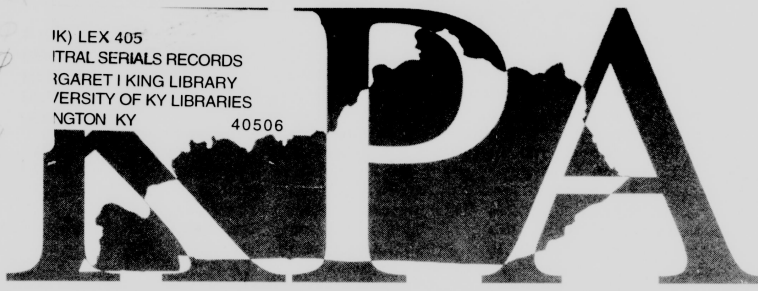


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The Kentucky Press

Volume 70, Number 2 - February, 1999

PUBLISHED AS A MEMBER SERVICE OF THE KENTUCKY PRESS ASSOCIATION AND KENTUCKY PRESS SERVICE

Caudill takes over reins as 1999 president

By LISA CARNAHAN
KPA News Bureau

Tom Caudill took over as president of the Kentucky Press Association/Kentucky Press Service during the annual Changing of the Guard Luncheon held during this year's winter convention in Louisville.

Caudill, assistant managing editor of the Lexington Herald-Leader, assumed the presidency from Guy Hatfield, publisher and owner of the Citizen Voice & Times, Irvine, and the Clay City Times.

Other officers for 1999 include: President Elect - Teresa Revlett, publisher of the McLean County News; Vice President - Marty Backus, publisher of the Appalachian News-Express in Pikeville; and Treasurer -

David Greer, publisher of The Kentucky Standard, Bardstown. New board members include: District 3 - Ed Riney, Owensboro Messenger-Inquirer; District 12 - Stephen Bowling, Jackson Times; State-At-Large - Kristi Blackford-Bowden, Kentucky Enquirer; Bennie Ivory, Courier-Journal; and Taylor Hayes - Kentucky New Era, Hopkinsville. A complete listing of KPA/KPS directors and division chairs is on page 2.

Caudill pledged to work with newspapers across the state.

"I am honored to follow in the footsteps of George Prentice (the first KPA president who served in 1869)," said Caudill. "I'd like to hear from you, your ideas...as we move into newspa-

See PRESIDENT, page 7



Tom Caudill, right, assistant managing editor of the Lexington Herald-Leader, takes the gavel from 1998 president, Guy Hatfield, owner and publisher of the Citizen Voice & Times, Irvine, and the Clay City Times.

New logo unveiled

The Kentucky Press Association unveiled its new logo during the 1999 Winter Convention.

The logo, designed by former Owensboro Messenger-Inquirer staff member Enid Roach, shows an outline of the state in the background with KPA in large letters, partially reversed.

KPA invited newspaper staff



members to submit a new logo for the press association. In all, 12 designs were submitted and voted on by the KPA/KPS Board of Directors.

See LOGO, page 4

Winter Convention gets good reviews

The 1999 Winter Convention provided those attending with probably the best program put together in recent years — and Louisville cooperated with warmer than average temperatures. Those two combined made for good attendance and excellent reviews from KPA members.

The program provided those attending with a wide range of

topics and some of the leading authorities in the country in their fields. Two in-depth workshops on Thursday, on Internet advertising and Photoshop, drew large audiences. Both sessions lasted four hours and the instructors stayed late answering questions.

Friday's agenda provided sessions on management techniques,

See CONVENTION, page 7

Kansas Press offers digital archiving of papers

By LISA CARNAHAN
News Bureau

Beginning this year, the Kansas Press Association is providing digital archiving for any interested newspaper. Thus far, about 80 papers have signed up for the service, according to Executive

Director David Furnas.

Furnas said that group includes about 65 weekly newspapers and 15 daily papers. In addition to several from Kansas, the service is also being provided to papers in about four other states.

Kansas Press purchased a

broadsheet scanner and saves the scanned image on a CD, either Mac or PC whatever the client prefers.

"This really opens up a whole new marketing strategy for the paper," said Furnas. "With this ser-

See ARCHIVING, page 4

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• Convention highlights
captured in photos... pg. 6

• Awards honor three
for service... pg. 12

On the lookout

• March 31
1999 KHSJA State Convention
Holiday Inn, Palm Valley Road
Louisville

• June 17-18
1999 KPA Summer Convention
Holiday Inn
Bardstown

Kentucky people, papers in the news

Flynn retires after 36 years at State Journal

Gene Flynn retired from The State Journal, Frankfort, in late December after 36 years at the newspaper.

Flynn, a lifelong resident of Frankfort, served as classified advertising manager for the paper and was instrumental in the growth of the classified section. When he started at the paper, the classified "section" consisted of one column (about 20 inches) of ads during the week and less than a page on Sunday. Now, the section runs three to four pages and up to 18 on Sunday.

His recipe for success was personal contact. A former mechanic, Flynn said his job was made easier

by the number of people he knew in the area. Then publisher and owner Albert Dix hired Flynn shortly after the family bought the paper in 1962. He said Flynn had "enhanced the reputation of this newspaper for the good," noting he was a "great salesman in all respects. He's honest, trustworthy and very hard working."

News-Enterprise donates to education foundations

The Elizabethtown News-Enterprise donated \$10,000 to be divided equally between the Hardin County Education Foundation and the Elizabethtown Education Foundation.

The donations were made possible by the windfall advertising

revenue as a result of the wet-dry campaign.

"I didn't feel comfortable keeping all the revenue when there are so many needs in our community that aren't being filled," said Publisher Mike Anders. "Rather than putting all this money on our bottom line, I thought most of it should go back into the community and do some good."

Anders estimated the newspaper received more than \$15,000 in advertising revenue from the recent wet-dry campaign. The "dry" supporters were successful in the election by a margin of 222 votes.

The two education foundations, which are managed by volunteers, provide grants for schools so they may have equipment and pay for teaching programs they otherwise could not afford.

manager Peachie Armstrong who resigned.

A native of Louisville, Duncan studied at Bryant Station Business College in Louisville and before coming to the Oldham Era, was secretary at Clore and Duncan Realtors in LaGrange, a family business.

Snell named director of communications for Dept. of Insurance

Roger Snell, former assistant editor of the Kentucky Enquirer, has been named Director of Communications for the Department of Insurance. He joins Jill Midkiff who will continue as public information officer.

Snell worked for 17 years in newsrooms for the Akron Beacon-Journal, Columbus Dispatch and for Gannett papers in Ohio, Missouri and Kentucky. He was bureau chief for almost a decade of his career in state capitols in Missouri and Ohio. He won more than a dozen regional and national awards during his career, primarily for investigative reporting. He was a staff member with the Beacon Journal when the paper won a Pulitzer Prize in the early 1990s and individually won the American Bar Association's top national journalism award in 1992 for "Justices for All?" — a series documenting ethical abuses on the Ohio Supreme Court.

Schneider, Smith join staff at Henderson

Brad Schneider has rejoined the staff of the Henderson Gleaner as copy editor. He served as sports editor of The Gleaner in 1988 and 1989. He most recently was sports editor at the Madisonville Messenger.

Beth Smith is the newspaper's
See PEOPLE, page 11

Garrett named ME at Madisonville

Jon Garrett has been named managing editor at the Madisonville Messenger.

A native of Webster County, Garrett most recently was news editor at the Princeton Ind., Daily Clarion. Previously he was managing editor at the Boonville Standard and Newburgh Register in Warrick County, Ind. Before that, he was a news and sports reporter at the Union County Advocate, Crittenden Press and Providence Journal-Enterprise.

Garrett succeeds Mike Heronemus who moved to Junction City, Kan., recently to become executive editor of a daily newspaper there.

Duncan fills top ad position in LaGrange

Barbara Duncan, advertising sales representative at the Oldham Era in LaGrange since 1996, was recently promoted to advertising manager. She replaces longtime ad

—The Kentucky Press—

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District 6
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Ken Metz, Bath County News Outlook

District 10-11
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District 12
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District 13
Glen Gray, Manchester Enterprise

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District 15-A
Don White, Anderson News

District 15-B
John Nelson, Danville Advocate-Messenger

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Rachel McCarty, Advertising Assistant
Kristie Toles, Tearsheet Coordinator
Susan Greene, Indiana Sales Supervisor

Deaths

Jim Curtis

Jim Curtis, a noted photographer and former reporter for the Lexington Herald-Leader and news editor and photographer for The Woodford Sun, died of cancer Dec. 23 at his home in Versailles. He was 56.

