!" Award program sponsored by the American Coalition for Traffic Safety.

The newspaper was chosen from entries from 33 states.

The award was given for a special section that was published during Child Passenger Safety Awareness Week. Publisher Ken Stone approached the Northern Kentucky Rural Office for Traffic Safety for help gathering the information.

The paper sold ads to cover the cost of the inserts.

Patti Gaines, coordinator of the Northern Kentucky Rural Office for Traffic Safety, nominated the newspaper for the award.

Stone traveled to Washington, D.C. May 22 to accept the award.

The Grant County News is owned by Landmark Community Newspapers Inc. of Shelbyville.



## The creed of the salesperson

By Taylor Hayes  
Advertising Manager,  
Kentucky New Era

I love sales. I thrive on selling and I am proud to be called a salesperson. I am aware that there are comets and meteors in our profession who by their actions misguide and sell for the short term. I vow never to be among their company. I am striving to be a STAR—one who can be called upon to point the right direction, especially when things seem to be the darkest. That is when I will shine my brightest.

I believe in my company and the products it offers. I will always try to better understand how they can benefit my customers. I will always offer suggestions and ideas on how my company can improve.

I believe in my customers' welfare and pledge to do everything in their best interest. They are the reason and the purpose for all my efforts. I will listen to my customers. I will listen to

my customers. I will listen to my customers.

Above all, I believe in myself and I shall continue in my efforts to bring the pride and respect my profession deserves. I have a strong self-image and I am motivated neither by fear nor reward, but by attitude. I know my attitude is a reflection of those things I believe in and those things I wish to accomplish.

I carry within myself purpose, resolve and self-confidence. No one will ever take these qualities from me because I strive first to help others. No prospect ever tells me, "No." What I understand them to say is, "No, thank you. Not at this time. Please call on me again." I know that persistence and patience are the prerequisites to every sale. I am ten feet tall and bulletproof.

I am proud to be in the noble profession of sales and I want to share this vision with every person I meet. I love people. This is why I succeed. This is why I win. This is why I sell.

**'No prospect ever tells me, 'No.' What I understand them to say is, 'No, thank you. Not at this time. Please call on me again.'"**

## Showmanship essential to successful ad selling

Editor's Note: John Foust conducts advertising seminars for newspapers, publishing associations and merchant groups. His ad workshop video, "Basics of Layout and Copy," is being used by newspapers coast-to-coast. For information about this videotape, call or write: John Foust Advertising Seminars, P.O. Box 10861, Raleigh, NC 27605, Phone (919) 834-2056. © Copyright 1989 by John Foust. All rights reserved.



**Ad-libs**®

Showmanship isn't just for carnival barkers. Any salesman worth his or her salt will tell you that showmanship is a key ingredient in the sales mix. It gets attention and helps illustrate sales points.

Newspaper ad salespeople have silver-platter showmanship opportunities. Too often, though, we fall short in our efforts to make spec ads come to life for our prospects.

When it's time for the big presentation, what happens? The salesman gingerly unveils the ad layout, which is mounted on a large sheet, surrounded by acres of unspoiled white space. He reasons that the best way to sell an ad is by itself. But the problem with this approach is that it doesn't show the prospect what the ad will look like on the printed page. Radio reps do this every day. They play demo tapes, so prospects can hear commercials the way they will sound on the radio.

Unlike radio, a newspaper is tangible. You pick it up, you turn the pages, you stop when something catches your eye. This is the nature of the product. So why not use a little showmanship to make the newspaper part of our sales presentations? Why not show a spec ad in its natural habitat?

It's easy to do. Simply produce the layout on newsprint and paste it into the original newspaper. In your presentation, give the paper to your prospect and ask him to find his ad. Then watch him get involved in the sales process. If your layout has plenty of good, clean white space, it will be easy to find.

I have found this to be one of the

best ways to sell white space to advertisers with clutter-itis. A clean ad floating in an ocean of white layout paper doesn't demonstrate that white space is better than clutter. But an ad with a healthy dose of white space speaks volumes, when positioned on a particularly cluttered page. Let your product work for you. Clutter can help you sell.

You should vary this technique, depending on the situation. If you have a smaller publication, you can present the entire paper to your prospect. But if you work for a large daily, it's not a good idea to hand over the whole Sunday edition. In this case, use one section. Or, if your prospect is pressed for time, a single sheet.

With "natural habitat" presentations, you will get your prospects involved. You will be able to demonstrate the value of white space, ad size, readable typography, color, art and photography. Plus, you will find yourself creating better ads, because you know your layout will be competing for your prospect's attention. In this sense, both you and your advertiser want the same thing—ads that are noticed.

Showmanship works. Try it.

If you join the KPS State-wide Classified Program, you might get a

# SUMMER INTERN FREE!

Call (800) 264-5721 for details



**GENERATOR**

**SWR**

**MAKER**

Metra Creative Graphics, Inc.

800-223-1600

Call for free spec ad sample kit!



# The Final Word: Writing News

## Who said?

Newspaper editors, publishers differ on how they handle anonymous sources—if they allow reporters to use them at all

Deep Throat rasped his clues to Woodward and Bernstein—and a world of reporters was born.

Everyone who had the slightest interest in journalism sprang into journalism schools around the country with visions of Watergate dancing in their heads.

For some, the vision of Watergate never left.

They continue to use the tools Woodward, Bernstein and other reporters have used for centuries—the most obvious of which is anonymous sources.

Do many Kentucky newspapers allow the use of anonymous sources?

Yes—but most have some restrictions.

"At the AP, we have a policy of using anonymous sources only when we consider it absolutely necessary and only on matters of fact, not opinion," said Ed Staats, Associated Press Bureau Chief in Louisville.

Staats added AP likes to have more than one source, if possible.

"It is sometimes impossible to get

important information except on a source basis, and that is a fact of life," Staats continued. "We just try not to play the game any more than we have to, knowing that using anonymous sources can undermine our credibility."

"I can tell you that our editors here and in New York are ruthless about editing them out if they are not critical to the story," he said.

At the Grant County News, anonymous sources have been used in the past.

"They were used following a tragic train and car accident that killed five local teenagers," Jamie Baker Nantz,

editor of the newspaper, wrote on a survey form sent out by the KPA News Bureau.

Nantz explained the newspaper asked students to express their opinions on the coverage the area received by the Cincinnati media.

"The situation was volatile, and police were called into the school to ease tensions among various factions of students," she wrote. "We kept the

students anonymous because we didn't want to add to the problems."

Jerry Pennington, editor of The Big Sandy News of Louisa, has only been at the newspaper about one-and-a-half years, but has had two occasions where he used anonymous sources.

"Both of them involved sexual abuse cases," Pennington wrote. "Most newspapers do not print names of sexual assault victims, and we also have the same policy."

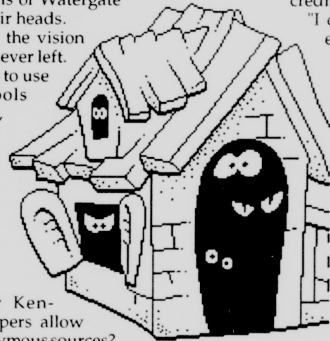
He wrote he is now working on a story about a woman whose daughter was sexually assaulted, and the woman does not know where to go for help.

