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# The Kentucky Press

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## Nine media reps picked to witness execution

Nine media representatives were selected to witness the execution of Edward Lee Harper that took place May 25 at the Kentucky State Penitentiary in Eddyville.

It was the second execution of an inmate on Kentucky's death row since 1982 and the first by lethal injection.

According to state law (KRS 431.250) nine representatives of the news media are eligible to witness an execution. The news media listed in the statute are: one representative from the daily newspaper with the largest circulation in the county where the execution will be conducted; three representatives from newspapers within the state, selected by the Kentucky Press Association; one representative from the Associated Press; one representative from Kentucky Network, Inc.; and three broadcast media selected by the Department of Corrections through a lottery drawing.

The three newspaper representatives selected by KPA were taken from media witness applications from reporters interested in viewing the execution. The reporters selected in a drawing at the Central Office were Jimmy Brannon of the Bourbon County Citizen in Paris; Bill Estep of the Lexington Herald-Leader and Bob Garrett of the Courier-Journal in Louisville. The Courier-Journal's representative was automatic by KPA Board policy, giving one witness to the largest newspaper in the county where the crime occurred. Harper

See EXECUTION, page 9

## KPA to pull the plug on CommonNet

Service will be discontinued June 15

CommonNet, the Kentucky Press Association's electronic bulletin board system, will shut down June 15, exactly five years after the system was started up.

"It's more than served its purpose," said KPA Executive Director David T. Thompson, "and now, with our website and with most newspapers having e-mail addresses and Internet access, it's time to shut it down."

Unveiled at the 1994 KPA Summer Convention, CommonNet became the primary method of distributing news releases, messages and display ads for KPA and the Kentucky Press Service. Now, KPA and KPS will rely on the Internet for the same purposes.

"In five years, CommonNet has been off-line only to accommodate a move from Lexington and relocating the computer and modems within the office," said Thompson. "Basically, the system server has been on 24 hours a day for five years."

CommonNet was based on FirstClass software. "We did a minor upgrade one time because the software is so expensive and the original was serving our purpose quite well."

In all, more than 120 of the state's 150 newspapers used CommonNet to retrieve ads and news releases, making it one of the most successful bulletin board systems operated by a state press association.

"It began as a subscription service," Thompson said, "but it was obvious within a couple of months that few newspapers wanted to subscribe to get the information electronically. The board then authorized us providing the software and an account at no cost for each member newspaper. That made the difference."

"We have five telephone lines for CommonNet access, although two of those are provided by Landmark Community Newspapers and available exclusively for their newspapers in the state. So changing electronic distribution to our website will be a substantial cost-saving

measure."

The system was used especially on Tuesday when most weekly newspapers accessed CommonNet to download ads sold by KPS. "It was tied up from early morning to late at night on Tuesdays."

Jerry Gibson developed the CommonNet idea in early 1994, testing various BBS software before deciding on FirstClass. He unveiled it at the Summer Convention and then operated the system from his home in Lexington. In May, 1985, KPA purchased the computer, modems and software and moved the operation to the Central Office.

"It's really had little attention since then," added Thompson. "Since the software was so expensive and since the original version was serving our purpose, we never really upgraded it."

For the past several weeks, KPA and KPS have been sending information electronically through the Internet and the KPA website — [www.kypress.com](http://www.kypress.com).

"We've used both methods for distribution," Thompson added, "because we wanted newspapers to get used to getting information off the Internet. Now that most newspapers have Internet access, it's more economical for them to get information from the website or sent by e-mail."

Although the software and accounts were provided free to member newspapers, there was still the long distance call to Frankfort. "Some of the newspapers would stay on line for an hour or more, either because of slow modems or the number of files they needed to retrieve. To them, this move will be a cost-saving one as well and might even pay for their Internet access."

Though successful in that a large majority of newspapers used CommonNet, most of the access was for downloading files. "We wanted them to use it to post job openings, send photos and news stories to other newspapers, and even communicate with other newspapers electroni-

See COMMONNET, page 9

## Summer Convention nears

By LISA CARNAHAN  
KPA News Bureau Director

The 1999 KPA Summer Convention in Bardstown is just a little more than a week away but you've still got time to register and join us in one of the most historic regions of the Commonwealth.

The convention, set for June 17-18, kicks off that Thursday afternoon with one of three tours offered. Bardstown was recently named of the "100 Best Small Towns in America," and more than

300 of its buildings are listed on the National Historic Register.

The tours will visit historic landmarks like Talbott Inn. The tavern was nearly destroyed by a fire last year and renovation is expected to be completed later this month. Before the fire it was the oldest inn in continuous operation located west of the Alleghenies. We'll also visit the area's famous distilleries including Heaven Hill and Maker's Mark.

Sure to be a favorite stop will  
See CONVENTION, page 9

## What's ahead

• June 17-18: Summer Convention  
Holiday Inn, Bardstown

• Jan. 20-21: 2000 Winter Convention  
Marriott, Lexington

### Inside

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• Pg. 4: Stray facts detract from a story's theme

• Pg. 5: Today's Internet is merely an "interim medium"

• Pg. 8: Reporters need keen understanding of open meetings law

# Kentucky people, papers in the news

## Abernathy named LCNI vice president

Michael G. Abernathy has been named executive vice president of Landmark Community Newspapers, Inc.

According to LCNI officials, the position is a new one created due to the company's division growth. Abernathy will have direct responsibility for certain operations and will work closely with LCNI president Larry Coffey in managing the division and help with future expansion.

A graduate of Old Dominion University, Abernathy has 16 years of experience with Landmark. He joined The Virginian Pilot in 1983 as an advertising account executive. He's held several advertising positions in the Norfolk area, including

ad manager at Virginia Beach from 1991 to 1993. He became publisher of Style Weekly in 1993, managing all facets of the 40,000 free distribution alternative news weekly. In 1995, he was named general manager of Targeted Publishing which has 10 publications in the Richmond and Hampton area.

## New GM, ad director hired at News-Express

The Appalachian News-Express recently announced the hiring of two new employees.

Keith Foutz, former publisher for a group of Community Newspaper Holdings, Inc. (CNHI) publications in Eastern Kentucky was named general manager of the Pikeville paper.

Foutz, who currently lives in

Proctorville, Ohio, attended Ohio State University. He has served as a board member for the United Way and Crime Stoppers.

Former News-Express publisher and editor Sara George has returned to the paper to replace Paula Halm who resigned her position as ad director in March.

George is a native of Logan W.Va. and a graduate of the University of Kentucky.

## Manchester newspaper starts new shopper

The Manchester Enterprise recently started a new publication, the Enterprise Plus. According to the paper, the shopper will have a circulation of 9,500. Coupled with the newspaper's 6,500 circulation, classified advertising will reach 16,000 homes in the Clay County area.

The publication will include directories for local businesses and medical facilities, a TV guide, soap opera updates, crossword puzzles, entertainment news and a horoscope. In addition to being mailed to every home in the county, the shopper will also be available at no charge at area businesses.

## Culler joins graphics staff at Bardstow

Chris Culler has joined the staff of The Kentucky Standard in Bardstow as a graphic designer.

A Nelson County resident, Culler is a student at Jefferson Community College in Louisville where he is studying graphic design. In his new position, Culler will design newspaper pages for the Standard and ads for the Spencer Magnet.

## Pett, Van Hook receive national awards

Joel Pett, editorial cartoonist for the Lexington Herald-Leader, and

Ben Van Hook, a free-lance photographer from Kentucky, recently won the Robert F. Kennedy Journalism Award. The prize, given each year by the Robert F. Kennedy Memorial Foundation, is for journalistic work that best exemplifies news coverage of the disadvantaged.

Pett's award was for a series of editorial cartoons on patients' rights. Van Hook's award in the photojournalism category was for a series of photos he took for Life magazine last year. The photos accompanied a story about a young man in the Dominican Republic who was born with severely deformed legs. The story attracted the attention of an American orthopedic surgeon who amputated the boys' legs and fitted him with prostheses, enabling him to walk for the first time at age 17.

## Newspaper offices repaired in Campbellsville

The Central Kentucky News-Journal has moved back into its offices after the building partially collapsed in December.

Since that time, the newspaper has been operating out of the State Fire/Rescue Training Center about a mile from the paper's building. The move was made necessary when the floor in the middle building collapsed on Dec. 7. Although two employees were leaving the building when it happened, no one was injured.

## Former Kentucky writer wins Pulitzer Prize

Angelo B. Henderson, a senior special writer for Page One with the Wall Street Journal, recently won a Pulitzer Prize for Distinguished Feature Reporting. The award was for a profile on a Detroit pharmacist struggling with the aftermath of killing an armed robber.

A native of Louisville, Henderson graduated from the University of **See PEOPLE, page 11**

## The Kentucky Press

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## Deaths

### Daniel Morris

Daniel Morris, 23, Somerset, died April 19 in Laurel County.

Morris was an intern for the Somerset Commonwealth-Journal and a full-time cooperative student with Laurel Technological College. He was a native of Arvada, Colo., and the son of James H. and Marie P. Morris.

### Clyde Lemarr Jr.

Clyde Lemarr Jr., 66, former publisher of the Harlan Daily Enterprise, died March 27 after a

long battle with Parkinson's disease.