Curtis' photographs appeared in Better Homes and Gardens, The Miami Herald and the The Boston Herald. His photographic subjects included President Lyndon Johnson, Queen

Elizabeth II, actors John Wayne and George C. Scott.

He graduated from the University of Kentucky and Winona School of Professional Photography.

Curtis was a member of the Professional Photographers of America, a former member and president of Kentucky Professional Photographers Association and a member of the National Press Photographers

See DEATHS, page 12

Tried and true design principles never change

Design is Everything

By Edward F. Henninger



"Principles never change. With every editorial project, go back to the basics."

The words are the final sentences in the final column of Edmund C. Arnold in "Publisher's Auxiliary," the publication of the National Newspaper Association.

Over the past 44 years — in 1,200 columns — Ed Arnold has stood strong for design principles. And I am as impressed with Ed Arnold now as I first was in a classroom at Syracuse University in the fall of 1965. Ed was the teacher and I was one of his thousands upon thousands of students over the long years of his career.

Principles never change. Ed Arnold taught us that in 1965. He continues to teach us that now.

The essence of good design is all about principles.

If your design is disciplined, if it is principled, if it goes back to the basics, it must eventually succeed. But if you reject the principles — worse, if you do not know them — then you do not have design. You have disarray.

Following are some design principles that I consider critical:

1. We design for readers. We do not design to fulfill our creative urges, though that may

occur. We do not design for contest judges, though they may consider our work worth recognition. We do not design for our bosses, though we certainly want to satisfy them. No, we must design for the ultimate boss — the reader.

2. Less is more. Too much design is just too much. There must come a time on every page when your silent voice says: "Enough. You have done this. Move on."

Listen to that voice. Respect it. Follow its guidance. And remember that it's always better to have a page with too little than one with too much. Keep your designs quiet. Keep them clean. Remember Thoreau: "Simplify. Simplify. Simplify." And if you haven't read Thoreau — do so.

3. Understand and practice the art of typography. Learn to use typography as a tool — not as a toy. We serve our readers better by limiting the number of typefaces in our newspapers. Most modern faces were not designed for newspaper use, but they occasionally show up. The tendency to reach into our typeface grab bag with every new features front is lazy and undisciplined. Know which typefaces work best in your newspaper, for your readers. Then take full advantage of the fonts within those families. That is, if you want class instead of crass.

4. Bring a sense of focus to every design. For years, the newspaper design mantra has been "point of entry." I do not disagree with this approach in the least, but I appreciate that it, too, can be overdone. If your newspaper page has five stories and a dozen points of entry — each a siren song to your reader — then something has gone wrong. There's too

much attention to the soloists and not enough attention to the music of the page.

5. Your design must reflect your content. You wouldn't work to make your Opinion page look the same as your local front. You wouldn't want your sports front to look like your comics page. No — each of these pages is unique because of its content. And each of these pages should have a different look because of its content. When you are about to commit the act of design, reflect for a moment on what the page is trying to tell the reader. When you have a sense of the message, then you can begin to frame it in your design.

6. Be consistent. Offer your readers the same look from issue to issue. Create a design style guide that sets down the rules of what you do and what you don't do. Appoint a "design cop" who will make sure the rules are being followed. If you allow your designers to experiment, you do so at the risk of confusing and frustrating your readers. Allow some flexibility in your design, so you can create extraordinary designs to match extraordinary situations. But, for the most part, work to present the same face to your readers with each issue.

Like the values we cherish, design principles do not go in and out of vogue with time.

They are truths.

I know Ed Arnold would agree with that.

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

NNA to convene March 17-20 in D.C.

By CHIP HUTCHESON
Publisher, Princeton Times Leader

I urge you to mark your calendars for the National Newspaper Association's 1999 Government Affairs Conference.

The 38th annual event will be held March 17-20 in Washington, D.C. and will be a highlight for community newspaper publishers and editors.

The headquarters for the GAC is again the Hyatt Regency Washington on Capitol Hill. It has excellent meeting facilities and a great location, close to the U.S. Capitol and other major sights.

I urge as many of you as possible to attend. It's a chance to see and hear in person many of the newsmakers in Congress whom you see and read about in the national media.

NNA members need to make their voices heard by policy makers in Washington. To that end, a special effort is being made to arrange for attendees to meet with their elected officials.

The NNA staff will be pleased to arrange appointments for you with these individuals. This is a wonderful opportunity and par-

"NNA members need to make their voices heard by policy makers in Washington."

Chip Hutcheson
publisher of the Princeton Times Leader

ticipants will be armed with plenty of talking points at a Thursday morning briefing session.

The Congressional Luncheon on Thursday draws many of the legislators. We urge all attendees to invite their elected officials to this informal lunch.

Other highlights include an opening reception at the Postal Museum, a session with Senate and House majority and minority leaders providing their perspectives on the leading issues on the Congressional agenda (this will be particularly interesting after the impeachment trial), a session on getting more political advertising, Y2K challenges, a panel discussion by former White House press aides and the White House press briefing and reception.

There also are optional activi-

ties offered at discount rates including tours of the Washington Post, Mount Vernon, Old Town Alexandria, a performance by the National Symphony at the Kennedy Center, a play at Ford's Theater, a Frederickburg adventure and a DC metro tour.

Sound exciting and informative? The cost is \$425 for NNA members and \$550 for non-members. Make your reservations today. Contact Susan Nicolais at 800-829-4NNA for registration information. Brochures have been mailed to all NNA members.

I'll also give you information on the annual convention to be held in mid-September. This year it will be in Boston.

If you have any questions about the National Newspaper Association, please call me at 502-365-2141

WKPA to hold spring meeting

The West Kentucky Press Association has scheduled its spring convention for March 12 at Kentucky Dam Village in Gilbertsville at the Ramada Inn.

The program includes a session on special sections/editions with Tom Clinton, executive editor of the Madisonville Messenger and Jason Young of the Paducah Sun.

Another session will be devoted to readership surveys, how to do and use them, with the Paducah Sun's Karl Harrison and Dr. Ann Landini of Murray State University's Journalism and Mass Communications Department.

Following the sessions, the organization will hold its annual business meeting.

Steve Austin, publisher of the Henderson Gleaner, is the keynote luncheon speaker.

Registration is \$20 per person and includes a buffet lunch.

For more information call John T. Wright, WKPA president at (502) 527-3162, or Dr. Bob McGaughey, executive director, at (502) 762-6874.

Finding the right online people no easy task

Interactive Insider

By Peter M. Zollman



One of the many challenges publishers face in building profitable interactive services is finding the right person or people to run it. Your Webmaster — or better still, your Web manager — needs special technical skills and talents, talents that are probably beyond even you.

Where can you find those people? And how can you pay them enough to keep them, while not breaking the bank?

As most publishers know, Web skills are in high demand. Microsoft is hiring, Web development companies are hiring, larger newspapers are hiring. So it's a battle. But it can be one.

First, let's talk about finding good talent.

Hiring 10-year-olds

One of the jokes I often use in presentations comes when someone says, "I don't know my way around the Internet very well." My usual response is, "Find a 10-year-old." Only I'm not really joking. My computer consultant is my 11-year-old son Adam, with occasional help from my 17-year-old son Avi. Adam's better at PowerPoint than I am; he's better at file management than I am — heck, he's better at just about everything computer-related than I am. Why? Because for him computer-ese is a native language. For me, it's an acquired — oft barely acquired — skill. He 'understands' these things; I wrestle with them. He builds Web sites for a tiny but growing clientele of small businesses, for which he gets paid. I couldn't do that if I tried. (Happily, I have other skills.)

Obviously, you can't hire 10-year-olds. But you should consider the implication of the 10-year-old.

Schools, churches, the inner city

Think young. Hire high-school students. Depending on the labor laws in your state, talk to ninth- and 10th-graders about working part-time. Let them working on Web designs for you from their homes. Offer summer internships — paid, please, since the students have real skills that you need. Ask teachers and school counselors who their "best and brightest" computer wizards are. And find a way to put them to work for you.

Community colleges are also a good talent source. Many community colleges will help you with training or special courses if you have a significant demand for skilled help, particularly in such a hot field as computers. Lots of community college stu-

dents attend school part-time; they need the money a part-time (or full-time) Web development job would pay. And because many are non-traditional and/or older students, their reliability may be higher than with other students.

