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On the lookout

•Jan. 22-23
1998 KPA Winter Convention
& Trade Show
Radisson Plaza, Lexington

•March 27
KHSJA State Convention
Radisson Plaza, Lexington

•June 18-20
1998 KPA/IFA
Joint Summer Convention
Sunshine Resort/Holiday Inn
Cullman, Tenn.

THE KENTUCKY

PRESS

January, 1998
Volume 69, Number 1

The Official Publication
of the Kentucky Press
Service

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CENTRAL SERIALS RECORDS
MARGARET I KING LIBRARY
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LEXINGTON KY 40506

UNBOUND
PERIODICALS
COLLECTION

Downtown Lexington is the place to be Jan. 22-23 '98 KPA Winter Convention promises to be one to remember

By LISA CARNAHAN
KPA News Bureau

The 1998 Kentucky Press Association Winter Convention and Trade Show is just a few days away and the event has attracted some of the leading newspaper industry speakers in the country.

For two days in downtown Lexington, Jan. 22-23, newspapers staffs will have an opportunity to learn about a variety of topics, from the latest advances with the Internet and what that means to the newsroom, to marketing your paper for the infrequent reader.

Excitement is a key ingredient to any event and the '98 Convention offers more than its fair share of that as well. Thursday evening the fun begins at 6 p.m. with an awards

reception followed by the banquet and announcement of the winners of the 1997 Fall Newspaper Contest.

Featured speaker at the banquet will be Dalton Wright, president of the National Newspaper Association.

And what could be more exciting than the possibility of winning two airline tickets to anywhere in the Continental U.S.? All you have to do is attend the Trade Show and register.

Newspaper publishers and editors might want to make sure they bring enough staff members on Thursday because you'll have to choose between two top-notch workshops that have drawn large crowds in previous years.

One is "Internet 201," a fol-



If you missed him last year, you've got another opportunity to hear one of the leading speakers in the country on the Internet. David Carlson, director of the Interactive Media Lab at the University of Florida, Gainesville, returns to the KPA Winter Convention for a follow-up session on integrating the 'Net into the newsroom.

low-up to last year's highly popular Internet training session. David Carlson and Ron DuPont make a return appearance with an emphasis on how to integrate the Internet into your newsroom, using the 'Net as a reporting tool, and how to improve web sites.

At the same time, Ed Henninger comes back for the first

time since 1993 for a Layout and Design seminar emphasizing sequencing, typography, color and planning into the news pages. Ed's column appears regularly in The Kentucky Press and he packed the house at the 1993 Winter Convention.

See LEXINGTON, page 6

KPS to embark on one-of-a-kind venture with Indiana

Contract to begin Indiana display ad program
approved by both press association boards

By LISA CARNAHAN
KPA News Bureau

Beginning this spring, the Kentucky Press Service will embark on a new adventure. KPS will establish a display advertising service in Indiana and operate the service out of the central office in Frankfort. It is the first such endeavor undertaken by a state press association.

Indiana's previous service, the Indiana Display Advertising Service (IDAS) was disbanded in 1995 after operating problems.

The contract between the two press associations was approved by the Hoosier State Press Association at its December meeting and by the KPA Board of Directors at its October meeting.

The contract is the result of months of negotiating between KPA and HSPA officials.

HSPA Executive Director David Stamps said resuming the service with his own personnel would have involved inevitable start-up

See INDIANA, page 7

Kentucky people, papers in the news

Herald-Leader names new ad director

Ann Caulkins, a Texas newspaper executive, has been named advertising director of the Lexington Herald-Leader.

Caulkins is retail advertising director at the Fort Worth Star-Telegram and will assume her new duties in Lexington later this month.

A graduate of Baylor University, Caulkins joined the Star-Telegram upon graduation. She was named retail ad manager in 1992.

Fields to work at Hazard

Greta Fields has joined the

newsroom of the Hazard Herald.

A former Letcher County resident, Fields graduate from the University of Kentucky with a degree in journalism.

She has worked as a reporter and columnist for Staten Island Advance, the Times in Norton, Va., and the Jessamine Journal.

McClanahan joins staff Barbourville newspaper

James McClanahan has joined the staff of The Mountain Advocate in Barbourville as a sports writer.