Lemarr began his career with Worrell Newspapers in Bristol, Va. He was president of the Claiborne Publisher and was the owner and publisher of the Claiborne Progress in Tazewell, Tenn., before coming to Harlan in 1970.

A graduate of the University of Tennessee, Lemarr was a U.S. Navy veteran.

Lemarr was survived by his wife Darlene, Harlan; six children

**See DEATHS, page 12**

# Stray facts detract from the story's theme

## Coach's corner

By Jim Stasiowski



Idiots at 18, a friend and I were hitchhiking on Interstate 5 in Southern California. An amiable U.S. marine picked us up. My friend sat in the front seat, I in the back.

As he merged into the speeding traffic, the marine said, "They call this Death Alley."

I clearly heard him say "Alley," and I assumed he meant there were lots of accidents because of the speed. My friend thought he said "Valley," meaning Death Valley, the lowest and reputedly most hostile spot in the country.

Unfamiliar with California geography, my friend said, "Wow. I didn't know it was so close."

The marine gave him a funny look, then said, "Yep. Lots of people die around here."

I surmised he meant: in car crashes. My friend surmised: of thirst.

Their conversation went on. My friend kept saying, "Are you sure it's around here? I expected more sand." The marine, growing pro-

gressively annoyed, kept saying, "I've lived here three years, pal, you've been in town 10 minutes, and you know everything."

Two people, one conversation, neither knew what the other was talking about.

We sometimes do that to our readers.

A newspaper story should be a conversation between the writer and the reader, with the writer talking and the reader nodding his understanding. Unfortunately, we cannot see when readers stop nodding and start furrowing their brows.

When a reporter goes out on a story, he asks a billion questions. Then his natural inclination is to put all the answers in the story.

Sometimes, the answers don't fit the theme the reporter chooses.

For instance, Judy, a business reporter, was writing about a construction project. She asked the foreman, "How many people work here?" He answered: 175.

She wrote a full sentence, set it apart as an individual paragraph, to get that number in the story, but the paragraph sticks out because it has no relationship to the story's theme.

It was what I call a stray fact.

Stray facts arrive in stories with the best of intentions but with nothing to do. The reader sees 175, for instance, and doesn't know if it's a large or small number for such a project.

When readers see any number or fact, they think: "This is connected to something else." When I read 175 workers, I thought, "Somewhere down the line in this story, the number 175 is going to be important, I better remember 175."

But it turned out to be a stand-alone fact. I, the reader, spent part of my concentration on that number, and when it meant nothing, I was disappointed.

Frank, an entertainment writer, did a feature on the director of a community theater. He spent the entire Paragraph 8 explaining why the group years ago had changed its name.

The story was about the director. Paragraph 8 made me think, "Somehow, Frank is going to connect the name change back to the director," he never did.

Stray facts are one reason that, when reporters ask me if they should write out a list of questions before an interview, I usually answer, "No." With a list, the questions and answers sometimes seem more important than the story. The reporter says, "Well, I have this fact, I went to the trouble of asking about it, so it must be worth using."

Reporters, I trust you to be smart enough interviewers that you'll keep track of where

See STRAY, page 10

## Book touts 'Pagination without the aggravation'

Newsroom warriors "who have been through it all" have collaborated on a pagination workbook that will serve as a step-by-step resource for editors and others faced with planning a pagination installation for the first time, or for reworking an existing system.

Called "Technology and Pagination: Integrating the New into the Newsroom," the 120-page, soft cover workbook guides the expert or novice through the formation of a technology committee, to hardware and software selection, to a discussion of what the technology will likely be beyond 2000.

A joint committee of the Society for News Design and the American Society of Newspaper Editors wrote and produced the workbook. Members of the committee contributed chapters. Olivia Casey, SND technology committee chair, and Joy Franklin, chair of ASNE's small newspaper committee, directed the group's work over the last 18 months.

The reader will be able to conduct an overall redo of the newsroom or upgrade a specific phase, such as how the new technology in photography interfaces with the newsroom's existing publishing system. It is produced as an easy to use workbook, complete with wire-o binding for easy note taking, and not as a bulky, unwieldy

textbook.

"You'll find advice from some of the best people in the industry on how to choose, purchase and integrate new technology and equipment into your newsroom, and how to plan a redesign for your newly produced pages," write Casey and Franklin in the book's foreword.

In a section called "Deciding what you want," Ed Pieratt, director of technology, E.W. Scripps Co., presents a step-by-step checklist. Brad J. Guigar, graphic artist with the Philadelphia Daily News, provides illustrated schematics of automated pre-press systems, the role of a pre-press coordinator, and how a central scanning operation can benefit both news and advertising.

Computer jargon is demystified in a 12 page glossary of electronic terms compiled by Anne Saul, news systems editor at Gannett Co., Inc.

Among the other contributors were Dave Cole, Howard Finberg, Tom Cleman, Heidi de Laubenfels, Jim Parkinson, Mary Peskin and Ed Kohorst.

The cost of Technology and Pagination is \$15 plus \$2.50 for shipping. Send to Society for News Design, 129 Dyer Street, Providence, RI 02903-3904. Or send your order over the internet to [snd@snd.org](mailto:snd@snd.org).

## Reporter fired for lying about health in columns

(AP) A reporter for The Messenger-Inquirer, Owensboro, was fired by the newspaper May 10 after she admitted that five columns she wrote detailing her battle against terminal brain cancer were fabrications.

At the time of her dismissal, Kim Stacy, 33, said she lied in the columns to avoid revealing she had AIDS.

One of the columns was distributed in Kentucky by The Associated Press.

But three days after losing her job and becoming the subject of an apology to readers by Messenger-Inquirer Publisher Ed Riney, Stacy said the story of her having AIDS was also a lie. She told the newspaper that to the best of her knowledge, she has never had any symptoms of AIDS-related illnesses. She said she has never tested positive for AIDS or been treated for the disease.

She agreed to have two reporters accompany her to take an AIDS test. The results of the test were made available to the Messenger-Inquirer with Stacy's permission and confirmed she does not have AIDS.

"We do have compassion for the situation she is experiencing, but we can't countenance misleading our readers," said Riney.

Stacy, 33, initially said she lied because of the stigma attached to AIDS.

"I grew up in a small-town

atmosphere where you are crucified for having AIDS or being gay," Stacy, who is a lesbian, said in an AP interview.

Through her columns, she had told Messenger-Inquirer readers that she had brain cancer and had less than a year to live and was undergoing chemotherapy.

"I refuse to believe I'm going to die," she wrote. "My life may be over in six months, but I'm not going out of this world without a fight."

She admitted the fabrications after the publisher at another paper for which she once worked confronted her with his suspicions.

Stacy started her newspaper career several years ago at the Appalachian News-Express in Pikeville.

News-Express publisher Marty Backus said that three of his staffers who were close friends with Stacy "got suspicious about some things she was writing in the columns — things that just didn't ring the right-sounding bell."

The newspaper had agreed to publish Stacy's columns written for the Owensboro paper.

Backus notified the Owensboro paper, and Ashley said Stacy then called her editors and asked them to pull her column from the next day's edition.

Stacy said the deceit began in late 1995 when she told co-workers at the Appalachian News-Express

See REPORTER, page 5



# Newspaper racks removed, then returned by city

By **BYRON BREWER**  
**Georgetown News-Graphic**

Readers were shocked April 9 when the racks holding editions of the Georgetown News-Graphic, Lexington Herald-Leader and USA Today were nowhere to be found.

The racks had been removed late Thursday night by Georgetown public works employees, said R.C. Linton, the department's director.

Racks were back in place by that Friday afternoon with the apologies of Linton's department and Mayor Everette Varney, but the ramifications of businesses being, in effect, removed and an apparent violation of the First Amendment left newspaper representatives in shock.

"I'm very disappointed that any official in Scott County did not know they were violating the First Amendment and that they failed to recognize this piece of our American history," said David T. Thompson, executive director of the Kentucky Press Association and the former publisher of the Georgetown News & Times.

"Whoever is responsible ought to come forward and issue a public apology to the Georgetown News-Graphic, Lexington Herald-Leader and USA Today, and to the citizens of Georgetown and Scott County. They ought to be reprimanded by (Georgetown) City Council as well."

Two racks belonging to the News-Graphic, two racks belonging to the Herald-Leader and

**"We received many calls from customers, all concerned about the removal of the racks. It should never have happened. It was a huge error in judgment by somebody."**

**Mike Scogin**

*publisher of the Georgetown News-Graphic*

one rack belonging to USA Today were removed from Main Street.

Varney and Linton called the removal of the newspaper racks a "misunderstanding," but neither would say who ordered the pickup by public works with notification to any of the newspapers.

"We were cleaning up downtown and some of the merchants asked us to get the racks off the streets," Linton said. "It was a misunderstanding."

The two News-Graphic racks were located in front of the buildings housing Scott Shopper, owned by News-Graphic publishing company Georgetown Newspapers, and Country Peddler, owned by Gary Perry and Larry Harpole, said Mike Scogin, publisher.

"We should have been informed," Scogin said. "And even if we had, the city had no right to take the racks. That is, in effect, a business downtown. Not only did we and the two other newspapers involved lose a day's sales from those racks, but the customers

accustomed to getting their paper there had to look elsewhere.