Find or create mentors, too. If workforce diversity in one of your goals, here's an opportunity to meet two needs at once. Ask inner-city church pastors and youth program workers if they know kids who are computer geniuses. (They will.) Supply churches or youth centers with computers and help them build an after-school computer project, and then snatch the best kids to work for you. (Perhaps someone on your staff could help teach a course for a couple of hours a week, on your time, and mentor a few of the students. That would be a real commitment — with a real paycheck.)

Paying for skills

Once we've found the staff we need, how can we pay what it takes to keep them? Especially if they want 50 percent more than the average reporter, and have half the experience?

Unfortunately, this is a hard choice. But ultimately, you have to pay what the market demands. That's not to say outrageous salaries are a good idea. But you have to remember why these people working for you in the first place. They're not reporters; they have different skills. If Jane Reporter knows HTML, is willing and able to design Web pages, and has developed the computer skills necessary to become Webmaster, she too can earn the 50 percent premium over a reporter's salary. Reporter and Webmaster pay grades don't have to be comparable; the skill-sets aren't, are they?

If you find home-grown talent at your high schools or community colleges; pay them for their computer skills instead of trying to pay them like a reporter; manage their workloads appropriately so they're able to keep reasonable hours; give them the required software and computer tools to do the job, and invest heavily in training — because otherwise their skills will be outdated as soon as they walk in the door — you'll have a good shot at keeping them for a few years. Then, when six-figure San Francisco or Microsoft salaries win out, you'll know you did your best for the longest possible time.

And if you're smart, by then a few of those brilliant 10-year-olds you spotted a few years ago will be 13 or 14, and you'll be keeping an eye on them to come to work for you in just a few more years.

(Peter M. Zollman (pzollman@aol.com, (407) 788-2780) is founding principal of Advanced Interactive Media Group, L.L.C., a consulting group that offers workshops and strategic planning sessions to help media companies develop profitable interactive services. He is the lead author of the E&P Research Reports on Interactive Media, and is affiliated with Phelps, Cutler & Associates, Consultants to Newspapers.)

CNHI buys state's APC newspapers

Community Newspaper Holdings Inc., (CNHI) recently purchased 45 newspapers from Hollinger International (whose papers in the U.S. formerly operated under the name of American Publishing Co., (APC), including several in Kentucky.

The Kentucky papers included the Richmond Register, the Corbin Times-Tribune, the Harlan Daily Enterprise, the Middlesboro Daily News and the Hazard Herald.

The purchase includes papers in 14 states but primarily, in addition to Kentucky, in Alabama, Oklahoma and Texas.

Logo

Continued from page 1

"We noticed last year that most state press associations had modernized their logos," said KPA Executive Director David T. Thompson.

"We hadn't had an official KPA logo in several years and thought it was time we develop one. The last logo KPA had was a small circle with the state inside and a quill. Several organizations involved with KPA had asked for our logo and basically all we had used in recent years was the words, "Kentucky Press Association."

"All the logo ideas were excellent and it was a difficult choice. Some used horses as the main idea, others used the state outline."

KPA is in the process of copy-righting the logo to restrict its use to only authorized situations.

Archiving

Continued from page 1

vice, they'll be able to offer a complete archive of their paper — a year's worth, for example — at a very reasonable cost on one CD."

Furnas said the cost is about 10¢ a page plus a \$50 handling fee. For a five-day daily newspaper averaging 12 pages a day, the cost is estimated at \$360 for the first CD. Additional CDs will be priced under \$25. For most newspapers, a year's worth of issues can be saved on one CD. Outside of newspapers, libraries and historical societies are among the most interested in the project.

According to Furnas, the service could eliminate the need for costly microfilm readers. Most computers can access, view and print the pages.

Some newspapers have requested the archives be kept in monthly, quarterly or semi-annual groupings. Kansas Press is accommodating those requests and can label the disk according to the client's specifications - including any artwork, masthead, flag or message requested.

Furnas said for smaller newspapers, it's less expensive to save the images digitally than to have the originals bound. "And digital images don't get brittle and turn yellow. And as technology develops, you will have the digital image to perform word searches on archived issues," he said.

There are other benefits to the digital archiving service that are also being explored by Kansas Press. Furnas said ad agencies in a Kansas test market have been contacted about receiving electronic tearsheets and receiving

their entire ad schedule for the month on a CD and interest has been high.

Kansas Press also still operates a clipping service and some testing has been done for clipping clients who electronically, cannot only see their ad or article but just where that information was placed on the page.

"This has been a test program for us, and we're pleased with it at this point," said Furnas. "If things proceed as they have, after the first year, we plan to go to our board and request a color scanner so we can scan and save the images in color."

Any Kentucky newspaper wanting to digitally archive its issues, or needing more information, can contact Alisa Walker, awalker@kspress.com, or call (785) 271-5304, or visit www.kspress.com and see the Digital Archiving link.

AD SENSE

Readership holding steady while TV viewership declines

The fall 1998 Competitive Media Index (CMI) — an analysis conducted by the Newspaper Association of America of the Scarborough national top 50 market data which measures newspaper readership, TV viewership and radio listenership — shows that newspaper readership is holding steady, while TV viewership continues to decline.

Analyzing readership with viewership and listenership is a more accurate measure of audiences that circulation-based measures. According to the fall 1998 CMI, an average of 58.6 percent of adults read a daily newspaper and more than two-thirds of adults read a Sunday newspaper.

The percentage of adults who watched prime-time television during an average half hour continued to fall — from 45.3 percent in 1996 to 42.4 percent in 1997 and down again to 40.8 percent recorded for this fall. The average half-hour or primetime cable and the average

quarter-hour of radio remained virtually unchanged.

"The CMI has been an invaluable tool for proving what we have known for a long time — people are reading newspapers," said John F. Sturm, NAA president and CEO. "When we want to know who's really reading the paper, the CMI gives us a more reliable measure that's more comparable to the audience measurement used by other media and advertisers."

The CMI analyzes newspaper readership and demographics—how many adults actually read the newspaper and who they are. Net-paid circulation, such as that released by the Audit Bureau of Circulations, is a narrow measure of how many copies of the newspaper are purchased; it does not account for all purchased copies nor multiple readers of a single copy.

(Reprinted from NetworkNews, a publication of the Iowa Press Association.)

Survey: NAA national ad campaign remains popular

More than eight out of 10 people who recall the Newspaper Association of America's national ad campaign, "It all starts with newspapers," found it appealing, according to the latest tracking survey.

The tracking survey found that among the target adults (adults 18-49 who read a newspaper in the past week), 38 percent recalled the campaign when aided.

Further, the survey reported, among those recalling the campaign, 84 percent said it was appealing, 44 percent of who said it was "extremely/very appealing."

NAA's national ad campaign features a series of celebrities talking about the importance of newspapers and reading, particularly for young people. The ads appeared in hundreds of newspapers. They also ran on television—both broadcast and cable—in movie theaters, via the Internet and in several trade publications. In addition, many newspaper companies localized the ads with well-known faces from their communities.

"This advertising campaign has been extremely successful in not only encouraging young people to read newspapers, but also in raising the overall image of our

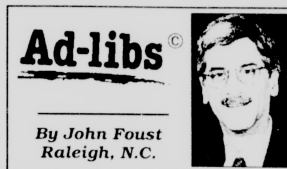
industry. We've heard a number of people compare it to the ubiquitous 'Got Milk?' campaign," said NNA President and Chief Executive Officer John F. Sturm.

Following the third round of ads, more people reported they believe newspapers care about encouraging children to read (30 percent) than did when surveyed in 1997 before the campaign began (23 percent).

This survey also examined perceptions of newspaper in general and found that newspapers have tremendous strengths in local news and utility. According to the report, more than seven out of 10 newspaper readers agreed that:

- If I want to know what is happening in my community, the best place to turn is my local newspaper (77 percent)
- Using my local paper for sales ads and comparison shopping is a great way to save money (75 percent)
- My local newspaper is the best way to keep up with local government and how my tax money is spent (72 percent)
- The classified ads in my local paper are the best source of information about buying a home, a car or finding a job (70 percent)

Find the right audience



These days, it seems like a lot of advertisers are trying to appeal to everyone. Their marketing philosophy has shrunk from "Ready! Aim! Fire!" to "Ready, Fire!"

What they need is an audience.