"I am using her story as an example that there may be others out there in the same situation, but at the same time I am not going to use her name to protect her privacy," Pennington wrote. "As far as anonymous sources for other types of stories, I have never ran across a case to use one."

Chip Hutcheson of the Princeton Times-Leader said on rare occasions the newspaper uses anonymous sources.

"I think there's a distinct difference that should be made here—we take tips, etc., from anonymous sources, but in a small town I think it is important to avoid the anonymous sources situation," Hutcheson wrote.

Continued on Page 16



## 'Freedom of Information Day' important to all

By Maleena D. Streeval  
Casey County News

Imagine living in a place where you faced persecution—or worse—for speaking your mind.

Imagine not being able to practice your religion publicly.

Imagine living a life where your every move was dictated by the government.

It's hard for Americans to imagine all this because the U.S. Constitution guarantees us so many freedoms.

In fact, the First Amendment to the Constitution guarantees citizens the right of free speech and press and the right to peaceably assemble and to petition the government. It also provides for the separation of church and state

and guarantees freedom of worship.

The First Amendment was a part of the Bill of Rights that was adopted in 1791. James Madison wrote the First Amendment and Americans now observe March 16, the anniversary of Madison's birth, as Freedom of Information Day.

Madison served as U.S. President from 1809-1817 and worked hard for freedom of the press. Today, newspaper people all across the country celebrate Freedom of Information Day and remember Madison's zealous work.

If it weren't for there being freedom of information, newspaper people would not be able to obtain the news and other information they pass on to readers through newspapers. And

without such news and information, citizens would be powerless to the government which would be controlling their lives.

Fortunately in Kentucky, laws govern the freedom of information. The Open Meetings Act was passed by the Kentucky General Assembly in 1974 and ensures that the public's business is not conducted in secret. Also, the Open Records Act provides for easy access to most public documents.

Because of the Open Meetings Law, citizens have the right to attend meetings of public agencies, such as the county fiscal court, city council, school board and hospital board. Committees of public agencies are also considered public agencies under the law, and citizens can attend these meetings as

well.

Since most citizens do not attend local public meetings, newspaper people attend each meeting to record any action taken that might affect citizens.

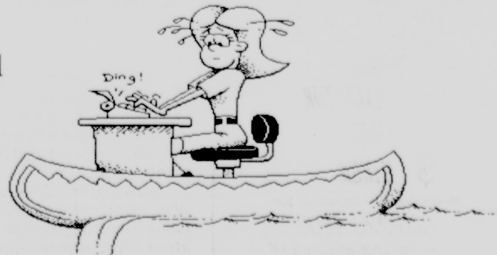
Although the Open Meetings Act provides that all meetings of public agencies are to be open to the public, there are times when discussion can be closed to the public.

For example, the county fiscal court or school board may close their meetings when the business to be discussed relates to the acquisition or sale of property, pending litigation, collective bargaining, industrial prospects or personnel matters.

Local public agencies do close their meetings at times for these reasons, but

Continued on Page 16

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# What's in your newspaper for me and my friends

**T**oday's young readers are the future for tomorrow's newspapers, and if newspapers want to secure their future, they have to find ways to lure this fickle group into their pages. What can newspapers do to attract young readers?

They're fast becoming a market everyone wants to target. T-shirts are aimed at them. Ads for tennis shoes like Nike's, Adidas, and others are focused right at them. Even Sprite is on the bandwagon, with commercials focused at young people.

And now, newspapers see them as a viable market. After all, if we don't touch our young people to read the newspaper, why will they pick it up when they grow up?

Some Kentucky newspapers adhere to the philosophy that attracting young readers is the key to ensuring a secure future for newspapers. Here is what they do to attract young readers.

Jody Clabes, editor of the Kentucky Post of Covington, said the newspaper does not have a special page or section for young readers, but does try to do features on music and entertainment, along with stories on school news and sports.

"We want young people to find something of interest in our paper as a philosophy," Clabes said. "We try to attract as many young people into the paper as we can."

Janie Baker Nantz, editor of The Grant County News, said her newspaper goes into the local schools and asks students what they want to see in the paper.

"As a result of that, we began a student page in the News with story ideas and photos generated totally by students," she replied on a written survey form sent out by the KFA News Bureau. "The students volunteered their time, after school, and came to the office to work on the page."

The student page includes news stories, editorials, an editorial cartoon, columns and photos.

"It seems to go over well. However, only about five students participate," Nantz wrote.

Sonya Dixon of the Hancock Clarion wrote the newspaper involves young readers through a "What's On Your Mind" section.

"Surprisingly, the young adults and high school students have really eaten this up," Dixon wrote. "They also read regularly our sports section. We cover all local sports extensively and a lot of younger readers participate in school athletics and local leagues. A weekly humor column is also a highlight and is written by two of our staff members."

According to Jerry Pennington, editor of the Big Sandy News in Louisa, the newspaper does little now to target young readers—but he would like to change that.

"In order to have an appeal to younger readers, you have to have someone in touch with their culture (music, news, movies, etc.) in order to know what they like," Pennington wrote.

"What I would like to do is upgrade our entertainment pages to appeal to a younger audience. This would include music and movie reviews, a listing of area events they could attend (concerts, festivals, etc.), a listing of new releases for music and movies.

"The key is to print what will appeal to them," Pennington continued. "To do this, I would like to ask for submissions from young people themselves, and perhaps contact writers from the local school newspaper to contribute material."

The Princeton Times Leader runs a syndicated page for young readers called The Mini-Page, publisher Chip Hutcherson wrote.

"We take advantage of opportunities to visit schools and talk to classes about newspapers," he wrote. "But I think the best way to attract young readers is to look for



**Just Kidding**  
Connect The Dots  
Food Fun  
Fun & Games  
Bible Quest

opportunities involving schools and kids. When youngsters see their picture in the paper, it increases their awareness of the newspaper."

Don White, publisher of The Anderson News, said his newspaper has a "Wacky Wednesday" page targeting young readers.

"I don't see any way of stopping it now that we've started it!"

—Don White



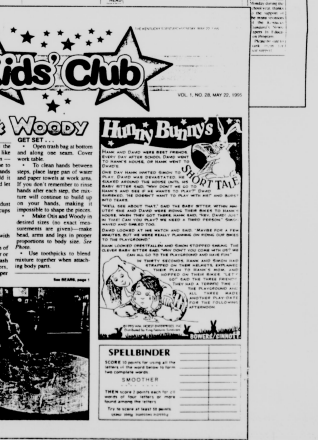
**Kids' Club**  
Fun in the Sun  
Hungry Bunnies

The special page also does not cost the newspaper much, White said. The paper uses two or three feature-type services for content for the page, and the staff lays the page out.

"We've gotten so good at it, we can put it together in 10-15 minutes," White said.

White added young readers in the Lawrenceburg area have really taken to the page. For example, the paper has decided not to run the page sometimes to cut back on the number of pages in the paper.

"We catch back when we don't run it," White said with a laugh. "I don't see any way of stopping it now that we've started it."