"We received many calls from customers, all concerned about the removal of the racks. It should never have happened. It was a huge error in judgment by somebody."

One News-Graphic rack is back in front of the Scott Shopper building, but the second is now in front of Fava's, he said.

Herald-Leader customers were equally confused and angered, said Jamie Jenkins, consumer marketing manager.

"I've never seen anything like this before," Jenkins said. "This is outlandish. Not only does it violate the freedoms of speech and the press, but it is going against a business."

"I was disappointed no one even called," Scogin said. "This action affected a taxpaying business downtown and we had not even the courtesy of a phone call. It disturbs me."

Thompson said such a "blatant violation of business practices and the First Amendment" had not happened in Kentucky in the 16 years he has been with KPA.

"Our First Amendment rights are one of the basic freedoms, not just for newspapers but for all Americans," he said. "Free speech, freedom of the press, freedom of religion."

"I think the arbitrary removal of these paper racks, these businesses, was irreprehensible."

## NAA honors outstanding NIE programs

The Lexington Herald-Leader's NIE program was one of the winners of the Newspaper Association of America (NAA) Foundation's national competition.

Outstanding Newspaper in Education (NIE) programs were recognized May 26 with Program Excellence Awards in San Antonio, Texas. NIE is a cooperative effort between schools and newspapers that promotes the use of newspapers as an educational resource and curriculum tool.

There were a record number of entries in the contest this year. "The winners are truly outstanding programs. We are pleased by the wide variety of ways that local NIE professionals have found to help educators in their area," said Toni F. Laws, senior vice president, NAA Foundation and Diversity Department.

The Lexington Herald-Leader received second place General Excellence for daily newspapers with circulations of 100,000 to 250,000. The Tampa Tribune took first place in that class. Kriss Johnson, educational outreach manager at the Herald-Leader, accepted the award.

## There's never any excuse for sloppiness

**Design is Everything**

*By Edward F. Henninger*



In my last column, I promised to write more about sloppiness. Now I know none of us aspires to attain even a lower level of sloppiness — but it does strike me that too many of us seem to pay little attention to the details that make us seem more professional.

Pagination has helped us to clean up our act. For example, rules are now true and straight. Corners of boxes are join perfectly at right angles. Still, not all of us are paginated — and pagination cannot fix other problems. There are so many ways for us to look sloppy in print that I'm not confident I'll be able to enumerate all of them here. But I can certainly give it a good shot.

Here's my list:

- Improper spacing between elements. A photo boxed with a story, for example, that has nine points of space above, 12 points along the right side and six points below.

- Rules of different widths used for similar purposes. Example: one page has hairlines between columns of sports agate, another page carries 1-point rules between legs in your police report.

- Poor outlining of photos. Some of us actually try to outline around a person without removing the dark background. And we try to do in with straight lines. What we get is something that looks like it was done by a child. Although the idea might deserve an "A" grade, the execution usually is worth no more than an "F."

- Cutting off limbs when doing outlines. If you

use a mug shot without a border and the person has no left or right shoulder, you perform a double-amputation with every issue.

- Poor registration. OK, this one's a no-brainer. What often surprises me is the response from many press or production supervisors, who'll say: "Yeah, but those are early-run copies." Right. But someone out there gets them, don't they? When I worked at a metro years ago, our production director would say: "Those are only the Valley edition." As if it was OK for our readers in the suburbs to get papers that weren't as good as those our city readers received.

- Poor inking. See above.

- Overprinting on the edges of the page. This occurs more often nowadays because we've shrink the web size of our papers and the pinch rollers on the press are actually over the print area instead of in the margins. It saves us lots of money, I'm sure. But it may be penny-wise and pound-foolish because it is an assault on the quality of the product we deliver. Worse, we ourselves are the offenders.

- Bitmapped type. This most often occurs because we've been careless about how we handle fonts in our systems. There's a font or a piece of software missing and the output device can't properly reproduce the type.

- Defaulted type. See above.

- Squeezed type. Type that's been scaled too tightly is almost always the symptom of someone on the news desk or in pagination thinking of saving himself or herself some time — and not thinking about the fact that squeezed type is more difficult to read. And sloppy.

- Over-tracked type. Again, the symptom of us putting ourselves and our needs above those of the reader we are supposed to serve.

- Poor runarounds. When items are notched into

See SLOPPINESS, page 12



## AD \$ENSE

### Messenger-Inquirer uses free vacations to increase ad sales

The Owensboro Messenger-Inquirer used free vacations as the bait to get advertisers to increase fourth-quarter spending — and they bit big-time. Advertisers were entitled to one free vacation for every \$1,500 they spent over the previous fourth quarter.

The first vacation had to be given away in a "Vacation Celebration" contest that was part of the promotion, but all the others could be used by the advertiser as he wished — for himself, his employees, or his customers.

Fifty advertisers qualified for the contest, and the paper gave away a total of 100 vacations. Their cost was approximately \$250 per vacation, or \$25,000. But it was well worth it as an extra \$125,000 in ad revenues came in.

The paper bought the vacations from Paul Hansen of Crown Marketing Group (813) 535-6600, ext. 538, which helped to kick off the contest with banners and regis-

tration boxes. Each Friday, ads listing retail locations where readers could sign up to win in a drawing appeared in the paper. The vacations were four days/three nights lodging at their choice of 60 different destinations, including Las Vegas, Hilton Head and Orlando.

Travel was not included. Elaine Morgan, advertising director, believes this is the first time a newspaper has used the vacations to get an increase over last year's commitment. Most papers run a simple vacation contest.

She said that advertisers loved it because they got the advertising, the vacation and the additional traffic in their store. She loved it because she netted \$1,250 in new revenues for every \$250 she spent. And Paul Hansen loved it because he finally made a sale after calling on Morgan for five years!

*(Reprinted from NAA's Big Ideas.)*



### Rubber band ban withdrawn by USPS

The United States Postal Service has withdrawn its proposal outlawing the use of string or rubber bands on pallets. The decision came after mailers groups, including the National Newspaper Association, voiced concern over the additional expense that using plastic strapping or polywrap to secure the mail would cause.

"This action shows that the USPS is seriously listening to comments made by concerned mailers," said NNA Postal Committee Chairman Max Heath, vice president and executive editor of Landmark Community Newspapers, Inc. "They are making an effort to listen to their customers, including community newspapers, before making unwise changes to mail packaging requirements. This decision assures NNA that newspapers will be free of such burdensome changes in the near future."

In its March 9 proposal, the Postal Service said the reason for the ban was that packages secured by string or rubber bands tend to lose their integrity when traveling long distances and through automated machines.

### Reporter

Continued from page 3

that she had cancer.

"I don't know where the idea came from," she told the Messenger-Inquirer. "At the time I was having trouble with my blood sugar and going to the doctor a lot, and everybody was real nice to me, real concerned. It seemed like to me they really made an effort to be friends with me."

Stacy joined the Messenger-Inquirer in 1998.



#### Make Money with Metro

- Metro Newspaper Service
- Sales Spectaculars
- Classified Dynamics
- Holiday Advertising Service
- Plus Business
- Metro Publicity Services

**LouAnn Sornson**  
REGIONAL MANAGER

33 West 34th Street  
New York, NY 10001  
toll free 800.223.1600  
metrokuam@aol.com

## Make sure your ads are in a readable font

**Ad-libs**®

By John Foust  
Raleigh, N.C.



Advertising guru David Ogilvy once wrote, "The primary objective of typography in advertising, the objective overriding all the others...is readability."

Typography has been compared to the spoken word. We all know that it's not only what you say, it's how you say it. If you mumble, you won't get your message across. And if you use hard-to-read type, even the most brilliant copy will be ignored or misunderstood.

Let's take a look at an important factor in the readability of newspaper advertising: the choice between serif and sans serif type.

1. Long text set in serif type is easier to read than sans serif type does not ("sans" being a high-falutin French way of saying "without"). These feet provide readers with visual handles which make words easy to read at a

glance.

Another important trait of serif type is in the weight of the strokes. For example, the right side of an upper case serif "A" is thicker than the left side. But the letter "A" in most sans serif faces will feature strokes of equal weight. As a result, bold sans serif faces are usually heavier than bold serif faces.

Serif fonts give the eye more contrast and variety. A large block of type is much easier to read when it is set in a serif font. That's why most newspaper and magazine articles appear in serif text.

Several years ago, I tried to read a book which was set in sans serif type. I'm sure the book's designer thought it was a real work of art, but it was a pain to read. Each page looked like a blur. I never got past the first chapter.

Need another example? Look at a tax form. It's all set in Helvetica (or one of Helvetica's cousins), which in addition to looking dated, is one of the hardest-to-read fonts in existence.

Of course, there are always exceptions. Doyle Dane Bernbach's classic Volkswagen ads in the Sixties were set in Futura. But when you have longer text in para-

See FONT, page 10

## Video workshop can help your staff create better ads



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

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

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

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PO Box 10861, Raleigh, NC 27605, ☎ (919) 834-2056

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## Eastern Progress staffers win awards

Staffers of Eastern Kentucky University's student newspaper, The Eastern Progress, won several awards in a recent national newspaper design contest.

The Student Society of News Design Contest, sponsored by the School of Journalism at the University of Missouri-Columbia, recognizes excellence in newspaper design, graphics and photography.