There are two ways to look at audience: demographics and psychographics. Demographics deal with measurable facts...where audiences live, occupation, age, income, size of family, etc. Psychographics deal with attitudes, opinions, interests, perceptions and lifestyles.

In the 1980s, SRI International popularized the lifestyle approach to psychographic segmentation with the Values and Lifestyles (VALS) system - which later evolved into VALS 2. Of course, newspaper advertising professionals don't have time to dwell on weighty audience information for each client. But when you encounter advertisers who lack focus, it might help to examine the

VALS 2 consumer types. Here's a brief overview:

1) Actualizers...are successful and have abundant resources. Although they are among society's established leaders, they continue to seek challengers. Image is important to them, not as evidence of status, but rather as an expression of their independence and character. Their purchases reflect a cultivated taste for the finer things in life.

2) Fulfilleds...are principle oriented and have adequate resources. They are satisfied and comfortable with their lifestyle, well educated and well informed about world events. Leisure activities generally center around their homes. As consumers, they value practical solutions and durable products.

3) Believers...are principle oriented and have modest resources. They are conservative, conventional people with concrete beliefs. Many have moral codes that are deeply rooted and literally interpreted. They favor American products and established brands.

4) Achievers...are status oriented and have adequate resources. They are devoted to their careers and to their families. They value structure, predictability

See AUDIENCE, page 9

Video workshop can help your staff create better ads



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

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

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

John Foust Advertising Seminars
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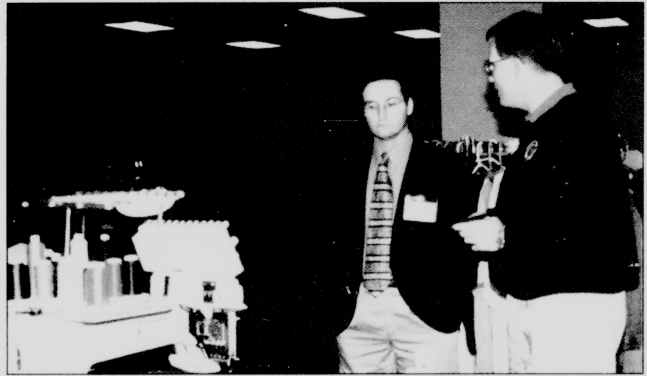
Convention Highlights



Former Kentucky Enquirer editor Andrew Oppman, center, may have been practicing for the arrival of his own first child (expected in April) by holding former fellow co-worker Kristi Blackford-Bowden's daughter, Alexandra. Blackford-Bowden replaced Oppman at the Enquirer as editor. Pictured with them is Bennie Ivory, Courier-Journal vice president and executive editor.



Former KPA President Larry Craig, center, shared a laugh with last year's president, Guy Hatfield, left, and KPA Executive Director David T. Thompson.



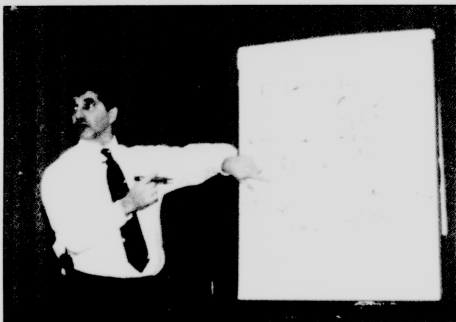
Sentinel-Echo Publisher Willie Sawyers, left, talked with the one of the vendors in this year's convention trade show, Brian Wright of Absolute Embroidery of Louisville.



One of the college student seminars was a panel discussion on media credibility that included (left to right) AP Bureau Chief Ed Staats, Kentucky Enquirer Editor Kristi Blackford-Bowden, Courier-Journal Public Editor Linda Raymond and Lexington Herald-Leader Assistant Managing Editor Tonya Kennedy.



Dr. Kerry Johnson led the General Session on management techniques.



Peter Zollman's session focused on Internet advertising.



Kevin Slimp's Photoshop workshop drew nearly 100 people.



Max Heath, left, Landmark Community Newspapers Inc., executive editor and vice president, talked about jobs within the Landmark organization to Western Kentucky University senior John Stamper during the college job fair at the winter convention.

President

Continued from page 1

pers' second millennium."

Hatfield said he felt he had kept the pledge he made when he assumed office in January 1998 that his year as president would not necessarily be better, but it would be different.

He recounted some of his experiences in traveling the state as he visited all 156 newspapers. He accomplished that goal in September after logging 8,717 miles in his cross-state trek.

Hatfield cited the successful inaugural year for the Kentucky High School Journalism Association (KHSJA) as a major accomplishment in 1998. Operating under the umbrella of KPA, KHSJA held its

first statewide convention in March of '98 and drew over 700 students and advisers from across Kentucky. The second convention is scheduled for next month and over 900 are expected to attend.

The Dr. Tech Hotline, recently implemented as the newest KPA member service, was also a priority of Hatfield's. The service allows KPA members experiencing a problem with their Macintosh computer to call the hotline for help.

Hatfield also pointed out the successful year the KPS advertising department had recorded: \$3.8 million in ad sales with over \$3 million returned back to Kentucky papers.

"What we all have in common is we put black ink on paper. We're all in the same business...from the largest to the smallest, daily or weekly," said Hatfield.

Convention

Continued from page 1

media credibility, writing, photography, generating ad sales in a competitive market, postal tips, getting your newspaper ready for the year 2000, and combating declining circulations.

For the fourth year in a row, KPA sponsored a college student

job seminar and job fair in conjunction with the winter convention.

The event gives Kentucky's college journalism students a change to mingle with the professionals, learn about job opportunities within the state's newspaper industry and take advantage of sessions presented by some of the state's leading journalists.



Patton

Kentucky's governor attended the Winter Convention, addressing the crowd at the awards banquet.

Gov. Paul Patton emphasized his commitment to improving education in the state and the role newspapers can play in that process.

Patton said he "understood and appreciated" the role of newspapers but cited one gripe: he said he wished newspaper staffs devoted as much attention to education sec-

tions as sports coverage. Patton listed as his three priorities, in addition to education, for the remainder of his administration (and a second one if he's reelected) as:

- Make communities safer;
- Improve the environment;
- Build a positive business environment.

"The ultimate success of our plan will depend on education...that's the key," said Patton.

Take advantage of non-subscriber sampling - here's how

By MAX HEATH
LCNI Executive Editor/VP

One of the most valuable "benefits" of second-class mail is the ability for in-county newspapers to use their preferred rates to send sample copies to non-subscribers to entice them to subscribe.

If you don't use your non-subscriber entitlement, resolve now to do so in 1993. I'll explain how with the help of Scott Harnel, general manager, Rates and Classification Center, Alexandria, VA., one of the Postal Service's true customer-oriented employees.

The non-subscriber copy privilege is widely misunderstood, even within the Postal Service.

Previously, one could simply 10 percent of the total pounds in a year at in-county rates. No more.

Now, sample copies at in-county rates are calculated based on 10 percent of in-county SUBSCRIBER COPIES mailed in a calendar year. While you may mail up to 100 percent (minus one copy) of your total subscriber copies to non-subscribers, any copies above 10 percent must be part of a presorted second-class mailing to subscribers, domestic Mail Manual (DMM) 411.4 covers these issues, with 411.413 on copies mailed at preferred rates of most interest to National Newspaper Association members.

Let's look at an example of a weekly paper with 5,000 subscribers, 40,000 of those in-county.

To compute the number you can mail at in-county rates during 1993, multiply 4,000 x 52 x .10 (10 percent).

The will equal 20,800 copies at in-county rates you can mail in 1993.

If your county had 10,000 postal patrons, meaning you had 40 percent penetrations by mail, you could do a full sample of non-sub-

scribers three times (6,000 times three equals 18,000) and still have 2,800 copies left for other sampling at in-county rates.

Some people prefer to sample a route for 2-3 weeks with an offer enclosed. Others prefer county-wide samples, drawing additional advertiser support for special occasions while enclosing a subscription offer. Some do both.

Note: To determine your non-subscriber copies, add up the totals on lines 36-37 under "Subscriber Copies" on your 3541-R, then multiply by the number of issues in a year (104 semi-weekly, 156 tri-weekly, etc.) then by 10 percent.

Remember, the number of subscribers changes from issue to issue, so you are actually working against the real annualized number, not the estimate I demonstrated for planning purposes. You can keep a running total per-issue and divide by the number of issues for a perfect number.