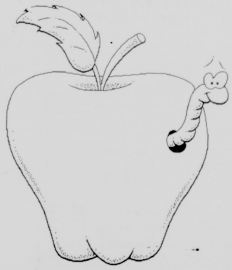


**Kids' Club**  
Otis & Woody  
Hungry Bunnies  
Spellbinder

readers. The page includes comics, crossword puzzles, word-find puzzles and other features.

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"We catch back when we don't run it," White said with a laugh. "I don't see any way of stopping it now that we've started it."



Will they become newspaper readers after graduation? Only if we try to attract them to our pages right now, some people say.





# 9-E's final goodbye

Long-time publisher of Springfield Sun, Lebanon Enterprise paints emotional goodbye to familiar life at papers

**Editor's Note:** The following column is by Ninie Glasscock, former publisher of the Springfield Sun and the Lebanon Enterprise who recently left the newspapers to take a public relations position in Louisville.

It is night.  
That's when the hard writing's done—alone in the dark.

My fingers dance and the green letters line up in single file on my computer screen. As they have done so many times before.

Only this time it's different. This time is the last time.

My last column for The Lebanon Enterprise and The Springfield Sun.

My last night sitting alone in this office, beneath the framed award from my staff, granting me first place for "the ugliest, most repulsive and vile dress in the whole world." (I liked it.) A flashbulb of lightning sings the black sky, thunder rumbles against a loose windowpane, and I am comforted by the presence of the four Heard-It-Through-The-Grapevine raisin characters whose silent vigil on top of my computer terminal has warmed my heart on other lonely nights. Sometimes I ask their help when the words won't come.

Times like now.  
The truth is, I never was any good at saying goodbye.

That's why I put off writing this column until now, the eleventh hour. Because to write it was to acknowledge the reality of leaving, the reality of loosening my life and pulling it free from two communities as close knit as steel wool.

To write it was to accept that I won't ever be in this place again, doing these things again, comfortable and complacent in the endlessness of now...ever again.

I haven't cried yet. But I figure it's coming.

Somebody wise and famous—whose name I'm supposed to remember, but I don't—defined life as "one

**'Can't life wait just a minute, while we all cuddle up warm and comfortable together in the endlessness of Wednesdays and Junior Miss and lunch at Shockencys?'**

—Ninie Glasscock

long letting-go."

That definition feels right tonight, with the rain splatting against the air conditioner and the old building groaning and creaking around me. But knowing it doesn't make the process any easier when it's happening—when images of a life slipping out of my grasp flutter inside my head like butterflies, each one different and perfect and beautiful in its own way.

You'd think with all the letting go there is in life, after a while you'd learn how to do it. But I never have.

Right now, in the moment of acknowledging the leaving, I want to grab life by the hair and yank it to a stop. Just for a little while. To savor the ordinary.

Where did all those ordinary moments go, anyway? What happened to all the Wednesday mornings in the office, with the hot-off-the-presses newspaper making my fingers black? What happened to 4-H kids grinning gap-toothed into my camera, play rehearsals, school board meetings and the day after Ham Day? Moments I spent like pennies when I was a millionaire.

Can't life wait just a minute, while we all cuddle up warm and comfortable together in the endlessness of Wednesdays and Junior Miss and lunch at Shockencys?

Nope. Can't do it. Train's leaving the station and I got a ticket.  
All aboard!

At the other end of the line is life,

different. New people. New challenges. New ordinary moments.

It's time. I know.

It's time to say goodbye.

—To The Springfield Sun and The Lebanon Enterprise, the two finest weekly newspapers in America.

—To Washington and Marion counties, both full of promise and peril, both with futures only as bright as the decisions their leaders make.

—To readers, whose faces I've never seen—out there in Gravel Switch or Cardwell, Holy Cross and the Burg. Readers who call and complain when I make a mistake. Readers who stop me in the grocery store check-out line to say they liked a story.

—To co-workers as close as family, whose lives entwined with mine for 16 years of hard work and shared pain and always, always laughter.

—To friends who keep my heart here with them.

I love you all more than you know. I don't know how I'll get through all the tomorrows without you.

Once every week for the past five years Shorty Lassiter, advertising manager at The Sun, has marked page five "9E's jump page" and put it on my bank for me to fill with the stories that continue off the front.

Today, she marked the page: "9E's last ever, ever, never-again jump page."

I haven't cried yet.

But I figure it's coming.

## Rose file to remain closed to public

Judge: Divorce records stay closed to protect Rose's daughter

From the Associated Press

Records of state Sen. John "Eck" Rose's 1985 divorce will remain sealed despite a newspaper's request to open the file, a judge ruled.

The Courier-Journal said in its motion to unseal the file that the public's right of access to judicial records is "especially strong when the proceedings involve a high ranking state official" who is running for governor.

Eck Rose opposed the motion, as did his ex-wife, Caryl Ballard Rose. Her lawyer argued that the Louisville newspaper would disregard the Roses' young daughter's rights "in favor of their relentless desire to sell papers based on 'tabloid news.'"

Fayette Circuit Judge John Adams said in a ruling filed May 17 that the file should remain sealed to protect Stephanie Rose, who is 12.

The file was sealed August 1989 at the request of both parties. Eck Rose has said it was sealed in his daughter's interest and has declined to comment further except to say that it involved a custody dispute.

Adams said in his written order: "The court finds that it is necessary to protect the welfare of the...minor child by ordering the record to remain sealed. The child has a fundamental interest in this information being preserved and protected from public knowledge."

Adams added that he could not release other parts of the record, such as financial and property information, because it is "so inextricably intertwined with the other information concerning protected aspects of this record that it would be impossible to redact or selectively access the information."

## Judge dismisses lawsuit against C-J

A libel lawsuit filed by a former Jefferson District Judge against The Courier-Journal has been dismissed.

Fayette Circuit Judge James Keller handled the case after Jefferson circuit judges dismissed themselves because of their close working relationships with Judge Jackie Schroering and her father, Edwin Schroering, himself a Jefferson Circuit Judge.

Ms. Schroering claimed the newspaper defamed her in three editorials and an editorial cartoon.

Keller said he summarily dismissed the lawsuit because the statements Ms. Schroering objected to were opinions and could not be proven true or false.

Philip Kimball, Schroering's lawyer, said she would appeal the case to the Kentucky Court of Appeals.

Schroering sued over the editorials and the cartoon which depicted her as a monkey hitting herself on the head with a gavel.

One of the editorials said people

should vote for Schroering's opponent because "male and female lawyers complain of disturbing displays of emotionalism in her courtroom." The editorial also referred to low ratings she had received in polls conducted by the Louisville Bar Association.

David Hawpe, editor of The Courier-Journal, praised Keller's ruling and added the editorials and cartoon were clearly expressions of opinion of the newspaper.

Need a record from Frankfort, but can't get here to get it?

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## Around Town: Circulation News

# 'Welcome!'

■ Newspapers find newcomers a perfect audience to target for subscriptions

### From Circulation Update

Some newspapers are making area newcomers feel welcome—and gaining subscribers at the same time.

Welcome kits are building good will with new residents and are an added-revenue source for newspapers.

The Sacramento Bee and the Cincinnati Enquirer are two newspapers with dissimilar but successful welcome programs.