McClanahan is native of northern Kentucky and currently assists in coaching the Knox County football and baseball teams.

Hagan named new accounting manager at Kentucky Standard

Mary Hagan has been named accounting manager of The Kentucky Standard in Bardstown.

Hagan has worked at the paper for six years, first as a graphic designer then in the accounting department for the past two years.

Bowling joins staff of The Jackson Times

Stephen D. Bowling is the newest addition to the news staff at The Jackson Times.

Bowling, a history and English graduate of Alice Lloyd College, will serve as a staff writer for the paper. He has been contributing writer at the paper since April.

Batten Jr. served as publisher of The News-Enterprise during the late 1980s. After returning to Virginia, he served as publisher of The Virginian-Pilot, Landmark's largest newspaper. He also served as Landmark's executive vice president, responsible for new ventures and new media.

Batten Sr. will remain on the board as chairman of the executive committee and he will continue as chairman of the Landmark Foundation.

Pearl named editor of Oldham Era

Charles Pearl, news editor of Landmark's Lebanon Enterprise since 1993, has accepted the position of editor at another Landmark paper, the Oldham Era in LaGrange.

Pearl, a graduate of Western Kentucky University, has worked for other Landmark newspapers and state government. He is a native of Marion County. Pearl will continue to write for Montage, a quarterly publication of the Lebanon Enterprise.

Rogers, Veatch receive promotions at Paducah

Jesse Rogers has been promoted to pressroom and camera department superintendent at The Paducah Sun. He replaces James (Hap) Sires, who retired from the newspaper after 35 years.

Rogers, who had been assistant superintendent, is responsible for press maintenance, ordering supplies and scheduling work.

Greg Veatch has been promoted to assistant pressroom superintendent. Rogers and Veatch have been at the Sun since 1979.

Sentinel-News hires Queen, Coffey

Chad Queen has been hired as a reporter/photographer at the **See PEOPLE, page 11**

Colorado weeklies join Landmark group

Landmark Community Newspapers, Inc. of Shelbyville has added several paid and free weekly publications of the MetroWest Publishing group.

The papers include The Brighton Standard-Blade and Ft. Lupton Press, both twice weekly, and four other associated paid weeklies and free shopping guides. Total circulation of the paid and free publications is over 30,000 weekly. They are located northwest of Denver between Commerce city and Greeley, and near the high-growth area of the new Denver International Airport.

The paper's co-owners, Terry Gogerty and Annette Winkler-Riesel will stay on as co-publishers. The publications are LCNI's first in Colorado and its 12th state.

Batten named chairman of Landmark board

Frank Batten Jr. will succeed his father as chairman of the board of Landmark Communications.

Fellowships in environmental journalism now being offered

Applications are being accepted from U.S. journalists working in print or broadcast with a minimum of five years' full-time experience, for the 1998-99 academic year. Fellows will take classes, attend special seminars, and engage in independent study at a university renowned for its environmental science and policy studies. Program covers tuition and fees and provides a \$27,000 stipend.

Application deadline is March 1. For information and an application, write: Center for Environmental Journalism, Campus Box 287, University of Colorado at Boulder, Boulder, CO 80309-0287. Or visit <http://campuspress.colorado.edu/cej.html>

— The Kentucky Press —

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District 14
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District 15-A
Tom Caudill, Lexington Herald-Leader

District 15-B
Tom Moore, Stanford Interior Journal

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Ed Riney, Owensboro Messenger Inquirer

Mark Neikirk, Kentucky Post

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News Editorial Division
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Associations aren't the 'villains' of health reform

Since the enactment of health care legislation a few years ago, much has been said and written about what and where the problems lay with reform.

State associations have most frequently been made the villain in why health care reform in Kentucky has not been as successful as first envisioned. Most fingers point to an exemption in Senate Bill 343 that allowed state associations to bypass a requirement on "modified community rating." The Kentucky Department of Insurance has reasoned that if this exemption was not given to associations, then all would be right with health care reform in Kentucky.

Long before any state official first muttered the words "health care reform," true state associations were offering health insurance programs for members. This was labeled a "member service" for each association but it's doubtful that any member of any association joined the group to take advantage of the health insurance program.