When mailing within the 10 percent sampling entitlement I've described, the copies don't have to be mailed along with your subscriber copies. They may be prepared as stand-alone second class presorted mailings. City route copies must have addresses, however, rural route copies for each box holder or patron (usually a higher number) can be mailed to "Postal Customer" imprinted on your nameplate, then erased from the plate for subscriber copies.

Also, don't let any postal personnel tell you you must duplicate subscriber copies when sampling. I have Postal HQ rulings to the contrary.

Publications wanting to send non-subscriber copies outside their county may be interested knowing that they can mail up to 10 percent of the annualized TOTAL subscriber copies (5,000 x 52 x .10+ 26,000 per example above). But remember that you are paying higher regular (out-of-county) rates on those copies. If you did

your 20,800 at in-county rates, you could do another 5,200 out-of-county at regular rates WITHOUT having to mail them along with free subscriber copies.

If you commingle (include in a presorted mailing that contains subscriber copies) the story is entirely different. In this case, the number of copies is limited only by the "50 percent plus one" paid rule. This gives you the greatest opportunity for mailing non-subscriber copies. A total of 5,000 X 52 = 259,999 non-subscriber copies may be mailed with a maximum of 20,800 at in-county rates.

Generally, no single issue can be distributed to more non-subscribers than total paid. There is one exception, Hamel explains, "To assist publishers in sampling, up to 10 percent of the annual number of subscriber copies may be mailed at any time to non-subscribers. If the publisher chooses, these copies all may be concentrated in one issue.

You must ensure that the total number of non-subscriber copies over the course of the calendar year does not exceed the total number of paid copies distributed.

Most newspaper publishers are unlikely to fall into this trap, in my opinion, since good business practices dictate that one not regularly mail to non-subscribers amounts that are close to subscribers copies. Paying customers won't pay!

Remember also that under NO circumstances can a publisher mail more than 10 percent of in-county subscriber copies (20,800 in example above) to non-subscribers AT IN-COUNTY RATES for the entire calendar year regardless of how they are spread across issues.

(Max Heath is chairman of the NNA Postal Committee and one of two NNA reps on the joint industry-postal Mailers' Technical Advisory Committee.)

Computers will soon be 'reading' us the newspaper

By DAVID CARLSON

Michele Smith is late for work — again. She leaps down the stairs, sloshes coffee into her travel mug, grabs her purse and briefcase and heads out the front door to her car.

With one hand she turns the ignition and heads out into traffic for the 20-minute commute to work. With the other, she fumbles in her purse for her digital companion. As always, she fingers everything in the brown leather bag, one item after the next, before finally locating the familiar feel of her wallet-sized computer.

"There you are," she says as she extracts the device from the bag and pushes the tiny green "wake-up" button.

"Good morning, Michele," says the computer's male voice as it springs to life. "It is 8:16 a.m. on Tuesday, December 11, 2003. What can I do for you?"

"The news, please, Cedric," Michele responds. "Shall we begin with the Financial Times or CNN?"

"No," says Michele. "My newspaper. Read it, please. From the top."

"I have received three new messages for you. None of them is urgent."

"Fine, Cedric. We'll deal with them later."

Cedric begins reciting the contents of Michele's personal newspaper, gathered in bits and pieces from dozens of newspapers, journals, magazines, databases and Web sites. The top story is financial.

"Dateline New York," the computer says. "Michele Smith's personal wealth rose three-tenths of 1 percent Monday to close at

\$237,636.02, an increase of \$712.91.

"Markets around the world were down. The New York and Tokyo exchanges were off 1 and 3 percent respectively."

Michele steers the car onto the freeway and accelerates to blend with traffic. "Enough, Cedric. Send an e-mail to my broker. Subject: Monday's markets. Text: Nice work, Arlene. Ho about lunch? Signed: Mickie. What's next?"

"Dateline Milford, Oregon," Cedric recites, beginning the second story in Michele's personal newspaper. "The Main Street Laundromat Tigers beat the Fishburn Eagles 6-4 in Little League baseball Monday night. Your nephew Robert Hogan had three hits and an RBI."

"Send him a baseball jersey for Christmas," Michele says. "Be sure to check the database for his current size. Next?"

Michele exits the freeway, only to be caught at a stoplight. While she waits, she picks up the tiny computer and scans the headlines and pictures in her personal newspaper, the screen image is small, but its resolution is as good as a slick magazine. She finds the photo of nephew Robert's baseball game. When she taps on it, the photo fills the screen and begins to move. It's really a video, and she can play it backward or forward in fast motion or slow.

Does all this sound farfetched? Some of the world's smartest — and richest — people don't seem to think so. Bill Gates predicted in 1995 that such devices as Cedric, connected wirelessly to the Internet of the future, would be available in less than a decade at a cost lower than that of today's still cameras. Andrew Grove, the brilliant

head of Intel Corp., has said that computer chips will cost less than a penny by 2003. Futurist Michiyo Kaku says one-cent semiconductors means we will have computerized scrap paper.

We are already beginning to see the first of these new hand-held devices. My 3Com Palm Pilot has a black-and-white screen and just a megabyte of storage, but it holds every telephone number and e-mail address I use frequently as well as all of my appointments. I can use it to check my e-mail and browse the Web.

My cellular phone is only as big as a pack of Camel cigarettes. It runs on a charge, holds more than 200 telephone numbers, dialing any of them at the flip of a switch, and even has a digital answering machine build it.

How long can it take to put the two devices together?

So what does all this mean to newspapers and newspaper marketers? It means a whole new way of gathering and disseminating information is just around the proverbial corner. Even before these devices are as portable as the one described above, personalization will come. Readers will easily be able to snatch bits and pieces of newspapers and other information to assemble their own packages. We must figure out how to profit from it.

(Carlson is a journalism professor, consultant and new media speaker. He is director of the Interactive Media Lab in the University of Florida College of Journalism and Mass Communications. Reprinted from the November issue of Ideas Magazine.)

Guest editorial

The Open Meetings Act isn't a request; it's the law

The best thing about a new year is that it brings with it the opportunity to start fresh. With a new administration in both county and city government, the future is a blank page waiting for new ideas to be written on it. Unfortunately, in the case of the city, that fresh clean page already has a smudge thanks to the questionable meeting that heralded the first official act of the 1999 city commission.

Let us first say that this is the part of our job as a news organization that we like the least. It is no fun to always be the ones who have to wag our fingers at public officials and say "No, no, no — you can't do that." But if we don't do it, who will? We are the ones who are always present at these meetings so that we can provide the public with the details of how our local government is being run. We know the laws governing the public's right to know because we have to in order to ensure that those laws are not broken or in this case, bent completely out of shape.

Our gripe is that anyone seeking election to public office should also know these laws. That's their job too! The opening meetings law (KRS 61.805 - KRS 61.850) is not that hard to understand. Anyone should be

able to get the general idea which is stated in an opinion from the state Attorney General's office as follows: "The purpose of the Open Meetings Law is to prevent the public's business from being conducted in private. This fact should be kept in mind by public officials at all times."

We hope that the city commission will quickly learn the lessons it needs to learn in order to conduct its business from being conducted in private. This fact should be kept in mind by public officials at all times.

We hope that the city commission will quickly learn the lessons it needs to learn in order to conduct its business in compliance with the law. While we don't particularly relish our role as the ones who "nag" public officials about adhering to the law, as this new year begins, we reaffirm our commitment to the public to do just that. We are the eyes and ears of the residents of Mercer County who don't have the time or the inclination to attend every meeting of city and county officials. We take our responsibility seriously and we want this community to know that it can depend on us to do our best to make sure everybody plays by the same rules.

The Harrodsburg Herald

City government sues, challenging AG opinion in favor of newspaper

(AP) — The Lexington-Fayette Urban County Government is suing the Lexington Herald-Leader and one of its reporters to block the release of city records.

The city filed its lawsuit Dec. 22 in Fayette Circuit Court. At issue are the name of two children involved in an Aug. 22 shooting in Lexington. The Herald-Leader filed an Open Records Act request to the police department to obtain the names; the city declined, con-

tending that "all law-enforcement records" about juveniles are confidential.

The Herald-Leader appealed to Kentucky Attorney General Ben Chandler, whose office last month sided with the newspaper, ruling that city attorneys had misapplied that confidentiality rule. Although attorney general's opinions carry the weight of law on open-records issues, decisions can be appealed to state court.