While both newspapers offer advertising opportunities to local merchants and provide valuable information to newcomers, the packaging, contents and means of collecting mover data are very different.

The Enquirer packages its Welcome Home! kits in a briefcase-sized cardboard box complete with carrying handle. Advertisers can purchase space on the inside or outside surface of the box, or insert ad material into the box. Insert items are often promotional flyers, coupons, sale ads and magnets. Some retailers provide sample products such as soup, chips, adhesive bandages, sponges and water.

The Bee supplies a plastic bag that can be hung on doorknobs. The insertion items are printed advertisements similar to that of the Enquirer. However, the Bee's Arrival Survival Kit also includes maps of the Sacramento area, community event calendars and entertainment guides.

Of course, the two companies include newspaper subscription cards.

Both papers target new home buyers. Because of a joint agreement with Cincinnati Gas and Electric, the Enquirer targets apartment dwellers as well. CG&E reports new utility installations to the Enquirer. The paper then delivers a welcome kit within 10 to 13 days.

"We make deliveries on Saturday when it's easier to reach people at home. We like to hand-deliver the kits to add a personal touch," said Jim McIntosh, manager/advertising/business manager at the Enquirer.

According to McIntosh, the utility company reports an average of 2,000 moves per week, resulting in about 100,000 moves per year.

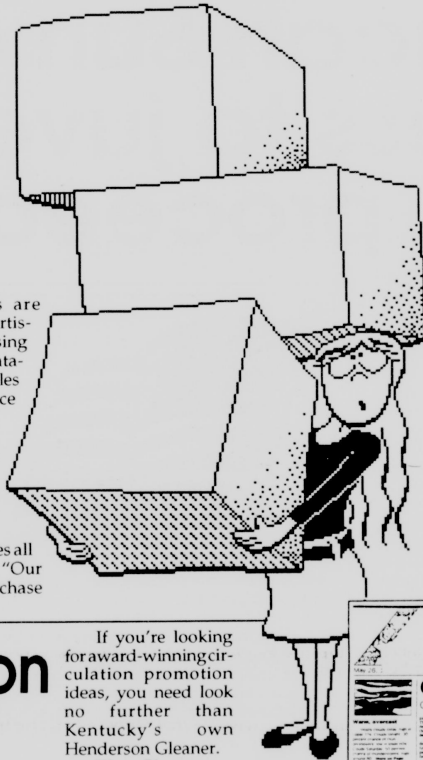
"We don't distinguish between apartment or home renters and those who purchase a home. The way we look at it, each move is a change in

lifestyle," he said.

McIntosh said recipients are pleased with the kits, as are advertisers. With a choice of nine advertising formats, clients can opt to insert catalogs, brochures and product samples in the box or purchase ad space directly on the box.

Advertising schedules are based on 13-week cycles, beginning on any Saturday. McIntosh said advertising is consistent throughout the year.

"People move into new homes all throughout the year," he said. "Our advertisers realize this and purchase space on a regular basis."



Moving can be quite a traumatic experience. 'Welcome kits' help build good will and lighten the load on new residents in communities.

## Henderson Gleaner staff designs award-winning promos

■ Newspaper gives away gifts, offers incentives to subscribers

If you're looking for award-winning circulation promotion ideas, you need look no further than Kentucky's own Henderson Gleaner.

The Gleaner, a 12,972-circulation daily newspaper on the border with Indiana, recently won a second place award for subscriber promotions from the Central States Circulation Managers Association.

"It's always a battle to keep customers and try to get new ones," said Nancy Smithhart, coordinator of subscriber promotions. "We were real proud of the award. A lot of work goes into it from everybody, even the carriers."

"We just have a lot of promotions running," she said. "We do lots of things to retain customers, and to attract new ones."

For example, when Gary Larson of Far Side fame retired last year, the Gleaner ran a promotion giving Far Side calendars to people who subscribed for six months to a year.

The promotion was a success. About 60 people subscribed to the paper for a year, and 42 paid for six months. Of that total, 22 were new subscribers, Smithhart said.

The Gleaner also does telemarketing to build its subscription base.

"We sell four months for the price of three, and when people come in they get gifts. We made up posterboards explaining the promotions," Smithhart said.



The Gleaner's fall 1994 telemarketing drive brought in 876 subscribers. About 659 paid for a 75-percent paid rate. Of those 876 customers, 825 were new subscribers.

The Gleaner also has a telemarketing drive in the spring.

Gifts the Gleaner gives away with subscriptions include Gleaner cushions, Gleaner decks of playing cards, umbrellas with Gleaner comics on them and other miscellaneous items.

The Gleaner also has special gifts it gives away to go along with its "theme" promotions. For example, the newspaper recently had a "Here's to Your Health" promotion, and gave away many "Doctor's Book of Home Remedies" books.

"We do something all the time," Smithhart said. "We're always running promotions like that."



## The Right To Know: Legalese

# Paducah Sun gets access to juvenile court proceedings

From the Lexington Herald Leader

PADUCAH—About once a week, residents of this Ohio River city in Western Kentucky read disturbing news about their young people among the comics, sports and obituaries in their local newspaper.

Since September, The Paducah Sun, daily circulation 31,000, has taken the unusual step of printing a weekly summary of juvenile court proceedings in McCracken County.

The summary lists a variety of crimes, ranging from selling cocaine to assault. A recent item noted that a charge of spouse abuse against a 16-year-old was dismissed because the youth is getting a divorce.

McCracken District Judge Craig Clymer, who has been on the bench only eight months, agreed to release the summary to the newspaper—but without information that could identify the juveniles or their families.

State law prohibits police and court officials from identifying juveniles charged with crimes unless the court releases the information "for good cause." Kentucky is one of 18 states where juvenile records and court proceedings are closed.

The Paducah Sun's action comes when many Kentuckians are questioning a secretive court system for juveniles, defined as people younger than 18.

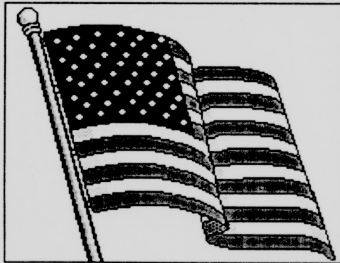
Of the 150 newspapers in Kentucky, only The Paducah Sun has an arrangement with a judge to publish information about juvenile court proceedings, said David T. Thompson, executive director of the Kentucky Press Association.

"It's an interesting practice. I wonder how far this will go," Thompson said.

KPA has not taken a position on public disclosure of juvenile court records and proceedings, Thompson said.

Karl Harrison, executive editor of The Paducah Sun, said the newspaper asked Clymer for the information "after we got to a point where our reporters felt they were in a vacuum in covering juvenile crime."

"Residents were telling us tales of gunfire in the night in their neighborhoods and accounts of fights and



An example of the list of juvenile court proceedings published in The Paducah Sun each week is below. This list is from April 21.