The judging took place April 19 in Columbia, Missouri. The judges were Bob Rose, AME/design & Photo, St. Louis Post-Dispatch; Greg Matthews, Page 1 editor, Des Moines Register, and Katey Charles, Art Director, Missouri Life magazine.

Senior Brian Simms received an Honorable Mention in the category of College Newspaper

Designer of the Year. He won second place for Page One/News section design; first place for Editorial or Commentary page design; and second place for computer-generated illustration. He and sports editor Shane Walters shared a first place for Sports page design.

Simms, who was recognized in February as Outstanding College Journalist of the year by the Kentucky Intercollegiate Press Association, graduated in May. He is a page designer at the South Bend Tribune in South Bend, Ind.

Senior Don Knight of Richmond won first place for Computer-generated illustration and second place for Best overall use of photography.

Senior Amy Campbell of Winchester won honorable mention for Computer-generated illustration.

## Summer Convention '99

# Political advertising focus of talk by Russell

Jerry L. Russell, a Little Rock, Ark., communications executive who works in political campaigns all over the country, including Kentucky, will be one of the featured presenters at the Kentucky Press Association Summer Convention to be held at the Bardstown Holiday Inn June 17-18. Russell's presentation, "How To Get More Political Advertising For Your Newspaper," will be on the program at 10:15 a.m., Friday, June 18.

A 20-year member of the American Association of Political Consultants, Russell has worked in more than 200 campaigns at the federal, state, and local level in the past 35 years, maintaining a winning percentage above 70 percent.

Russell has worked for nearly two decades for Paducah jurist J.W. "Bill" Graves, guiding Judge Graves from a district court seat, through circuit court, to the Kentucky Supreme Court. Judge Graves' special election in 1995 merited coverage in a national campaign politics magazine, Campaigns & Elections. Throughout his career, Russell has been a major proponent of newspaper advertising for his clients.

Russell spoke in March, for the second year in a row, to the National Newspaper Association's Governmental Affairs Conference in Washington, D.C.

He was the only political consultant on the NNA program both years.

He has spoken to newspaper groups in Arkansas, Colorado, Kansas, Mississippi, Montana, New England, Oklahoma, West Virginia, and Wyoming over the past two years.

A former columnist for the Arkansas Democrat, Russell edits and publishes a monthly information letter, Grass Roots Campaigning, on a judicial incumbent in Central Kentucky last year, as well as assisting Judge Graves in winning a full-term on the Supreme Court.

He is currently engaged in another judicial race in central Kentucky, working to unseat another incumbent judge in November.

## Today's Internet: An 'interim medium'

### Interactive Insider

By Peter M. Zollman



Along with the question everyone asks me, "Will the Internet put newspapers out of business?" another question comes up regularly:

"So what does the future *really* hold for newspapers?"

My standard, glib answer was always, "If I knew, I wouldn't be telling you — and I'd be a lot richer than I am now!"

It's half a joke.

But a few weeks ago, it occurred to me that not only do I know what the future holds, I worked with it. I even had it in my living room.

You see, I was one of the fortunate few people who experienced Time Warner's ill-fated, extraordinarily expensive interactive television project, the Full Service Network.

The FSN — albeit in a slightly different form — is the future.

Today's Internet is merely an "interim medium."

So if you want to know what "the future" of interactive media looks like, have me show you my videotapes of the FSN, where I was Director of News. Instantly, you'll better understand how today's "Internet" will evolve during the next five or eight or 10 years. People may not think of it as the Internet anymore; in fact, it probably won't even be the "Internet" anymore.

#### A variety of delivery systems

Tomorrow's Internet is that little screen in your cell-phone, or the satellite feed to your office TV. It's a "personal digital assistant," or PDA. It's a high-bandwidth text, graphics and video feed from AT&T, soon to be the No. 1 cable television company in the U.S. And, yes, lots of people will still connect to the new interactive media by a phone line connected to their PCs.

The future is all of these, and more.

More important than the "how" is the "what." We'll deliver "platform-neutral content" to the next generation of digital receivers. Most content will be full-motion video — delivered on demand. Real moving pictures just like TV has now, but with rich textual and graphical info-bytes attached.

#### The return of interactive TV

The FSN was a brilliant research project.

Users loved it, when it worked. They proved they were willing to shop online, pay for video news on demand, rent Hollywood movies without going to Blockbuster, and more.

But the FSN cost Time Warner over \$200 million. And,

with the rise of the Internet juggernaut, it was dispensable.

So why look back at it now?

Two reasons:

• Interactive TV is sneaking back to life. Several times a week now, I receive releases or news reports about interactive TV projects.

Because of the stigma attached to the early projects, sometimes it's not even referred to as interactive TV. But it's growing every day.

• Newspapers must redouble their efforts to offer full-motion video coverage of their markets — so when it becomes ubiquitous in a few years, the paper can make it available for both today's Internet and tomorrow's.

#### Developing video sources

With a handful of exceptions (Philadelphia, Orlando, Chicago Tribune, Toronto Star, Sarasota and a few others), newspapers haven't committed to video news coverage.

Orlando and Chicago provide video of both breaking news and features through a 24-hour cable news channel. Philadelphia uses the remnants of a TV news production unit. And a few newspapers have cooperative agreements with local cable operators or TV stations.

Most, however, do not, and have no clue what they will do to offer video when it becomes a must.

How can you develop video news coverage now and for the future?

• Affiliate with a TV station in your market.

Hook up with the best local news operation if you can. If not, the Fox or WB station may be your second best choice because of their demographics and because they're hungrier.

• Work with a cable news operation.

If you can't find a broadcast station to work with, or your market's too small, do your regional cable operators offer news? If so, the opportunity for brand-building and education is great — and relatively inexpensive. If not, can you build it with them or for them?

• Finally, do it yourself.

If you want to be the leading news information company in your market, and/or you don't want to partner (or can't) with other media, learn by doing. Teach your still photographers to become videographers. Post some of their material online.

And realize that — if you plan to be around for a while — you're going to have to be in the "movie" business. Soon.

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

# Editors: Readers sea way to many misspellings

## Pressing Issues

By Jerry Hilliard & Randy Hines  
East Tennessee State University

Thanks too the marvels of the modern computer-with its vast variety of tools-Kentucky Press Association readers are seeing fewer misspellings in these state newspapers.

Of course, the spell checker on most computers would have flagged the least obvious error of "misspellings." But it would have glossed over more common word choice errors in the opening sentence, such as "too," "it's" and "there."

When Dan Quayle recently threw his hat into

the GOP presidential race, cartoonists had a field day reminding readers of his misspelling adventures with potatoes. Readers may not know, however, that poor Dan was using an answer sheet at that spelling bee that listed the correct spelling for the plural of spud as "potatos."

But a candidate from quite a few elections ago-who went on to become the seventh president-was a much more notorious speller than Vice President Quayle. Andrew Jackson, while a lawyer in Jonesborough, Tenn., would mark across the top of legal briefs that he had approved with "oll korect" instead of "all correct." According to the legend, he soon abbreviated that notation to OK, which caught on as a shorthand indication of something that meets approval.

"It's a damn poor mind that can think of only

one way to spell a word," Jackson later remarked.

According to a major \$1 million study of 3,000 newspaper readers, journalists must have rich minds. The conclusion is that the industry makes too many mistakes. About 35 percent of the adults interviewed said they see spelling or grammar mistakes in the paper more than once a week. About 21 percent reported seeing such mistakes almost daily.

This American Society of Newspaper Editors Journalism Credibility Project was issued only six months ago. Conducted by Urban & Associates, the critical examination involved telephone interviews, followed by 16 revealing focus groups.

The results should be studied in newsrooms as a warning sign that journalists must improve

See READERS, page 10

## Software Publishers Association issues notice

As a publisher, we believe that you understand the importance of copyright and the protection of intellectual property rights. Here, the Software Publishers Association ("SPA") has worked hard to protect the same kind of copyright interests for hundreds of software publishers.

For these publishers, software piracy often means the difference between success and failure.

In light of the billion dollar losses due to theft of software and its impact on software publishers, SPA's mission is twofold: educate to prevent software piracy and punish piracy when it occurs.

In regard to enforcement, SPA is increasing its initiatives against organizations in industries where the use of software has dramatically grown.

As a part of this continued effort, SPA is identifying companies, both large and small, that are using more software and fonts than they have licensed and SPA is now preparing to pursue these companies to the full extent of the law.

Under the Copyright Act, the law allows a copyright holder to recover up to \$100,000 for each copyright infringed. Moreover, the money damages do not reflect the glare of negative publicity that often accompanies these matters.

Every day, SPA receives 30 new reports of software piracy.

These reports come via SPA's toll-free hotline (800) 388-7478

See SOFTWARE, page 10

Why are newspaper designers and publishers from throughout the U.S. and Canada coming to Tennessee in October?

"...very well organized, professional, and topics were very relevant"

"This was an excellent Institute. We studied all the key elements of producing a digital newspaper."

"These classes really helped me with a lot of problems we have. I hope to attend again in the future."

"Photoshop was most helpful. It was like having the basic information explained to me in lay terms."

"This was a great class! It was the best instructive class I have ever been to!"

"It was great! Very informative. Well worth the money."

"This is the first seminar I've ever seen that is this complete."