Job Shop



Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail LCarnahan1@aol.com

Account Reps Needed

Community Voice Newsjournal, based in Lexington, is seeking three Account Representatives to help us expand statewide. Our immediate areas of concern are Lexington and Louisville. Experience in closing is essential, as we are anticipating an exceptional growth pattern within the next three years. Community Voice Newsjournal is an aggressive 12-year-old publication that

focuses mainly on the African-American population, but does not restrict our coverage or our hiring practices. Position is "Straight Commission" for first three months, and option of salary plus commission after evaluation. If you are seeking a challenge, and can produce results, contact Donald L. Cordray, publisher, Community Voice Newsjournal, P.O. Box 1625, Lexington, Ky. 40588.

Audience

Continued from page 5

ty and stability over risk, intimacy and self-discovery. Image is important to them. As consumers, they prefer established products that demonstrate their success to their peers.

5) Stivers...are status oriented and have minimal resources. They are unaware of themselves and are deeply concerned about the opinions and approval of others. They desperately want to become Achievers, but are low on economic, social and psychological resources. In their minds, money defines success. They often try to emulate those who have more impressive possessions.

6) Experiencers...are action oriented and have adequate resources. They are young, impulsive and rebellious. Still in the process of formulating their values and behaviors, they quickly become enthusiastic about new things...but are equally quick to lose interest. Experiencers are eager consumers and spend much of their income on clothing, fast food and music.

7) Makers...are action oriented and focus on being self-sufficient because they have fewer resources than Experiencers. These are practical people who experience the world by working on it — maintaining a garden, raising children or repairing a car. As consumers, Makers are not impressed by material possessions unless they serve a function (tools, fishing gear, pickup trucks.)

8) Strugglers...have a difficult time making ends meet. Although they are cautious consumers and represent a modest market, they have the strongest brand loyalties of any of the VALS2 types.

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

Brace yourself journalists: Ready or not, here comes 'The Future'

Pressing Issues

By Randy Hines & Jerry Hilliard

East Tennessee State University

With the year 2000 just around the bend, "The Future" is arriving much quicker than many people in Kentucky would like to imagine.

One thing is growing clearer each day: Astounding changes will occur during the working years of those now entering the journalism profession.

Still in its infancy, the Internet is certain to have a profound effect. Besides being invaluable as a research tool, it will continue to challenge editors and publishers to harness its potential as a method of delivering the news.

While many newspapers have aggressively pursued the possibilities created by the Internet, many others have been far less venturesome and run the risk of being left hopelessly behind.

"It's still not too late to get into this stuff," Alan Gottesman, media and advertising columnist for Adweek magazine, said recently at a national conference in Boston.

Comforting to media leaders who lack the expertise to get involved with Web editions and the like was Gottesman's assurance that help is available. "There are kids out there who would love to play around with this and get paid for it," he said.

According to Gottesman, the number of people using the Internet locally and around the world is simply too large to ignore. So is its ability to provide instantaneous access to information such as:

- Documents involving massive amounts of text.
- Up-to-the-minute reports on breaking news, including sports scores and election returns.
- Stock market data.
- Archival material.

Joining Gottesman on a panel discussing "The Changing Definition of Media" was Paul Sagan, director of Medialink Worldwide Inc. in Lexington, Mass. Sagan emphasized that more and more people are turning to the Net as their primary source of breaking news. This includes a huge number of individuals who have access to the Internet at their workplaces.

As important as the Internet is sure to be, the future also promises other developments that rival science fiction.

For example, AP science writer Malcolm Ritter recently reported on progress being made with "electronic ink."

"Like regular ink," Ritter wrote, "it's printed on an ordinary surface. But, like a chameleon, it can change the patterns it shows."

The initial use of the process, being pioneered by a company in Cambridge, Mass., called E Ink, will allow businesses to change the wording on signs electronically. E Ink expects to adapt the process to books and newspapers within the next few years.

"People might buy one electronic newspaper of perhaps 24 pages and simply update the pages with new stories by computer or radio transmission," Ritter explained.

The idea of electronic ink originated with researchers at the Massachusetts Institute of Technology, and one of the highlights of the Boston conference was an opportunity to learn about the futuristic projects underway at MIT.

More than 200 types of research are in progress at the MIT Media Laboratory, which was established in 1985 to focus on a wide range of technological advances.

Walter Bender, director of the lab's "News in the Future" program, explained that the purpose isn't to develop ideas into finished products. Instead, the ideas are tested in the lab and turned over to companies that create the products.

A current research emphasis deals with "wearable computers," in which wiring is woven into fabrics. The result is a garment that not only can monitor body functions, but also can be "turned on" to allow the wearer to listen to music or perhaps the latest news.

Researchers at the lab also have turned their attention to the feasibility of vocal versions of newspapers that can be "read" by people during what otherwise is wasted time during long commutes to and from work.

Descriptions of MIT Media Laboratory projects, which make for fascinating reading, can be found at its Web site:

www.media.mit.edu/Projects.

While most of the work being done by Walter Bender and his colleagues and students is of interest to newspaper editors and pub-

lishers, perhaps nothing is more intriguing than the "Silver Stringers" project. The following description is found on the MIT Media Laboratory's Web page:

"Silver Stringers is a community-centric approach to news coverage and presentation, tapping into the strength of the older generation to develop techniques for the next-generation coverage of cities and towns.

"Persons over the age of 50 have unparalleled wisdom about the communities where they have lived and/or worked. Silver Stringers is intended to train and equip men and women in this age group to be reporters, photographers, illustrators, editors, and designers of a localized computer network."

With training and assistance from the lab, electronic publications are being created in senior-citizen centers and residential complexes.

One of the publications is the Melrose Mirror, produced by a group of people in Melrose, Mass., who apparently are having the times of their lives playing the roles of reporters and editors.

In an article titled "The Silver Stringers and Their Melrose Mirror," Bender and his co-workers wrote: "Purists and professionals could find fault with the Melrose Mirror on several counts, but clearly it is already a successful community-within-a-community enterprise.

"It is achieving one of its goals of enabling senior citizens to share their wisdom, and it has enabled many of them to learn computer techniques. Decision-making by the group has been crisp in most cases, and progress on the journalism and technology fronts has been rapid."

The article cites several questions that are still to be answered concerning the Silver Stringers concept, including the roles traditional media might play in fostering similar activities. The possibilities involving both print and Web editions of commercial newspapers are exciting.

(Other readers would like to know what your newspaper is doing to prepare for the new century. Please write us at the Department of Communication, ETSU Box 70667, Johnson City, TN 37614-0667. The e-mail address is hilliarj@etsu.edu.)



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The smoother the reader's 'ride' the better

Coach's corner

By Jim Stasiowski



If you drive a car with an automatic transmission, you take for granted the miracle of the shifting of gears.

From a full stop, you do something simple: push the gas pedal with your foot. Without you understanding how it happens, the car's machinery takes care of the complexities of shifting.

We write that way, too. You often walk into story situations — meetings, interviews, press conferences, staged events — without thinking about how you're going to get a story. You don't even think, "What does getting a story mean?" As simply as you press the gas pedal, you flip open the notebook, and the words you hear are like those automatic shifts, they simply flow from the mouths of your sources onto the page you hold in front of you.

Then we write automatically. The goal too often is "The editor expects me to fill 15 inches, and I just needed enough stuff to do it."

I have learned a lot from William Zinsser, a sharp thinker about writing. Many of you have read his book "On Writing Well," which eerily creeps inside writers' minds and analyzes our good and bad practices. (Some have bought his book but have never opened it.)

I recommend "On Writing Well," but I strongly recommend his lesser-known "Writing to Learn," a book inside the academic trend of having students, even those in such technical fields as math, sciences and music, write about what they have learned.

In his preface, Zinsser writes this brilliant little analysis of writing: "(T)he writing of the book proved one of its central points: that we write to find out what we know and what we want to say. I thought of how often as a writer I had made clear

to myself some subject I had previously known nothing about by just putting one sentence after another — by reasoning my way in sequential steps to its meaning."

That took my breath away because newspaper writers often do the opposite. We go to an event with a preconceived idea of a mediocre story, and as soon as we hear enough material to write that mediocre story, we turn off our brains, we learn nothing.

The stuff we hear might not even make sense, but we don't let that interfere with our collection of it. All that matters is that it fits the way a T-shirt fits a 12-year-old: It doesn't have to be perfect, just in the neighborhood.

The fact is we reporters often do not want to learn anything. Learning is a chore, and we have a million reasons for taking the non-chore route: The topic isn't significant, we've written the same story before, we wrote an excellent story yesterday, so today's doesn't have to be as good.