- A charge of possession of a weapon on school property was continued until May 31. The juvenile's age was not available.
- A juvenile found guilty of 22 criminal and traffic charges was ordered to be held in detention until he can be transferred to a state detention facility. His age was unavailable. The charges include theft of a motor vehicle registration plate, nine charges of auto theft, burglary, five charges of criminal mischief, a charge of attempting to elude a police officer, no operator's license, speeding, wanton endangerment and two charges of theft.
- A 14-year-old charged with selling cocaine was found guilty and placed in detention until he could be transferred to a state detention center.
- A warrant was issued for a 16-year-old girl who failed to appear on a charge of shoplifting.
- A 14-year-old charged with probation violation, disorderly contact and resisting arrest was committed to the custody of the Cabinet for Human Resources until he is 18.
- A 17-year-old charged with being beyond the control of his parents was probated to the Cabinet for Human Resources.
- A request for psychiatric examination of a youth facing five charges of selling cocaine was denied.
- A 12-year-old charged with assault was probated to his mother.
- A contempt-of-court charge against a 16-year-old was continued until June 7.
- Charges of criminal mischief were dismissed against a 16-year-old after the juvenile made restitution for the damage.

beatings and asking us why they were not reported.

"Corroboration with police on these stories seemed elusive and difficult. We decided to pursue other channels and went to Judge Clymer."

Harrison said the newspaper is interested "in letting the community know what's going on in juvenile crime." He said he did not know whether the paper would print the

names of juvenile offenders even if state law allowed their release.

Bill Bartleman, the reporter for The Paducah Sun who asked Clymer for a summary of juvenile court proceedings, said no one has complained to the paper about the column.

"In fact, we get calls from people who want to know where the summary is when we run it a day or two late," he said.

## Pulaski paper denied request

From Pulaski Week

The state attorney general has determined that, for the purposes of the Kentucky Open Records Act, The Adanta Group is not a "public agency."

The private, non-profit organization that serves as the comprehensive care provider for the 10-county Lake Cumberland region falls just short of the minimum requirements, the attorney general says.

**'...because it was established as a private, non-profit corporation...the Adanta Group is not a public agency.'**

In a decision written April 26, Assistant Attorney General Amye B. Majors notes, "We acknowledge that the state is actively engaged in overseeing the Adanta Group, to which it is contractually bound. We also acknowledge that the amount of state funds received by Adanta closely approaches the 25 percent threshold...Nevertheless, we believe that because it was established as a private, nonprofit corporation whose board is not appointed by a public agency and because it does not receive 25 percent or more of its funds from state or local authorities, the Adanta Group is not a public agency under the Open Records Act."

The Adanta Group gets 22.82 percent of its total revenue from state funds, Majors wrote. The roughly \$3 million a year it receives in the form of Medicaid reimbursement payments does not count.

The attorney general's office was asked by Pulaski Week to address the issue when the newspaper was denied a formal open records request to Adanta in January.

The request sought copies of a settlement agreement made between the company and two former female employees, Tammy Helton, Columbia, and Beverly Harvey, Somerset, who claimed in a lawsuit that they had been the brunt of sex discrimination and sexual harassment. Each had asked for at least \$1 million.

A jury trial was set for Jan. 17 but never materialized.

## Legalese

# Court: Records of some contractors not open

Supreme Court Chief Justice says information in records could give advantage to competitors of state marinas

### From the Associated Press

The financial records of state-owned marinas that are operated under contract by private companies must remain secret.

A Supreme Court justice who dissented from the ruling issued in May warned of serious consequences for future state contracts with private enterprise.

Now, the Kentucky Press Association, along with the state Program Review and Investigations Committee, The Courier-Journal and the Lexington Herald-Leader have submitted written comments to the state supreme court, asking that the court reconsider its decision.

The General Assembly's Program Review and Investigations Committee sought the audited financial statements

as a part of its look into state marina operations. Eight marinas at state parks are operated under contract while seven others are run by the state Department of Parks.

The legislative committee found that, on balance, state-run marinas made more money. In addition, the committee found that the private operations often did not live up to their obligations to pay the state a percentage of their gross revenues.

The marina operators fought the disclosure of their records. The committee sought them under the state Open Records Law.

Chief Justice Robert Stephens said the committee could obtain the records to fulfill its own statutory duties, but would have to keep them confidential.

Stephens said the records are exempt from the Open Records Law be-

cause they contain information which could give an advantage to its competitors. Further, Stephens said the information was confidentially disclosed to the Department of Parks.

Justice Donald Wintersheimer took issue with the entire basis of the majority opinion in a dissent. He noted that there was never a promise of confidentiality in the contracts for marina operations, that the financial records have effectively been open records since 1991 when an attorney general's opinion said they were, and there is effectively no competition anyway since the contracts are not bid and have durations as long as 20 years in some cases.

Wintersheimer noted that many government agencies are considering hiring private companies to operate public services.

## Briefs Open Records/Open Meetings Law

### Lexington government group to appeal Attorney General opinion

#### From the Lexington Herald-Leader

The Urban County Council voted unanimously in early May to appeal a state attorney general's opinion that the council had improperly gone into closed session to discuss the city's purchase of the Ben Snyder property.

The attorney general's opinion, issued April 5, had been sought by the Herald-Leader, which objected to the closed session on the grounds that it violated the Open Meetings Act.

Mayor Pam Miller said at the Feb. 23 council meeting that because the threat of a lawsuit loomed and because a land purchase was being discussed, the council could meet in closed session.

But the attorney general's opinion found that the council was not in immediate threat of a lawsuit and that publicity would not have affected the price of the land because it already had been set in a contract.

The city had 30 days to appeal the opinion or release the minutes from the Feb. 23 closed meeting, during

which Finance Secretary Crit Luallen met with council members. The appeal would be heard in Fayette Circuit Court.

### London development group meets in closed session, violates OM Law

#### From the London Sentinel-Echo

Members of the London-Laurel County Industrial Development Authority met in early May in a session that was apparently in violation of the Kentucky Open Meetings Law.

The meeting appears to have violated at least two sections of the Kentucky Revised Statute.

The text of the law states that members of the media must be advised of the meeting, in writing or by fax, at least 24 hours prior to the session and that a notice of the meeting be posted "in a conspicuous place" in the building where the meeting is to be held.

However, local media were not notified of the meeting until Monday afternoon. The meeting was held Tuesday morning.

Kentucky Press Association attorney Jon Fleischaker said the law is very clear regarding this point.

Fleischaker said violation of the law does not automatically negate the authority's action, unless the action is challenged through the appropriate procedure.

### Professor sues UK to get access to records

#### From the Lexington Herald-Leader

A University of Kentucky professor has filed suit against his employer in Fayette Circuit Court, saying the university has violated the Kentucky Open Records Law.

In the lawsuit, James W. Hendrix, a professor of plant pathology, accuses UK of not providing him with records he requested about some of the College of Agriculture's personnel policies.

The suit argues that UK must provide the records because an attorney general's opinion issued in March ruled in favor of Hendrix. UK did not appeal that decision, the suit says.

UK spokesman Bernie Vonderheide said that university officials would have no comment on the case because it involves a pending lawsuit.

Hendrix, a UK faculty member for 30 years, said he filed the court case because of what he described as "continual trouble" in seeking open records.

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# Minutes from March 24 Board Meeting

The following are tentative minutes of the March 24, 1995, Kentucky Press Association/Kentucky Press Service Board of Directors meeting, here at the KPA Central Office in Frankfort. The minutes will be submitted to the Board June 22 for approval.