### Our Faculty



**Kevin Slump**  
UTPA Institute Director  
Photoshop 5  
InDesign (replacing PageMaker)  
Acrobat 4.0  
Postscript Theory



**Lisa Tackett-Griffin**  
Ray Davis Consulting  
Mac Troubleshooting  
Extensions Management  
QuarkXPress4



**Rob Heller**  
UT School of Journalism  
News Design Theory  
Advanced Design Review



**Ron Davis**  
Multi-nd Services  
Creator 2 Vx, 1.5 (Mac)  
Creator 2 For the PC  
AppleScripting



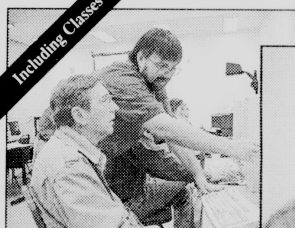
**Foster Caburn, III**  
Corel Bootcamp  
CorelDraw 9  
CorelPhoto 9

Guest Instructors will include Gene McCutcheon, an Institute veteran, along with Joe Schorr of Extensis Software

UNIVERSITY OF TENNESSEE • UT • ASNEE PRESS ASSOCIATION

INSTITUTE OF NEWSPAPER TECHNOLOGY

Fall Session ♦ October 21-24 '99



Including Classes on Mac and PC Platforms for the First Time!

Graduates of previous sessions of the Institute of Newspaper Technology included representatives of major dailies like The Dallas Morning News and the San Diego Union Tribune, as well as small weeklies throughout the U.S. and Canada. Attendees from over twenty states have attended at least one session of the Institute.

"...the most advanced training program ever held for Mac-based designers in the newspaper industry."

Design Tools Monthly, June 1997

### About the Institute

The UT/TPA Institute of Newspaper Technology offers the industry's leading trainers - in a state-of-the-art lab facility (Mac & PC) - to newspaper professionals throughout the U.S. and Canada. The Fall Session of the UT/TPA Institute is scheduled for October 1999 on the campus of the University of Tennessee in Knoxville. The cost, including all classes and materials, is \$595. Reservations are accepted on a first-come, first-serve basis.



Persons interested in attending - or receiving more information - may call Greg Sherrill at (423) 584-5761.



## LEGAL NEWS & VIEWS

# Understanding of OMA by media will reduce violations

By KIM GREENE  
KPA General Counsel  
Dinsmore & Shohl



The Open Meetings Act (OMA) is a statute consulted on a day to day basis by many Kentucky reporters. Like any statutory scheme, you must understand the OMA before using it as it was intended, a key to access the public agency decision-making process.

Judging from your experiences (the KPA clips your articles about problems getting access to public meetings and records), many of you have dealt with public agencies that inappropriately close meetings. Perhaps they do this to prevent you from publishing information which might generate negative publicity. Perhaps they simply do not understand the OMA's requirements.

Whatever the reason, a public agency is less likely to violate the OMA if it knows you understand the law and will immediately bring violations of the law to its attention. This article addresses a few OMA issues which have been raised recently through Hotline calls — secret ballots, 'special' meetings, and closed sessions.

Many agencies have claimed recently that the OMA allows voting by secret ballot. Officials making this claim obviously prefer anonymity to possible fallout from publication of an unpopular vote on a sensitive issue. Fiscal court members might, for example, prefer that their vote to approve tax breaks to encourage a poultry processing facility's move to your county remain anonymous. Fiscal court members might fear that publication of how they voted individually on such an issue could lead to claims of selling out the county's ecology to big business.

Fortunately, public agencies may not vote

by secret ballot; the OMA requires individual votes cast on action taken at meetings to be public. The Attorney General has also stated that the minutes of all public meetings must show how each member voted on action taken. Do not allow any agency to hold secret ballots or otherwise prevent you from discovering how each member voted on action taken at a meeting.

We also receive many hotline calls relating to 'special' or 'emergency' meetings. The OMA does not define the term 'special' meeting, but the Attorney General has defined a special meeting as any meeting which deviates from regularly scheduled meetings. City commission meetings held every other Thursday at 7:00 p.m. are 'regular' meetings. 'Special' meetings include a city commission meeting called on Wednesday to be held on Friday to discuss the recent fire at City Hall or a regular meeting rescheduled from Thursday to Friday.

The OMA contains specific notice requirements for all special meetings. Agencies must deliver notice of special meetings to its members as well as registered media organizations at least 24 hours before the meeting. Notice must also be conspicuously posted in the building where the meeting will take place.

The notice must contain the agenda for the meeting; discussion and action are limited to that agenda. (There is no such agenda requirement for regular meetings.) If an emergency prevents the public agency from giving twenty-four hours notice, the agency must still make an effort to contact its members and media agencies. The agency must also explain on the record why it could not provide twenty-four hours notice.

A court may void any action taken by a public agency if it fails to comply with these notice requirements. (Please note that public agencies

can require media organizations to have on file 'current' written requests for notice of special meetings. We suggest you check with those agencies you want to notify you to determine when their new year begins for notice purposes. Then set up a reminder system on your own calendar to renew your request each year at that time.)

Executive or closed sessions also generate many hotline calls. For example, many of you have told us that the last item listed on the agenda for every regular meeting is 'closed' or 'executive' session. The Kentucky Court of Appeals has stated that the practice of regularly planning for closed sessions avoids the intent of the OMA. The rule is that all meetings of public agencies are open; closure of any portion of a meeting is the exception to that rule. That's the way the OMA provides a procedure for going into closed session.

The OMA does not specifically define the terms 'closed meeting' or 'executive session.' Instead, it lists exceptions to open meetings; the public may only be excluded from meetings if one of those exceptions applies. It would be unlawful, for example, for an agency to close a meeting to discuss safety concerns at a particular intersection.

Notice requirements for closing meetings vary, depending on the basis for closure. The public agency must provide notice in open session if the closed session concerns (1) deliberations over the acquisition of sale of real property; or (2) discussions or hearings which might lead to the appointment, discipline or dismissal of an employee or member. If the closed session concerns other matters exempted from public attendance, such as proposed or pending litigation, no such notice need be given.

See UNDERSTANDING, page 9

## AG Opinions

Ralph W. Wible (for the The Messenger-Inquirer)/Owensboro Police Department

John Martin, a reporter for the Messenger-Inquirer, filed an open records request with the city's police department for copies of reports generated by the agency's new CrimeCom computer program.

The request was denied by Col. Allen Dixon, Chief of Police, who claimed the reports were part of an on-going police investigation program that "deals with specific crime trend analysis and planning."

Dixon said the reports are discussed internally and strategies aimed at reducing crime developed. "Public disclosure of this information and these recommendations would irreparably facilitate, not reduce, criminal activity," Dixon said.

An appeal was filed with the AG's office and Wible, on behalf of

the newspaper, argued that the reports dealt with only statistical analysis of activities as a group and not the investigation of specific crimes.

David C. Fowler, Owensboro city attorney, responded to the appeal for the city.

The CrimeCom program consists of two parts, one with statistical data on criminal activity and analytical data that includes strategies and recommendations of officers to combat the activity.

Fowler said release of the statistical component of the report would facilitate crime by notifying would-be criminals where city hall would be concentrating its resources and personnel. He said the analytical component should also be withheld because it would "irreparably compromise law enforcement and defeat the purpose for which it was intended."

Assistant Attorney General  
See AG, page 10

## Legal Briefs

### 16-year-old delivering papers causes child-labor law problem for Wisconsin newspaper

A 16-year-old substitute carrier delivering newspapers for the LaCrosse Tribune in Wisconsin had a head-on collision in which the driver of the other vehicle was killed. The young man was substituting for his father's bundle delivery route and his brother's carrier route. The surviving spouse filed suit against the newspaper, alleging absolute liability for harms rising out of the illegal employment of a minor under state child labor laws.

The trial court granted summary judgment for the newspaper, which was affirmed by the court of appeals, on the basis that because the newspaper exercised no control over the method or route of travel home, the substitute carrier was acting outside the scope of employment and thus not covered by the child

labor law.

The Wisconsin Supreme Court reversed the court of appeals and remanded to circuit court. The court determined the public highway was the carrier's place of employment and that the other driver was a "frequent" protected by the child labor law.

The court remanded for resolution of several fact issues, including (1) whether the newspaper did have knowledge, actual or constructive, that the minor was delivering its bundles and newspapers; (2) whether the newspaper otherwise violated a child labor law; and (3) whether such violation occurred at or about the time of injury.

### Single-copy contractors win appeal in price discrimination lawsuit

The U.S. Court of Appeal for the Eighth Circuit, reversing the lower court, reinstated a Robinson-Patman

See BRIEFS, page 12

# Closing your eyes to sex harassment could hurt you

By **TONDA RUSH**  
**Counsel, King & Ballow**

Suppose your high turnover telemarketing department finds a born salesman. He's straight out of central casting. Fast, nervous, a little loud, a guy who has a lot of charm (or thinks he does). He's not the person you'd want to golf with — but you think he can perform and he does. You soon put him in charge of a unit, and then the department. Sales mount. Turnover slows down a bit, but remains high. That seems to be destiny in telemarketing. You don't worry about it.

Suppose you notice one day that he's leaning a little too suggestively over the terminal of one of your new young hires — an 18 year old who wants to look and act older than her years, but is trying hard to do the job. She looks nervous. She's leaning away from him as he breathes ever closer to her. you walk out. What you don't know won't hurt you, right?