(I know those excuses well, because I have used them all.)

I like Zinsser's idea better. Let's report to learn, let's gather facts we didn't know existed. If you find something you didn't know about, it also will be new to the reader.

The equation is simple: Write to learn because readers read to learn. If what you find is so absolutely predictable (translation: boring) that it doesn't interest you, it won't interest readers either. But if you learn something, you will take the readers along for a ride into new territory.

Crain's Cleveland Business, a weekly business journal, ran a Page 1 story about the departure of British Petroleum, the oil company, from a downtown skyscraper. The leaving itself was a good story, but reporter Stan Bullard wanted to know more.

Because British Petroleum was leaving 10 floors of the building, there would be plenty of vacant office space, and Bullard discovered the change was going to "put a brake on any talk of building a skyscraper in downtown Cleveland any time soon."

Further, he asked a developer building 185,000 square feet of office space whether British Petroleum's leaving cause some worry. The developer said, "Sure, it's concerning. It certainly ran through my mind last night and this morning."

Bullard was writing to learn, he wanted to know the effects, and he pushed his sources for more than just the standard, "Yeah, it's a shame, blah-blah-blah."

Zinsser says of good stories, "(T)he common thread is a sense of high enjoyment, zest and wonder." In other words, when you're pursuing a story you're not excited about, you have two choices: Give up, or find in the topic something that interests you.

Reporting, like learning, is supposed to be difficult. If it is easy, if it flows as gracefully as the shifting of an automatic transmission, you probably didn't learn much.

Think of yourself as the person who builds the transmission: You struggle, you curse, you scrape your knuckles, and for what?

So the driver, or reader, can enjoy the smooth ride.

The final word: In most cases, when you use as a noun initials for an organization or agency, you need the article "the" in front of the initials.

You have an organization called "the Downtown Development Authority," and you spell it out on the first reference. Your readers are familiar with the initials "DTA," so on the subsequent references, you abbreviate. But if you use the initials as a noun, you must insert "the" in front of the initials. Often writers will write: "DTA is planning a mall near....etc."

Think of it this way: If you were spelling out the full name, you'd certainly use "the" so "the" is mandatory in front of the initials.

"DTA" without "the" is acceptable as an adjective: "DTA officials say....etc."

(Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 510-247-4600, or write to 5812 Heron Drive, Baltimore, Md., 21227.)

When building collapses, newspaper's staff pulls together

(Editor's note: The walls may have collapsed at the Central Kentucky News-Journal, but the teamwork exhibited by the staff during this trying period could be a 'building' lesson for us all.)

On Dec. 7, two employees of the Central Kentucky News-Journal in Campbellsville heard a loud noise that sounded like something had hit the building. Suzy Houk and Marie Cox, who both work in the paper's composition department, were leaving the building when they heard noise and immediately called 911.

The sound the two women heard was the floor in the middle of the building collapsing. Early speculation that rain saturated the ground near the outside wall, causing the wall inside the basement to collapse, is still being debated.

"The engineers are still looking at it," said News-Journal Editor Stan McKinney. "They're not certain yet and are telling us different things. So, as of right now, it's still

a bit of a mystery."

Early the morning after the collapse, a crew from Duncan Machinery Movers of Lexington arrived to survey the damage. Employees of the moving company entered the most dangerous part of the building and removed several computers critical to the newspaper's operation. Later that same day, other computers and important paperwork were removed.

The newspaper immediately opened a makeshift office at the state fire training center, located about a mile from the News-Journal building.

"We're still here and I suspect we will be for several more months," said McKinney. "At this point, we don't know whether we'll repair or rebuild. We're leaning toward rebuilding, but that's still to be decided."

McKinney, who's been at the Central Kentucky News-Journal for 19 years, considers the staff and newspaper operation in general

very lucky. No one was injured and nearly everything was removed from the debris still in tact. The only main thing still left back in the old building are desks.

The staff has had to adjust to a smaller work environment with the move to the fire training center.

"It's been quite an experience. We're all having to adjust to being a little closer together than what we were used to," said McKinney. "But we were really very fortunate. We saved almost everything, even personal stuff. There's a lot of little things missing...like the phone numbers you need. I don't have those readily available like I'd like, but all in all it's working out fine."

The newspaper's staff all pitched in to move computers and other equipment to the fire training center. With the help of Monty Hornback of the Elizabethtown News-Enterprise, the newspaper's computers were back on line by the next day which enabled them to print that week's edition. And not

just any edition, a 22-page edition with four-color process and on deadline.

The News-Enterprise and News-Journal are both owned by Landmark Community Newspapers Inc. McKinney said the Kentucky Standard in Bardonia, another sister paper, sent laptop computers to help out and offers of assistance came from other newspapers. Joyce Ford of the Landmark central office also assisted the newspaper in setup of its temporary location.

"We also had some area businesses send us over breakfast and that kind of thing which was great to see the community turn out and help us like that," said McKinney.

Publisher Richard RoBards wrote in a column: "We couldn't ask for any more of a community than what we've been given. We just hope we get a chance to return the favor, but under circumstances less trying."

The Central Kentucky News-Journal employees 16 full and part-time employees.

Your good sales effort got you promoted...now what?

Coach's corner

By Chuck Nau



You love to sell. Your associates and your publisher have repeatedly told you that you are good at what you do.

You are beginning to wonder if you would be good at what you may do, managing others - perhaps you could lead and manage other salespeople.

Or more recently, you have been named manager, a first time event for you. You were named manager due in a large part to your success as a salesperson.

In either situation, you feel very competent and confident in your selling environment. But now you are moving to a new challenge and you're somewhat unsure about just what it is that management entails.

In the past, your independence, attention to detail, strong organizational skills, perfectionist streak, and the ability to get it done (in most cases by yourself) have served you well.

However, your movement from 'one who does' to 'one who manages' is going to require a willingness to change, a focus on energy, and a steady and dependable perseverance.

Regardless of the size or scope of your newspaper, management team, or your soon to be

staff, the following recommendations will serve you well in your development (or consideration) in becoming an effective sales manager and leader.

- Move off the field, into the dugout. You're no longer a player or a doer, you are now the coach. Let go and coach your new staff. Develop a strong ability to communicate ideas and views so others will understand and accept them. Encourage initiative, while minimizing staff frustration.

- Listen. Of all the sources of information to help you know, understand, and evaluate the abilities and personalities of each of your staff, listening to individuals is the most important. Much like when you were selling, there were times to sell and times to ask questions and listen. Remember, too, that to be a good listener you should always strive to be objective.

Good listening skills are paramount to looking for ways to improve productivity, identify and solve problems, plus develop your people.

- Embrace conflict. Conflict or complaints from your staff members and others about fellow employees or systems or procedural requirements are going to happen. Be prepared to handle the conflict fairly, positively, and in a timely fashion. Work to have all parties involved focus on the issues at hand rather than the personalities in the disagreement. Listen, and listen again!

- Start tough, rather than easy, unsure, or misdirected. Communicate your expectations. When an employee or group of employees does not meet them, a casual

reminder (...our work day is 8 to 5) rather than discipline may be all that it takes. However, when discipline is warranted, don't hesitate to step up. As a collegiate soccer referee, I learned long ago that if a referee does not enforce the laws of the game, those players who were wronged will begin defending themselves. Discipline sets the perimeters, it also confirms who is in charge and keeps everyone on track.

- The more you are successful, the louder your critics will be. Expect people to disagree with you. Be willing to defend what you believe is right and be flexible enough to know when to compromise.

- Goals - Expectations - Dreams. Begin developing, outlining, and communicating your goals and expectations (and those of the paper, too) to your staff and others. Double check that they are S.M.A.R.T. Specific, measurable, agreed upon (in the company, or among the staff), realistic, and time sensitive.

- Assess and enhance your resources — both your people and your physical resources. Observe, understand, and decide when it is best to utilize your staff's strengths, as individuals or as a group. Be sure you have thought through both individual and group reaction to your ideas or goals, or any changes in policies.

- Plan - plan - plan. Plan your work and work your plan. Assign activities and assign responsibilities and continually seek feedback.

Many staffer members when asked will say that they want their new manager to succeed as their leader...usually they will also say that they

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People

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new police/courts reporter. Prior to coming to Henderson, Smith was a staff writer with The Benton Courier in Benton, Ark.

Schneider is a native of Tucson, Ariz., and a graduate of the University of Evansville. He spent two years on the staff of the Evansville Courier and was at Madisonville four years before returning to The Gleaner.