Dorothy Abernathy, KPA President, Presiding

Attending: Dorothy Abernathy, Steve Lowery, Gene Clabes, John Del Santo, Teresa Revlett, David Greer, Ed Ashcraft, Marty Backus, Louise Hatmaker, Tom Caudill, Guy Hatfield, Chip Hutcheson, Bob Adams, Russ Powell, Jay Frizzo.

Non-voting members: John Nelson, KPA News Editorial Division Chairman; Todd Rainwater, KPA Circulation Division; and, Ron Wolfe, Journalism Education Representative.

Also attending: Al Cross, Louisville Courier-Journal.

KPA staff: David T. Thompson.

1. The meeting was called to order with Gene Clabes motioning that the minutes of the January 26, 1995, KPA/KPS Board of Directors be approved. Russ Powell seconded and the motion was approved.

2. Tom Caudill, chairman of a committee organizing a gubernatorial candidates forum, reported on the committee's meeting on March 24, and discussions from that meeting. It was reported that six forums would be scheduled: two before the May 23 primary; one on June 13 if there is a runoff election; and three between the runoff (June 13) and the general election. The first two forums would be April 25 at Jefferson Community College and May 18 at the University of Kentucky. A runoff election forum was tentatively scheduled for Northern Kentucky. Russ Powell brought up a discussion on videotaping of the two primary election forums for re-broadcast purposes on Kentucky Educational Television. It was acknowledged that some remuneration would be needed on behalf of the Kentucky Press Association to KET since KET financial resources were not available to cover the costs. Louise Hatmaker also questioned the location of a pre-general election forum in Eastern Kentucky. The committee expressed interest in having that forum in Cumberland, Ky. The report was accepted without further action.

3. Treasurer Marty Backus presented the financial report for the Kentucky Press Association through February 28, 1995. Motion by Tom Caudill, seconded by Guy Hatfield, to approve the report as submitted was approved.

4. Treasurer Marty Backus presented the financial report for the Kentucky Press Service through February 28, 1995. Motion by Louise Hatmaker, seconded by Teresa Revlett, to approve the report as submitted was approved.

5. KPA Executive Director David T. Thompson briefed the Board on the 1995 KPA Summer Convention, scheduled for June 22-24 in Gatlinburg, as a joint meeting with the Tennessee Press Association.

6. Steve Lowery brought up a discussion about the KPA General Counsel. The discussion included a background on the role Jon Fleischaker and Kim Greene have played in the Kentucky Press Association, through their involvement with the KPA Freedom of Information Hotline since July, 1984, and representing several KPA newspapers. He also noted that an associate, Debbie Patterson, had done extensive lobbying work with KPA during the 1994 Kentucky General Assembly. He suggested that the Kentucky Press Association retain the services of Jon Fleischaker and Kim Greene as General Counsels of the Kentucky Press Association, to bring all KPA legal and legislative concerns under one roof. Further, he suggested that KPA pay \$1,900 per month — \$1,700 as the KPA Freedom of Information Hotline attorneys, and \$200 per month as general counsels — a combined payment that would be equal to the present structure between the KPA Hotline and the KPA General Counsel, Mike Judy. Steve Lowery put his recommendation into the form of a motion, it was seconded by David Greer and approved.

7. Steve Lowery also briefed the Board on his membership with an Advisory Committee on the Legislative Branch Ethics Commission. He noted that the committee, also including Al Dix, publisher of the Frankfort State Journal, is seeking input from outside sources and recommended that if Board members had concerns or ideas about the ethics procedures they should share their thoughts with Al Dix and himself.

8. President Dorothy Abernathy asked for various division/committee/staff reports.

a. KPA Advertising Chairman Teresa Revlett reported on the KPA Ad Contest, noting it was the largest in history and the KPA Ad Seminar, scheduled for April 27-28 at the Louisville Marriott Hotel. The speaker will be Peter Wagner.

b. She also updated the Board on the division's recommendation that a Campaign Advertising Plan be incorporated into the KPS Ad Service structure, with only those newspapers agreeing to participate to be included. At the time, some 80 newspapers had indicated an interest in participating. After discussing the various alternatives on how the program could be structured, a motion was made by Ed Ashcraft, seconded by Russ Powell, that KPS offer political candidates a 66.7 percent discount off rates (three ads for the price of 2), effective immediately and continuing through the runoff election on June 27, 1995, if a runoff is required. The Board will evaluate the program at its Summer Convention Board meeting on whether to continue the pro-

gram through the November general election. Motion was approved.

c. KPA Circulation Division chairman Todd Rainwater briefed the Board on an organizational meeting of the division and past along some of the ideas of the reorganization committee. Included in the program will be a survey of all Kentucky newspapers about the role the Circulation Division should play, speakers to be used for seminars and conventions, a quarterly publication of interest to circulation department employees, and a listing of circulation directors at all newspapers.

d. KPA Associates chairman Bob Adams told the Board that his division had elected to offer internships for KPA Associates members during the summer of 1995, modeling its program after the Kentucky Journalism Foundation internship program. The Associates will offer four scholarships, each worth \$1000, with the Associates members receiving an internship to match that contribution.

e. KPA Journalism Education Representative Ron Wolfe discussed a letter from Jo Ann Albers that a summer professor in residence program be considered by KPA to supplement journalism education in Kentucky's universities. Ron said he would discuss the idea with other journalism educators and report at the Summer Convention Board meeting. He also noted that comments from high school teachers during a recent workshop at Eastern Kentucky University showed that high school journalism was "taking a beating because of" education reforms (KERA) and that KPA should give attention to this growing concern.

A motion by Gene Clabes, seconded by Russ Powell, expressed the Board's interest in establishing a summer professor in residence program for a university journalism department/school representative with a KPA newspaper. The motion was approved, directing Ron Wolfe to discuss the idea with the various journalism educators and report back to the Board in June.

9. The KPA Executive Director's report included:

a. Judging of the Better Newspaper Contest by the Georgia Press Association

b. Publication of the KPA Publisher's Handbook

c. An update on Media Kits prepared, or being prepared, by the Research/Marketing Office. At the time, 30 media kits had been completed, 12 had been returned to the newspapers for proofing; and 25 were in-house for the first draft.

d. Reorganization of the Central Office with staff relocations

e. Completion of mailing CommonNet software to all newspapers, except the Windows version for eight newspapers

f. KPA's sponsored health insurance rates effective May 1, would be decreased by six percent

g. Implementation of the 2x2 Classified Display Program (ARK) was

scheduled for June 1, 1995, and is being coordinated by Reba Lewis

h. Contacts with Housing and Urban Development officials as well as Sue Shackleton of the Kentucky Human Rights Commission, the enforcing arm of HUD regulations in Kentucky

i. Duplication of the Kentucky Journalism Foundation internship program by the National Newspaper Association and the South Carolina Press Association.

10. Board member Tom Caudill asked that the Board return to an earlier discussion on the KPA Gubernatorial Forums to follow up on the discussion of videotaping the forums for re-broadcast on Kentucky Educational Television. A recommendation was made that Russ Powell contact KET officials about the cost of such a project and consult with the KPA/KPS Executive Committee. A motion was then made by John Del Santo that KPA budget \$4,000 total for the first two (pre-primary forums) to allow videotaping/re-broadcast. The motion was seconded by Ed Ashcraft and approved.