**Wrong.**  
 The price of not knowing about the actions of your supervisors who might be engaging in sexual harassment increased dramatically last summer with two new United States Supreme Court decision. Fuzziness in the law about when an employer could be liable if its managers create a hostile work environment through sexual harassment became much clearer. The Court held that employers will be responsible in most circumstances. It offered the olive branch to employers that if a sexual harassment policy exists and the harassed employee chooses not to take advantage of a known complaint procedure, the employer has a defense.

The law has changed dramatically in this area in the past 20 years. At first, most courts held that sexual harassment was not a form of sexual discrimination under Title VII. Gradually, they came to recognize that harassment resulting in a direct quid pro quo employment impact upon an employee — such as a boss who threatens termination of an employee when she refuses his advances — was actionable. In 1986, the Supreme Court held that a "hostile environment" also violates Title VII.

What was unclear was how much and when the employer needed to know about the situation — and at what levels of management — in order to be held liable for acts of supervisory employees. In two cases last summer, one involving a Florida lifeguard whose supervisor and coworkers who made suggestive remarks and simulated sexual acts in front of her and another involving a Chicago worker for Burlington Industries who supervisor made lewd remarks and harassed her on the phone and in person, the Court held employers "vicariously liable" for the acts of the harassers. In other words, the employer is liable just as if he were the person doing the harassing. In both cases, the supervisors were relatively low level managers, but they had power to control the work environment in the areas where the plaintiff's worked.

Both cases were "hostile environment cases." While threats of loss of employment were made against the women, those threats were not carried out. No termination, demotion or other negative employment action is needed in these sorts of cases for a harassed employee to sue. The creation of the hostile environment is enough to create a problem.

With these decisions, an area of the law that has already created a need for training in newspaper offices was ratcheted up a notch in importance. Despite the fact that sexual harassment has been clearly illegal under federal law for nearly two decades now, the culture doesn't change that rapidly.

Confusion still exists about what constitutes sexual harassment and what is mere flirting, about what is suggestive talk and what is a compliment. How do you accommodate the sensibilities of your aggressive (and probably well-meaning) telemarketing manager as well as your waif at the terminal? The confusion now poses more than a morale problem. It can create a costly liability.

The Supreme Court has said that a posted sexual harassment policy is not mandatory — but it sure helps if you want to show that your

**See HARASSMENT, page 12**

## Convention

Continued from page 1

be the Kentucky Railway Museum. After visiting the new facility, we'll climb aboard a train for a ride through the scenic Rolling Fork River Valley.

The first day ends with a picnic on the grounds of Maker's Mark.

The advertising, Associates, editorial and management sessions get underway Friday morning and include sessions from Bill Samuels of Maker's Mark who'll share his perspective of marketing and promotion; KPA General Counsels Jon Fleischaker and Kim Greene on FOI issues and employer/employee relations; and Jerry Carroll who sold his interest in Turfway Park to focus his efforts on a NASCAR track in Gallatin County.

Other sessions feature Jerry Russell, one of the nation's top political consultants; a workshop by David Gray, executive director of the Society for News Design (SND); and Gary Moyers, editor of the Richmond Register.

For those not attending sessions Friday morning, the second tour gets underway with stops that include the Civil War Museum and Federal Hill Mansion.

For all of KPA's avid golfers, a tournament at one of the state's top public courses, Maywood Golf Course, begins at noon.

Later that afternoon, the third tour will take convention goers to places like the Abbey of Getsemani, the Oscar Getz Whiskey Museum and the Bardstown Historical Museum.

The final stop on Tour #3 is the Old County Jail/Jailers Inn. The Old County Jail was the oldest operating

jail in Kentucky until 1987. It now serves as the Jailers Inn Bed and Breakfast.

Then Friday evening, it's time for the KPA Awards Reception and Tour of the Interpretive Center at My Old Kentucky Home State Park. Immediately following the reception and banquet, KPA presents the 1999 Better Newspaper Contest awards.

The convention ends with the 8 p.m. presentation of The Stephen Foster Story - The Musical.

Kentucky's longest running outdoor drama, the Stephen Foster Story features period costumes, choreography and more than 50 of Foster's songs. It was rewritten two years ago and more than \$1.5 million spent to renovate the amphitheatre.

Deadline to register for the convention is June 10. For more information call David T. Thompson, or Sue Cammack at (800) 264-5721.

## Understanding

Continued from page 8

Notice, when required, is similar to notice required for special meetings. In open session, the agency must vote publicly on a motion to hold a closed session. That motion must state the general nature of the business to be discussed in the closed session, the reason for the closed session, and the OMA exception authorizing closure.

As with special meetings, the closed session must be limited to those matters publicly discussed prior to closure. Courts may void action taken if an agency fails to comply with these requirements.

We encourage all KPA members to monitor all public agencies to ensure compliance with the OMA. Should any questions arise regarding the OMA or any other subject covered by the Hotline, please do not hesitate to give us a call.

## Execution

Continued from page 1

killed his adoptive parents in Jefferson County in 1982.

KPA also drew two alternates in case either Jimmy Brannon or Bill Estep were unable to attend. The two alternates were Linda Morris of the Elizabethtown News Enterprise and Margo Rivers of the Bowling Green Daily News.

The representative from the Paducah Sun (the daily newspaper with the largest circulation in the county where the execution took place) was Bill Bartleman. The representative from the Associated

Press was Jim Prichard and the representative from the Kentucky News Network was Lou Kishkunas.

The three broadcast media witnesses included: News Director Edward J. Lane, III, WULF Radio in Radcliffe; Newsman Tim Moore, WTTL Radio in Madisonville; and Kelly Haines of WLKY-TV in Louisville. The Department also drew the names of two alternates, Tom Latek of WBRT Radio in Bardstown and the second alternate was Daniel G. Wilson of WJRS/WJKY in Jamestown and Russell Springs.

The media witnesses were required to participate in a press briefing and respond to media questions immediately following the execution.

## CommonNet

Continued from page 1

cally. That idea worked in the beginning. Landmark Newspapers were really the only ones that shared information electronically with other newspapers."

The KPA websites will provide the same opportunity for Kentucky newspapers. "With e-mail, newspapers can share files and information directly with a newspaper on the other border of Kentucky and won't have to go through CommonNet. Newspapers are encouraged to post job openings, for instance, on the website as well as use other files available."

## Hotline Attorneys

**Jon L. Fleischaker**  
 (502) 540-2319

**Kimberly K. Greene**  
 (502) 540-2350

**R. Kenyon Meyer**  
 (502) 540-2325

**Julie C. Foster**  
 (502) 540-2364

**DINSMORE & SHOHL, LLP**  
 Switchboard: (502) 540-2300  
 Facsimile: (502) 585-2207

## Software

Continued from page 7

and SPA's Internet site, [www.spa.org/piracy/report.htm](http://www.spa.org/piracy/report.htm). Reports come from current or former employees, temporary employees and others who may work with your company. All it takes is one call, and SPA follows up.

An ounce of prevention, however, is worth this pound of cure.

SPA provides the educational materials necessary to avoid the "pound" of enforcement cure.

SPA asks you to think about your own operations and how many software titles you use each day. Do you have the correct number of licenses for each of these titles? In your industry, you should be specifically concerned with software related to desktop publishing, illustration, photo editing, page layout, document imaging, graphics and fonts.

SPA urges you to take the necessary steps to ensure that you and your organization are in copyright compliance. Visit SPA's anti-piracy Web site at [www.spa.org/piracy](http://www.spa.org/piracy), or call 202/452-1600 to receive information on how you can properly manage your software. Free auditing software, suggested policies and procedures and other materials are available to assist you in this endeavor.

Finally, with the Year 2000 ("Y2K") work that most organizations are pursuing, it is a great time to kill two birds with one stone. The first step is the same for both copyright and Y2K compliance; determine what software you have by running a software audit. Take this opportunity to do the right thing and operate your software legally and safely.

Sincerely, Peter Beruk  
Vice-President, SPA Anti-Piracy Programs

## Font

Continued from page 5

graph form, it's usually better to go with a serif face.

One note of caution: If serif type is too small — and if there is a big difference between the thick and thin strokes in a particular font — the thin lines will disappear and the characters will become indecipherable.

2. Sans serif type is okay in shorter text. Just make sure it's easy on the eyes. If it's too bold, it will look like a blob on the page.

3. Headlines can work in

either serif or sans serif. Due to the fact that a headline has to be noticeable in a sea of other ads on the page, it generally calls for heavier-than-text type. In this case, both serif and sans serif styles are acceptable — as long as the headline is compatible with the rest of the ad.

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

## Stray

Continued from page 3

the story is going. If you need a number or other fact, the story will cry out for it, and you'll hear the cry. A list of questions is reassuring, but it interrupts the flow of an interview, and sometimes the answers interrupt the flow of a story.

Editors are often the culprits in the careless inclusion of stray facts. I can hear Frank's editor saying, "Hey Frank, didn't the South Team Players used to be called the Neighborhood Playhouse, back in the late '40s? Maybe you better put that in."

Hey editors: Think before you speak. Look at the whole story. If the fact fits gracefully and helps advance the story's theme, use it. Otherwise, dump it.