The association exemption on modified community rating supposedly means that these associations can offer health care coverage to

On Second Thought

By David T. Thompson



its young and healthy members while telling the older or not so healthy members they are not eligible for association health care coverage. Those trumpeting this exemption as the culprit of failed health care reform think that if the association takes advantage of this, then lower costs to a select few will spell failure.

The Kentucky Press Association has as its members every newspaper published in Kentucky. For some 25 years, KPA has offered a health insurance program to individuals employed by newspapers. In 1986, KPA joined with the Kentucky Broadcasters Association and the Kentucky Cable TV Association to form the Kentucky Communications Industry Trust (KCIT). Our purpose is to bring together a larger number of media outlets and their employ-

ees to attract better health insurance rates and attractive coverage.

Association programs are limited to groups/businesses with less than 100 employees. Businesses with more than 100 employees have sufficient numbers to attract the same advantages — lower rates, attractive coverage.

KCIT has adopted all provisions of health care reform, including the modified community rating. We could have chosen to exempt our newspapers, radio and TV stations and community cable companies as the law allows. However, as is the case with every other true state association, we were among the first to implement managed care techniques and ensure reform provisions that include portability, pre-existing condition limitations and guarantee issue of coverage.

But adopting the many provisions in health care reform has threatened the future of KCIT and similar health programs offered by true state associations. Until two years ago, before the health care reform provisions were adopted by the communications industry, there were

See ASSOCIATIONS, page 12

'E-mail etiquette': Another reflection of the author

E-mail is becoming more and more popular across the country. Just as telephone etiquette is important to the way we conduct business, there are also some critical e-mail rules of conduct.

- Don't ramble. Rambling is annoying in most forms of communication, but in e-mail, it's unbearable. Be as brief as possible without losing the content or tone of the message.

- Never e-mail something that couldn't be said in person. If the message can't be said to a person's face, don't say it electronically.

- Re-read the message before sending it. About 90 percent of e-mail "etiquette no-nos" result from the sender's failure to read the message after it is written, and before it is sent.

- Don't assume the intended recipient is the only person who will ever see the message. The words are a reflection of the writer.
- Don't use all capital letters. Internet buffs call that "shouting." Besides, it is hard to read.

- When replying, restate some of the original message, especially if the reply is not immediate to the message in question.

- Check the e-mail at least once a day. It's good practice to check four times a day while working.

Columbia professor joins API online seminars staff

Steven S. Ross, associate professor at Columbia University's Graduate School of Journalism, has joined the staff of the American Press Institute on a special assignment related to the API's new seminars online.

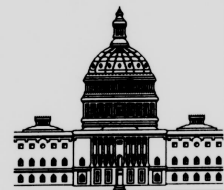
Ross, a writer and consultant who now specializes in teaching new media, computer-assisted reporting and science reporting at Columbia, will be in residence at API until June.

API launched the seminars online in September 1997 with more than 179 newspaper professionals enrolled in seven different courses for writers and editors and for advertising, marketing and circulation department personnel. The courses, the next set of which will begin on March 16, last for five weeks and require attendees to work at their office or home computers for eight to 10 hours per week.

Detailed information on the seminars online is available at API's Web site: www.apixl.org.

The KPA News Bureau is here for you. Take advantage of having a reporter for assignments in the Capital city.

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Lisa Carnahan
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What can the KPA News Bureau do for your newspaper?

Just to name a few of the possibilities:

- 1) Pick up copies of cases, reports, etc., at:
 - Franklin Circuit Court
 - Election Registry
 - Division of Water, Waste Management
 - Supreme Court
- 2) Provide written or photo coverage of:
 - State school board meetings, hearings
 - Franklin Circuit Court hearings, trials
 - Capital news conferences

AD \$ENSE

Newspaper ad spending shows increase in 1997

Total newspaper advertising expenditures grew 8.9 percent during the first three quarters of 1997 as compared to the same period last year.

According to the Newspaper Association of America, classified advertising was up 9.53 percent to \$4.1 billion; retail rose 4.98 percent to \$4.6 billion; and national grew by 13.28 percent to \$1.3 billion.

"Third quarter growth was slower, as expected, due to the stronger growth in the second half of last year. However, when coupled with a stronger Christmas season for '97 we can expect the strongest year in a decade," said Miles Groves, NAA chief economist and vice president of market and business analysis. "I expect that year end numbers will show that newspapers have expanded their share of total advertising dollars, increasing their lead over their nearest competitor, broadcast television."