11. Tom Caudill also recommended that Ferrell Wellman, of Eastern Kentucky University, serve as moderator of the two pre-primary forums and be paid \$200 plus related expenses for each forum. Motion was made by Tom Caudill, seconded by Marty Backus, and approved.

12. Dorothy Abernathy called the Board's attention to a letter in the Board packet from the Louisville Courier-Journal. The letter concerned a seminar, scheduled for June 9, 1995, co-sponsored by the Louisville Courier-Journal and the Jefferson County Medical Society, entitled "Under the Microscope, The Relationship Between Physicians and the News Media." Participating co-sponsorships of the event were being solicited and the letter invited the Kentucky Press Association to be listed as a co-sponsor. The Board's 1994 recommendations on contributions were met and a motion was made and seconded that KPA contribute \$500 toward the co-sponsorship. Approved.

13. In other business:

a. KPA Board member Guy Hatfield suggested that the Kentucky Press Association should think about paying expenses of Board members to attend Board meetings.

b. KPA Board member Steve Lowery suggested that the Kentucky Press Association should consider guidelines to assist member newspapers involved in litigation procedures, calling upon his newspaper's experiences in an Open Records request and the resulting on-going appeals process that has proven quite costly for his company.

Both suggestions were noted and directed to the KPA/KPS Vision 2000 Committee for further discussion and possible action.

There being no further business, the meeting was adjourned.



# In Your Headlines: Newspaper News

## Movers & Shakers

Who Went Where & What's Going on

**Dawson new editor of LaRue County paper**

Greta Dawson has been named editor of the LaRue County Herald-News of Hodgenville, which is owned by Landmark Community Newspapers Inc.

Michael Alston, a former employee of Landmark in Shelbyville, has been named to the new position of director of electronic business development for The Virginian-Pilot/Ledger-Star, Norfolk, Va.

### Bowling Green paper adds two new staff members

Two new staff members have joined the Bowling Green Daily News, Managing Editor Don Stringer announced.

Brian T. Wilkerson has joined the staff as a reporter and Jason Frakes has joined as a sports writer.

Wilkerson, a Nashville native, is a 1987 graduate of Western Kentucky University. He was a reporter for the Somerset Commonwealth Journal. Prior to that, he was a reporter for the Wayne County Outlook.

He has won several Kentucky Press Association awards for his writing and photography.

Frakes, a Bowling Green native, graduated from Western May 7. At Western, he worked for the College Heights Herald, serving as assistant sports editor in the fall and spring.

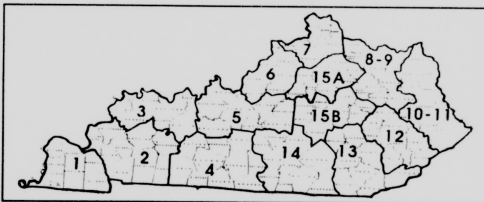
Frakes won several awards while working at the Herald, including second place for sports writing and third place for column writing in the Society of Professional Journalists' Mark of Excellence contest.

### Harris joins News-Gazette staff

Vickie Harris of Leitchfield has recently joined the staff of the Grayson County News-Gazette.

Harris, previously employed at the News-Gazette as a circulation telemarketer, will now join the staff as an advertising representative.

She replaces Angela Haycraft, who left the newspaper to pursue other interests.



### Glasscock leaves Springfield Sun, Lebanon paper

Ninie Glasscock, who has served as the editor/general manager of The Springfield Sun for five years and as general manager of The Lebanon Enterprise for 2 1/2 years, left both papers May 19 to become the editor of a weekly newspaper for Southeast Christian Church in Louisville.

Southeast Christian Church is the largest Christian church in America, with a membership near 10,000 people.

She began her career with Landmark Community Newspapers Inc., the Shelbyville-based company that owns The Sun, The Enterprise and 36 other newspapers in 11 states, in 1979 when she left a job as news director for WGRK in Greensburg to become staff writer for The Enterprise.

### Gross wins scholarship, internship for Lexington Herald-Leader

David Gross, a Jackson sophomore, has been awarded a \$600 scholarship and an opportunity to be a reporter for the Lexington Herald-Leader through a new Co-op/Scholarship program at Morehead State University.

Gross, a journalism major, was awarded the position after a review of his work by Herald-Leader editors.

The new Co-op/Scholarship program was established during the 1995 spring semester between MSU's journalism program and the newspaper.

Gross is the managing editor of the university's campus newspaper, The Trail Blazer.

## Memories

### Former Big Sandy News publisher dies

Curraleen Evans Rice, a retired elementary teacher and former president and publisher of the Big Sandy News, died of cancer May 4 at her home. She was 81.

Rice, a Morehead State University graduate, had taught second grade at Louisa Elementary School for many years. In addition to heading the Big Sandy News Publishing Co., which was primarily a family owned business, she also had been president of the Louisa-Fort Gay Bridge Co., which was composed of a toll bridge that

connected Kentucky to West Virginia.

She and her partners in the Big Sandy News sold the weekly newspaper in 1988. The Louisa-based paper, founded in 1885, had a circulation of 4,200 at the time.

Survivors include two sons, Dr. N. Thomas Rice of Lexington and Joseph C. Rice of Minneapolis; a sister; and four grandchildren.

Contributions are suggested to Kentucky Christian College in Grayson.

### Howard 'Cootie' Greene dies at 81

Howard W. "Cootie" Greene, who informed and influenced Montgomery County for nearly half a century as a Mt. Sterling Advocate writer and editor, died May 8 after a long illness. He was 81.

Greene, who spent his entire journalism career at the Advocate, was hired by former publisher J.W. Hedden in the late 1930s as an all-purpose reporter. He wrote stories, took photographs and even sold ads and collected bills during the newspaper's Great Depression days. In the 1940s, he rose to the position of general manager and, in 1972, was named editor. Greene held that position until his retirement in 1984.

He received his journalism degree from the University of Kentucky in 1936. Shortly thereafter, he came to work for the Advocate where, with the exception of several years of military service, he stayed for 47 years.

In 1977, on the occasion of Greene's 40th year at the Advocate, then-Courier Journal writer Billy Reed wrote, "Cootie has never been too pressured by deadlines or too consumed by ambition to enjoy the important things in life—such as going fishing with friends, or spending time with his family—or just sitting around the office or courthouse puffing his pipe, enjoying good tobacco, good companionship and good yarns."

### Collins new staff member at Spencer Magnet

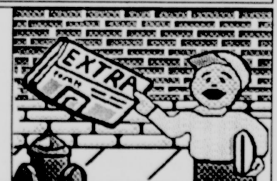
Susan Collins of Mt. Eden has joined the staff of The Spencer Magnet as circulation/office manager.

Collins, a native of Spencer County, began work in early May and oversees general office operations, circulation and classified advertising.

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## 'Freedom' Day important to papers

**Continued from Page 6**  
there are certain requirements they must meet before doing so. For example, the groups must notify the newspapers in the community 24 hours in advance of any special meetings. And for closed meetings, they must state the reason they are going into closed session or why the meeting is closed, and cite the particular exemption under the Open Meetings Law.