Or, as I like to say: Weave it in, or leave it out.

One common-sense practice will help. If you have a fact you

think might be significant but you're not sure, hide it in a subordinate clause somewhere inside a larger, undeniably relevant paragraph. Judy could have weaved those 175 workers into a sentence somewhere, and a couple of words on the name change might have fit in a paragraph on the theater troupe's history.

Most of our stories are crowded enough. Don't pick up hitchhikers.

**THE FINAL WORD:** Try to spot the redundancy in this sentence: "Johnson said he will file a civil lawsuit as soon as his attorney returns from vacation."

You don't need the modifier "civil" in front of the word "lawsuit." By definition, a lawsuit is a civil action.

If you find a "criminal lawsuit," you have a scoop.

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

## Readers

Continued from page 7

their writing skills to retain readers.

(Besides the above mistakes, the report indicated that readers think their newspapers are sensational and biased as well.) So you can expect all such errors to be eliminated in your state's newspapers in just a few more weeks. Well, maybe not.

An earlier study of ASNE papers found that about half require applicants to take a spelling and grammar exam. Jim White, hiring and development editor for the Los Angeles Times, uses the test for any copy desk positions. He said spell checks are not sure-proof tools.

"There are a lot of circumstances when spell-checker doesn't work correctly," White said, especially when proofing for names, addresses and proper nouns.

Although spelling software will catch many spelling mistakes, some novice writers use words that they have only heard. Undoubtedly, they have not seen such words in print or they would not be producing the following examples. (We have collected these from a variety of sources.)

Misspelling	Intended
free bees	freebies
Whose Who	Who's Who
great links	great lengths
Sahara Club	Sierra Club
not aloud	not allowed
rester aunts	restaurants
four bears	forebears
bake sells	bake sales
in lieu of	in lieu of
cold slaw	cole slaw
legal council	legal counsel
definitely	definitely

hugh	huge
youth in Asia	euthanasia
fast-pace society	fast-paced society
back round	background

(We actually had an Ohio graduate student in education literally argue in class about the validity of the latter error.)

Along with misspellings, international translations have committed classic blunders.

Clairol, for example, introduced the "Mist Stick" curling iron in Germany. But few German women wanted to use it since "mist" is slang for manure.

An American company printed T-shirts celebrating the Pope's visit for his Hispanic audience. Rather than "I saw the Pope" (el Papa) in Spanish, the shirts proclaimed, "I saw the potato" (la papa).

In Italy, a Schweppes Tonic Water campaign was translated into Schweppes Toilet Water.

Even more comical was the spin on the Electrolux tagline in Scandinavian ads: "Nothing sucks like an Electrolux."

\* \* \*

(Randy Hines and Jerry Hilliard are parting company, but their *Pressing Issues* column now starting its seventh year — will continue. Hines is moving to the University of North Carolina at Pembroke to be chairman of its new Mass Communications Department. Hilliard remains as journalism sequence director at East Tennessee State University. For this transition month, send e-mail to them at [hilliar@access.etsu.edu](mailto:hilliar@access.etsu.edu). You also can reach them by mail at ETSU Box 70667, Johnson City TN 37614-0667; by phone at 423/439-4167; or by fax at 423/439-7540. They are still available to consult with individual papers or state press associations.)

## AG

Continued from page 8

James Ringo, who drafted the opinion, determined the police department had improperly withheld access to the CrimeCom report in its entirety.

"We find the Department improperly denied access to the statistical portions of the report. However, we find that the Department may properly deny access to certain analytical portions of the report," wrote Ringo.

He also noted that the "CrimeCom report, in our view, is not a record concerning a specific investigation, but reflects a compilation of city-wide crime statistics and a review of those statistics in analyzing prospective and past enforcement actions."

Ringo told the police department that portions of the report that "would disclose geographic targets, investigative tactics, and recommendations of the Police

Command Staff and which would irreparably compromise prospective law enforcement and defeat the purpose for which the report was intended" could be redacted. He added, "To the extent that any of the analytical matters are preliminary opinions or recommendations, they would fall within the class of exempt matter which may be redacted."

But it was pointed out that the statute provides: "No exemption in this section shall be construed to prohibit disclosure of statistical information not descriptive of any readily identifiable person."

The statistical portion of the report, Ringo added, "including maps pinpointing the location where crimes, accidents, and traffic enforcement occurred fall within this class of records subject to disclosure under KRS 61.878(2). Accordingly, we conclude that the Department must provide access to portions of the report which discloses statistical data relative to crimes in the city."



# NNA, NAA join effort to end 'death tax'

Leading business groups have called for Congress to put an end to estate taxes — or "death taxes" — that unfairly penalize minority and family-owned businesses, while making only minuscule contributions to the federal coffers.

Among those calling for an end to the tax at a Washington, D.C., press conference were the:

- National Newspaper Association
- Newspaper Association of America
- National Newspaper Publishers Association
- Food Marketing Institute
- National Association of Women Business Owners
- National Black Chamber of Commerce
- National Indian Business Association
- U.S. Chamber of Commerce
- U.S. Hispanic Chamber of Commerce.

The "death tax" is levied against the government-assessed value of the deceased's estate. Death taxes contribute barely more than 1 percent of federal revenue, and of each dollar collected, 65 cents is spent on collecting the tax. Estate tax rates in the U.S. are higher than many other industrialized nations. Rates start at 37 percent and climb to 55 percent.

Though some believe eliminating this tax would serve only the wealthy, family-owned businesses in all economic strata would see tan-

gible benefits. In fact, a report from the White House Conference on Small Business identified estate taxes as one of the most pressing challenges facing small businesses.

"The impact of the estate tax has been particularly damaging to African American newspapers," explained Alexis Scott, publisher of the Atlanta Daily-World and a member of the National Newspaper Publishers Association.

Scott noted that recently, "The heirs to the Chicago Daily Defender — one of the oldest black-owned daily newspapers in the United States — were unable to keep the newspaper in their family, due to financial burdens imposed by the estate tax. They sought a buyer or investor who would keep the newspaper in the African American community. Because of the impact on its members, the National Newspaper Publishers Association is pushing for the repeal of the death tax."

Newspapers, however, face a double threat from the death tax. Not only are family-owned newspaper companies imperiled by the tax, but their customers — both local advertisers and readers — are hit hard by this tax as well.

Additional information about the death tax can be found online at [www.deathtax.com](http://www.deathtax.com), an Internet site created and maintained by the Seattle Times, one of the last family-owned and operated metropolitan newspapers in America.

## People

Continued from page 2

Kentucky with a degree in journalism. In college, he held internships at WHAS-TV in Louisville, the Wall Street Journal-Cleveland; the Lexington Herald-Leader; and the Detroit Free Press.

Upon graduation, he landed his first job at the St. Petersburg Times. A year later, he moved to Louisville to cover small and minority business and real estate for The Courier-Journal. He remained there until joining the Detroit News in 1989. He spent six years as a staff writer there specializing in community and economic development and issues relating to minority and small business. He began his career with the Wall Street Journal in 1995.

### Carfagno named business editor at Herald-Leader

Jacalyn Carfagno has been named business editor of the Lexington Herald-Leader.

She joined the Herald-Leader in 1991 and has specialized in coverage of the equine industry and the business of sports. She also served briefly as an editorial writer and member of the Herald-Leader editorial board.

Carfagno was a business reporter for the Arkansas Gazette from 1987 to 1991, including a stint with USA Today in 1990.

As business editor, Carfagno will supervise a seven-person staff that produces daily business sections as well as Business Monday and Your Money & Technology on Sunday.

Carfagno received a bachelor's degree in history from the University of Arkansas-Little Rock and a master's degree from Columbia University as a Knight-Bagehot Fellow in Business and Economic Journalism.

She succeeds Cheryl Truman,

who is now a columnist and reporter for the newspaper.

### Three join ad, news staff at Sentinel-News

The Sentinel News staff recently grew with the addition of three new employees: two in advertising and one in the newsroom.

Monica Tate is the paper's new staff writer. She's worked as a clerk for The Courier-Journal writing obituaries, wedding announcements and calendar items and the job eventually evolved into a regular writing position for the new Weekend section and religion page. Tate also did freelance work for the C-J and Business First.

An English graduate from City College in New York, she's taught English to foreign language students at the University of Louisville and while still in New York, taught writing, literature and English as a second language at John Jay College of Criminal Justice and Long Island University.

Lora North has joined the staff as an advertising representative specializing in real estate. She'll also work in ad sales for the new regional realty book to be published by Landmark. She comes to the newspaper from the Spencer Magnet's ad department. A Shelbyville native, she worked 10 years with the Sentinel News' parent company, Landmark Community Newspapers Inc. in the payroll department.

Becky Richardson is the paper's new advertising assistant. She is a 1998 graduate of Shelby County High School. In addition to working in the ad department, Richardson is also the backup receptionist.

### Bardstown paper launches anti-litter campaign

The Kentucky Standard joined with local governments in Bardstown

and Nelson County to sponsor the first-ever Community Litter Alert.

The newspaper encouraged businesses, groups and organizations to pick up and bag litter on May 14 and 15, according to publisher David Greer.

Free trash bags were made available by the newspaper. In addition to the newspaper, the event was also promoted on Standard Communications' cable television station.