Smith is a graduate of Harding University in Searcy, Ark., and also attended the University of Arkansas in Little Rock. She worked in public relations before joining the staff at The Benton Courier where she covered city government, education and the police beat in Bryant, Ark.

LCNI co-sponsors learning trip to Barbados

Mandy Wolf, designer for The Spencer Magnet and staff writer for The Pioneer News in Shepherdsville, has been selected to attend an international service learning trip with the University of Louisville.

The trip is sponsored in part by Landmark Community Newspapers, Inc. and the Rotary Club of South Louisville/Okolona.

Wolf, who is pursuing her master's degree in justice administration at U of L, will travel with 20 other students to the Caribbean Island of Barbados in mid March for nine days. The students will study different aspects of Beijing society before formulating a drug-interdiction policy for the island.

Yochim, Kerr join staff of Pioneer News

Phil Yochim has been hired as the Mount Washington reporter for The Pioneer News in Shepherdsville.

Yochim recently graduated from the Western Kentucky University with a degree in journalism. While at Western, he worked as copy editor and reporter for The College Heights Herald and held an internship at the Ashland City (Tenn.) Times.

Jo Kerr has joined the staff of the newspaper as an advertising sales representative for the Shepherdsville area. She's worked for LCNI (Landmark Community Newspapers, Inc., the Shepherdsville paper's parent company) since 1996 when she was hired as single copy coordinator for the Elizabethtown News-Enterprise, a sister publication.

Kerr holds an associate degree from Western Kentucky University and is completing her bachelor's degree in communications from McKendree College in Louisville.

Anderson to lead sports coverage for Madisonville

Jeff Anderson has been promoted to sports editor at the Madisonville Messenger. Anderson has been serving in the position of interim sports editor since December.

A 1995 graduate of the University of Southern Indiana in Evansville, Anderson has worked for the Madisonville paper for two years. While in college, he covered sports for the student newspaper and was executive editor for two years. After graduation, he came to Madisonville as a news writer, covering the education beat and general assignments. He also covered Hopkins Central football on Friday nights and moved into the sports-writer's position in 1996.

Kentucky Standard, DQ promo featured in national magazine

The Kentucky Standard, Bardstown, and its local Dairy Queen franchise teamed up for a promotion that brought them national recognition in the October 1998 issue of Entrepreneur magazine. Ad rep Rachael Downs worked with the Dairy Queen management to assemble the "Sports Fan of the Week" promo.

Each week, Sports Editor Ron

Greenwell takes a photo of fans at an area game and publishes the photo with the face of one fan clearly circled. If the fan brings that newspaper to The Standard's office, he or she wins a free cake from the local Dairy Queen.

The promotion, which started in 1997 and was continued through 1998, has been so successful, other Dairy Queen franchises have contacted the Bardstown operation for advice on starting a similar promo in their area.

McCoy, Smith join staff at Carlisle Mercury

Betsy McCoy is the new customer service representative for The Carlisle Mercury and will be responsible for classified advertisements and news copy.

Beth Smith has been hired as an advertising sales representative for the paper.

Finch takes job at WKU

Michael Finch II has accepted a job at Western Kentucky University in its sports information office.

Finch, son of Todd County Standard owners Mike and Belinda Finch, has worked at the newspaper since his graduation from WKU last May. He plans to continue to provide some sports coverage for the Standard and will likely return for a six-week stint this summer.

Honored for service



Ed Mastrean, left, and Guy Hatfield



Fred Paxton, left, and Tim Kelly



Jon Fleischaker, left, and David Hawpe

Mastrean, Paxton, Fleischaker receive awards

Three awards were presented during the Changing of the Guard Luncheon at the 1999 KPA Winter Convention in Louisville. All the awards honored individuals for their outstanding service to either newspapers or their community.

The Russ Metz Most Valuable Member Award was presented to Ed Mastrean, director of communications for Kentucky Educational Television and chairman of the KPA Associates Division.

The award is presented annually by the KPA President to an individual who has performed the most outstanding service to KPA and KPS.

In presenting the award to Mastrean, 1998 KPA President Guy Hatfield cited Mastrean's recruitment of new KPA Associates. He pointed out it was probably the first time a member of the Kentucky Broadcasters Association board of directors had also served on the KPA board.

Mastrean's work with the Kentucky High School Journalism Association (KHSJA) was also commended. As a member of the advisory council and executive committee, he has been instrumental in the formation and development of the new organization.

The Lewis Owens Community Service

Award is presented annually by the Lexington Herald-Leader to a Kentucky newspaper person performing the most outstanding community service.

Herald-Leader Publisher Tim Kelly presented the award to Fred Paxton, publisher of the Paducah Sun and president of Paxton Media Group, calling him the "go to guy" in not only Paducah, but western Kentucky.

Owens was a mentor, self-made man and great leader, the same attributes exhibited by Paxton, who is a member of over 30 boards and organizations, said Kelly. He noted that Paxton Media has always given a share of its profits to several worthwhile efforts including community development and education projects.

Kelly pointed out that Paxton's family-owned Paxton Media Group was a contrast to the now common corporate-owned media organizations. He noted that in the last few years Paxton Media had purchased over 42 newspapers in 8 states and was also the owner of Paducah's NBC affiliate TV station.

Paxton said in accepting the award that newspaper people were "uniquely poised" to become involved in community service projects.

He said while journalists, primary mission was to give the community the "unvarnished truth," that mission was not diluted by active civic involvement.

KPA General Counsel Jon Fleischaker received the Barry Bingham Freedom of Information Award.

David Hawpe, editorial page editor for the Courier-Journal, presented the award noting "it is seldom we honor one of our own."

Hawpe recounted an instance when, several years ago, all that stood between him and an Indiana jail cell was Fleischaker. He said Fleischaker chose to specialize in protecting "America's least loved craft — journalism."

As a result of the KPA FOI Hotline, Fleischaker has provided legal advice and strengthened the resolve of reporters and editors in the "far corners of this Commonwealth," said Hawpe.

The Freedom of Information award is presented periodically to an individual recognized for outstanding service to Kentucky journalism who exemplifies the traits, characteristics, and tenacity exhibited by Barry Bingham Sr., while associated with the Courier-Journal and Louisville Times.

Deaths

Continued from page 2
Association.

For almost 20 years, Curtis was the official photographer for the Bluegrass Charity Ball and was one of the official photographers for the annual Lexington Ball. During his stint in newspapers, he was the recipient of numerous KPA awards for photography.

Active in civic affairs in Woodford County, he retired after 15 years of state government employment. His state positions included administrative assistant and public relations spokesman for Lt. Gov. Steve Beshear and State Auditor and Secretary of State Bob

Babbage and information officer for the Legislative Research Commission.

Curtis is survived by his wife, Toni Jackson Curtis, his mother, Mary Lee Curtis and a son, Bill Curtis.

Burial was in Sunset Memorial Gardens, Versailles. Memorials are suggested to Boy Scout Troop 43, Versailles, the Woodford County Historical Society or Library, or a charity of one's choice.

Wink Devane

Wink Devane, former publisher of the Corbin Times-Tribune, died Jan. 3 after suffering a heart attack. He was 57.

Devane was publisher of the Corbin daily paper from 1986 to 1992. He was served as editor of the Valdosta Daily Times from

1969-1982. He was also publisher of the Laurel (Miss.) Leader-Call from 1982-1986.

While at the Times-Tribune, Devane was known for his witty columns and for the role he played as one of the co-founders of the newspaper's and local Rotary Club's Empty Stocking Fund, a yearly fundraiser which raises money to buy toys for needy children at Christmas.

After leaving the Times-Tribune, Devane worked in marketing and advertising for John L. Williams before taking the helm of the Mailbox Post in 1994. In 1996, he and a friend started the Valdosta Magazine.

He is survived by his wife Desi, and children, Chuck, Sissy Pam, Jessica and Justin.

Good

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are going to be sure she earns it!

Management is a challenge. It is also hard work. But the rewards are usually hard earned and well deserved. Have Fun!!!!and good luck.

(Chuck Nau of Murray & Nau, Inc., is an independent publishing consultant and sales trainer with more than 20 years of corporate media sales, marketing, and management experience at The Seattle Times, Knight-Ridder Newspapers and The Chicago Tribune Company. Comments or questions are welcome and may be directed to him at (425) 603 - 0984 or by email: murnau@nu-link.com.)