As for the Open Records Law, it provides that citizens have access to certain public documents such as court records, minutes of public agencies' meetings, police reports, etc.

Under the Open Records Law, newspapers can publish what is often titled "Public Record." This usually includes applications for marriage licenses, real estate transfers, dispositions made in district and circuit courts and lawsuits filed in the same.

As with the Open Meetings Law, there are exceptions to what can be made available to the public. However, the Open Records law states that all records kept in a county courthouse are subject to public inspection, with the exception of those pertaining to adoptions, juveniles and juvenile court.

The following quote by James Madison best sums up why Freedom of Information Day is such an important day for all citizens:

"Nothing could be more irrational than to give the people power and to withhold from them information, without which power is abused. A people who mean to be their own governors must arm themselves with the power which knowledge gives. A popular government without popular information or the means of acquiring it is but a prologue to a farce or a tragedy, or perhaps both."

## Papers using more recycled paper

**Continued from Page 1**  
totals and all reported use of recycled newsprint in 1994.

According to the figures supplied by the printing plants, 84,918,414 tons of newsprint were used in 1994, with 79,734,614 tons containing recycled newsprint. That means 93.8956 percent of all newsprint used by Kentucky's 150 newspapers contains recycled fibers.

The use of recycled newsprint has increased steadily since 1989 when KPA first surveyed Kentucky's newspapers. Six years ago, 18.2 percent of the newsprint used contained recycled fiber.

"We've told the legislature and we've told the Cabinet for Natural Resources that Kentucky newspapers have been doing everything possible to use recycled products, especially newsprint," said Thompson. "It's been a 'practice what we preach' situation," he added, noting that many newspapers have editorialized for all businesses to consume recycled materials when possible.

All 43 plants surveyed reported using some level of recycled newsprint in 1994, the first time all plants have been able to purchase newsprint with recycled fiber content. In addition, 33 plants report using total recycled newsprint in their plants, a substantial increase from 1993.

House Bill 282 was the first somewhat successful attempt by the state agency to legislate newsprint use in Kentucky. However, the subject is not a new one to the state's industry.

"In 1990, KPA extended to the state

a voluntary agreement from the newspaper industry," said Thompson. "At the time, Kentucky would have been one of the first five states in the nation to have such an agreement between the industry and the state. We've tried numerous times to get the state to accept the agreement because it shows the commitment of Kentucky's newspapers to do all that's possible in using recycled newsprint."

He noted that presently more than 15 states have adopted a voluntary recycled newsprint agreement with their state's newspaper industry.

"Without that agreement in place, however, Kentucky's newspapers have remained committed to using more and more recycled newsprint," Thompson said, noting that recycled newsprint increase use has increased more than five times in six years.

The survey goes beyond just the state's 150 newspapers and 17 other similar publications. The plants also report using recycled newsprint for 119 free circulation publications and shoppers and 393 other clients, including advertisement flyers and inserts.

The report also showed a decrease in the amount of newsprint used. In 1993, 85,816.36 tons of newsprint was used in Kentucky to print newspapers, 898 more tons (84,918,414) than were consumed in 1994.

"This is an expected development," Thompson added. "In light of substantial increases in newsprint and second class postage costs, newspapers have taken action to reduce the amount of newsprint used."

## Summer Convention has lots in store

**Continued from Page 1**  
time to do your own thing; and the chance to renew old acquaintances.

The convention officially begins Thursday, June 22, with a reception and picnic in the park following the KPA/KPS Board of Directors meeting.

Friday begins with a half-day of roundtable discussions, and includes an afternoon trip to Dollywood or the chance to compete in the Golf Scramble.

Members will join together later that evening for a reception, followed by the KPA Better Newspaper Contest Awards Banquet and TPA's Installation Banquet.

Saturday morning begins with another series of roundtable discussions from 9 a.m.-noon. The convention ends with the choice of attending either Dixie Stampede for dinner and a show, or Music Mansion for the same.

## Do you use anonymous sources?

**Continued from Page 7**

"I personally have a problem with it because if you quote that anonymous source, and the facts later don't bear out what is said, it seems to me that the reader may blame the paper for the incorrect information, rather than the source," Hutcheson wrote. "After all, when the source isn't known, there's no one else to take the blame. I would not like to be placed in the situation of having my paper's credibility damaged by someone who won't allow himself/herself to be quoted."

Another newspaper also pointed out how it is possible for anonymous sources to damage a paper's credibility.

"Yes, I have used anonymous sources," wrote Sonya Dixon of the Hancock Clarion. "I try to avoid this because I don't want to shake our credibility."


"I have used them when writing stories of a very sensitive nature or ones that could mean harm for that person, either professionally or personally," Dixon wrote. "I attempt to verify information they have given me

through a quote by another source willing to use their name. The guideline is simple: Try to get them to allow the use of their name, use your own discretion, but verify everything."

Max Heath, executive editor of Landmark Community Newspapers Inc., submitted a list of the company's guidelines for using anonymous sources. For Landmark newspapers, four conditions must be met to use unnamed sources:

1. The top editor determines that there is a need for the public to know the information imparted by the unnamed source and no on-the-record means of obtaining it exists.
2. The top editor knows the identity of the unnamed source.
3. The reader should be told the reason for using an unnamed source, such as fear of losing a government job, without revealing the identity.
4. Extensive efforts have been made to corroborate the accuracy of the information imparted by the unnamed source. Ordinarily, at least one other source should verify the information.

**Try to get it on the record!**



Here is a list of Landmark Community Newspapers Inc. Do's and Don'ts for using anonymous sources:

1. Do make every reasonable effort to get the sources on the record.
2. Do use anonymous sources as tips to find someone who will say it on the record. Check public records for verification.
3. Do distinguish between "leaked facts" (a situation which might warrant anonymity to protect the source from retribution) and "leaked opinion or attack." Do not allow the latter.
4. Do talk to your editor before promising anonymity because legal repercussions and other problems may not be clearly seen at the fact-gathering stage. LCNI Executive Editor and/or legal counsel may need to be consulted.
5. Do not use such words as "key officials," "well-placed," or "informed" sources. Provide the fullest possible identification such as "an official in the city manager's office."

This policy is not intended to address the occasional need to shield the identity of persons (unnamed subjects) for reasons of privacy, compassion, good taste or law, as in stories about crime victims.

## Gishes to be featured speakers

**Continued from Page 3**  
ment of Journalism.

• In 1975, Tom Gish was presented the Elijah Parish Lovejoy Award for "courage in journalism" from the Southern Illinois University Department of Journalism.

• In 1983 both Tom and Pat Gish were presented the Hugh M. Hefner First Amendment Award for "outstanding community leadership."

• In the same year, AdWeek magazine honored The Mountain Eagle as one of the "10 Best Overlooked News-

papers" in the United States.

• In 1987 the Environmental Policy Institute presented an award to Tom and Pat Gish for "tireless efforts to promote and uphold the rights of the land and the people of America's coal fields, and the laws protecting them."

• In 1993 Tom and Pat Gish were presented the Edwards M. Templin Award for Community Service by the Lexington Herald-Leader at the annual Kentucky Press Association convention.