Pictures of volunteers who participated in the cleanup were published in the newspaper and broadcast on the PLG-TV 13.

### Commonwealth-Journal 'revamps' newsroom

The news staff of the Somerset Commonwealth-Journal has been reorganized in an effort to better serve the paper's readers.

Editor R. Michael Johnson said the realignment of duties in the newsroom would result in "increased coverage of a wider area with better quality." The realignment includes:

Mary Kissel, a 13-year employee of the paper, will leave her duties of coordinating the Today's Living section and will concentrate on writing feature stories, covering city and county school activities and researching and writing a weekly food feature. She'll continue to cover the Pulaski County Board of Education and will act as the contact for agribusiness news and news story ideas from western Pulaski County.

Don Perry, a recent addition to the staff, will act as copy chief, handling editing and layout and design duties of the daily paper. Perry will also coordinate, design and produce the special sections. His duties also include occasional work in the sports department.

Heidi Galek, a news staffer for 14 months, has been named assis-

tant copy chief. She will help Perry in producing the daily paper and special sections. She'll continue her duties as a reporter, covering beats that include the Somerset Board of Education. She will also be the contact for northern Pulaski County news and ideas.

Roy Mobley, the paper's photographer since 1987, will continue his work behind the lens but will also expand his duties to include writing features.

Sharon Dodson, a veteran news reporter with over 20 years at the paper, will continue to cover the crime and court beats. She will also now cover entertainment and the Center for Rural Development and serve as the local contact for southern Pulaski County.

Barbie Cox, another 20-year employee of the newspaper, will leave her part-time duties in the advertising department to move into a full-time position in the newsroom as an administrative assistant. Cox, who also worked as an obituary clerk for the newsroom, will continue to handle those duties but will also help with publication of community news items. She will also act as the newsroom's receptionist and filing clerk.

Angela Gerald, a reporter for the paper for a year, will take over the beats of city and county governments, the Mill Springs Battlefield and Battlefield Association, and the local tourism industry. She will also be the contact for business news and eastern and central Pulaski County.

Barbara Parmley, a 28-year employee, will continue in her role as a typist for the Commonwealth-Journal and the McCreary County Record.

Jeff Neal, who's been in the paper's sports department for 15 years, will continue to coordinate and help expand the coverage of local sports.

# NNA announces theme of '99 convention set for Boston

**By CHIP HUTCHESON  
Publisher, Princeton Times-Leader  
NNA State Chairman**

"The Future Begins in Boston" is the theme of NNA's 1999 Annual Convention to be held at the Park Plaza Hotel in Boston on September 29 to October 2, 1999. The only national conference dedicated solely to community newspapers, this year's program will provide valuable information, ideas and contacts for enhancing the bottom line of your newspaper.

In addition to the trade show, a new feature this year is the Vendor's Showcase — an opportunity to sit back and listen to the vendors of leading products and services describe how to save and make money. The Wednesday opening reception will be at Boston's famed Fenway Park and the Thursday night extravaganza will be dinner at the Boston Aquarium. Watch your mail for the first conference brochure. Be sure to make your hotel reservations as soon as possible to ensure you get the NNA preferred rate. For hotel reservations, contact the Boston Park Plaza directly at 800.225.2008. For further information on the convention, contact NNA at (800)829-4NNA. See you in Boston.

### Postal Service cuts costs but promises continued improvements in service delivery

The Postal Service is currently in the process of cutting almost \$800 million from its current budget due to a projected drop in rev-

enues. NNA representatives recently met with senior postal officials to discuss service delivery and other issues. The postal officials assured NNA that newspaper service delivery goals will not be impacted by the budget reductions. Please let Senny Boone at NNA know if you see any reduction in the Postal Service's efforts to improve service. NNA will immediately bring it to the attention of postal officials. For further information, contact Senny Boone at (703) 907-7930 (sboone@nna.org).

### Get a member and get a prize

The NNA Board of Directors has adopted a new membership campaign based on the member-get-a-member concept. NNA membership chair Ken Rhoades recently wrote to every NNA member to invite him or her to participate. Prizes will be given to current members who reach certain goals in getting new members. The NNA member who sponsors the most new members over the coming year will receive an all-expense paid trip to NNA's annual convention in Louisville in 2000. Bring the benefits of NNA membership to your peers and strengthen NNA's voice on behalf of all community newspapers. For further information, contact Susan Nicolais at (703) 907-7909 (susan@nna.org).

### National Newspaper Foundation gets new name and executive director

The National Newspaper Foundation has hired its first ever executive director to develop and implement programs that will benefit com-

munity newspapers. Her name is Kathy Powell and she can be reached at (703)907-7918 (kpowell@nna.org). The Foundation has also changed its name to the National Newspaper Association Foundation. One of Kathy's first tasks is to collect items for the NNAF silent auction to be held at the NNA annual convention. Contact Kathy if you have an item to offer or some ideas of how to make the foundation an effective partner for community newspapers.

### Donate your extra Pub Aux subscriptions to a local journalism program

As an NNA newspaper member you are entitled to three free subscriptions to Publishers' Auxiliary, the only national newspaper serving community newspapers. If you're not getting all three subscriptions, call Joanne Ulmer at NNA (703) 907-7929 and order them now. You can also donate one or more of your subscriptions to a local college or high school journalism class. Contact Joanne Ulmer to take advantage of all your subscriptions or to let us know the name and address of the school to which you would like one sent.

### NNA is the partner of community newspapers

NNA is the only national organization dedicated to serving community newspapers. As your NNA state chairman, please let me know how NNA can serve you better. You can reach me at the Princeton Times-Leader at (270) 365-5588. I look forward to hearing from you.

## Sloppiness

Continued from page 4

a leg of type, we often fail to check the type adjacent to the item for proper spacing.

Of course, if you're not fully paginated, there are many other things that can go wrong. Here are a few:

- Ads whose corners have become so dog-eared that we just cut them to make them look round.
- A buildup of wax on some elements, making them appear dirty in print.
- Misaligned rules and boxes.
- Tilted headlines.
- Uneven spacing.
- Text that has ascenders or descenders amputated in the pasteup

process.

There are more, I'm sure. Perhaps you have a favorite gaffe I've missed. If so, contact me and we can add them to the list.

There's enough talk nowadays about the decline of quality and the lack of skill and craftsmanship. Newspapers can help set the standard. And we can begin by being more direct, more attentive, more careful.

Or we can continue to be just as sloppy as the other guy.

It's our choice.  
*Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: go2omnia@aol.com*

## Harassment

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employees know you don't approve of sexual harassment and that they can take steps to stop it if it happens. These policies and procedures may not only solve problems before they become lawsuit; they may also provide your defense in the case where the harassed employee goes directly to her lawyer after an incident instead of using your good and well-managed complaint procedure.

Here are some things that will help.

•Your policy should state clearly that sexual harassment and other discriminatory acts that create a hostile work environment will not be tolerated by your company.

•Every employee should know where to bring a complaint, including procedures to follow if the problem is with his or her direct supervisor.

•A senior management person at the newspaper should be designated as at least one of the complaint managers. If the publisher does not directly receive complaints, at least the publisher should ensure that this senior executive has full authority to deal with problems—and knows when to make an exception and bother the publisher.

•The policy should be visible and well known—and given to all new employees.

•Try to take time for in-house training. If you cannot do that, at least remind your employees about

your policy from time to time—especially your supervisors. Put it on your calendar along with reminders on closing dates about special sections. It will get the issue to the top of your pile—and that will keep it visible in the office. Tax your creativity for a reason to send an upbeat memo to your staff several times a year and in it, remind them of some things that are important to you and to their success in the newspaper—including your employment policies!

•If you aren't clear about what constitutes sexual harassment, consult a trainer. If that is not possible, at least make this note: if the behavior is unwanted, it is probably hostile and harassing, regardless of how the supervisor intends it. Beware of teasing, which the teaser may believe to be harmless, but the teasee may find overly personal and offensive.

•Sexual harassment of same-sex employees is also illegal.

•The fact that a supervisor may not have hiring and firing authority over an employee may not save you from liability if the supervisor has enough control over the working environment to affect the employee in other ways.

•Mind how you investigate complaints. Counter-claims for the defamation of falsely accused supervisors now catch employers in the cross-fire. Confine the information to those with a need to know.

*(Reprinted from News Beat the Newsletter for New York's weekly newspaper industry.)*

## Briefs

Continued from page 8

Act price discrimination suit by single copy contractors against Pulitzer Publishing Co. The lower court ruled that it did not have jurisdiction to hear the case.

The plaintiffs complained that the wholesale prices charged them for newspapers was more than the wholesale rate charged other contractors.

Pulitzer's newspaper, printed in Missouri, were sold to contractors in Missouri as well as Illinois. The lower court found that plaintiffs satisfied a Robinson-Patman act

jurisdictional requirement that at least one sale must cross a state line. The lower court also ruled that it was further requirement that plaintiffs demonstrate a competitive relationship between the favored and disfavored (in terms of wholesale prices) contractors.

The Court of Appeals reversed ruling that the existence of a competitive relationship was not jurisdictional. However, the court note that while the court has the jurisdictional power to hear the case, the contractors may not survive a later motion for summary judgment if they fail to competitive relationship with the contractors having a more favorable rate.

*(Reprinted from LawLight.)*