In 1996, 21.8 percent of all advertising dollars were spent on newspapers. Broadcast television had a 20.7 percent share.

Don't fall for ad 'folklore' that could hurt your sales

If you remember back to your first few weeks as an advertising salesperson, most likely you were passed along various bits of "common knowledge" about selling and designing advertising. I'm not sure who came up with this information, but no matter where we travel in the world, it seems almost every salesperson has heard the same thing.

The problem is, not all of this information handed down through the generations is accurate. In fact, some will have the opposite effect on your accounts than desired. Here's my list of the top mistakes that result from following such "folklore."

1) Telling a prospective advertiser, "It takes money to make money."

Sure, there's nothing wrong with this statement — it certainly is true — but I classify this in the "fingernails on a blackboard" category. Merchants have heard this line so many times when being convinced to spend that it only reminds them of all the other salespeople they foolishly trusted with their limited dollars, only to have nothing come of the investment. Sure, you're different, so try to avoid anything that reminds merchants of bad experiences they've had in the past with other ad salespeople.

2) Advising an advertiser, "An ad won't work unless you run it a number of times."

This has been part of ad salesperson folklore for ages, and even the best of us have used it to try to get our customers to increase frequency. However, a good ad will work the first time, and, for a num-

ber of reasons, must work the first time. If it doesn't work the first week, and there are no unusual circumstances (i.e., a snowstorm or a holiday) then fix the ad. Don't simply urge the merchant to keep running it.

3) Advising an advertiser, "You've got to get your name out." This is one of the biggest fallacies in ad planning. While this concept certainly holds true for national ads where manufacturers spend millions on brand awareness, local advertising doesn't work that way. Instead, your advertisers should be addressing customer buying habits in their particular industry, explaining why they can fill their needs better. If just seeing your name week after week was so effective, newspaper ad salespeople could simply print their name in their newspaper each week and never make a cold call again. A similar and equally ridiculous concept is "Make my phone number bigger so they'll call."

4) Advising an advertiser, "You need lots of white space."

Look no further than the incredibly successful appliance stores to see why this concept just doesn't hold water. These ads are packed with merchandise and work unbelievably well (and the very first time, I might add). In fact, sometimes lots of white space works against the goals of the advertiser. This should not be confused, however, with an advertiser who has forced the type to be too small by putting too much in the advertisement or by not running the proper size.

See FOLKLORE, page 5

Adjust advertising space to dominate the page

When people talk about standing out on the newspaper page, they are generally referring to time-tested layout techniques... like white space, large graphics and clean typography. I agree one hundred percent. There's no substitute for good design.

But today, let's take a look at the space an ad occupies... and how we can adjust it to dominate the page. Here are a few possibilities:

1) Half-page "island" — For years, magazines have sold popular "island ads." This space arrangement can be used effectively in newspapers, as well. The SAU display page is six columns wide and 21 inches deep, which means there are 126 column inches in a full-page ad and 63 column inches in a half-page ad. And advertiser can use 63 inches in any ratio of width to depth and still have a half-page ad.

But most advertisers limit themselves to two choices: six columns by 10.5 inches... or three columns by 21 inches. The first layout is a full-page wide and a half-page deep, while the second choice is a half-page wide and a full-page deep.

The problem with both of these layouts is that another advertiser can run a half-page ad on the same page, thereby diluting your ad's

Ad-Libs 

By John Foust
Raleigh, N.C.

impact. You can prevent this by using a space which is four columns wide and 15.75 inches deep. This layout is too wide for another half-page ad to appear beside it and too deep for a half-page ad to appear above it.

Since most newspaper pages are built in a pyramid (larger ads at the bottom and smaller ads at the top), a half-page island will generally rest on the bottom of the page. This creates an upside down L-shape at the top of the ad and down one side. Presto! You guarantee that the ad will be surrounded by smaller ads or editorial copy. This is why it's called an "island."

2) Subtract one column from a full-page ad — If a regular full-page advertiser is in a budget squeeze, here's a way to create a less costly format which still dominates the page. Simply reduce the ad width by one column. The result is an ad which is five columns wide and 21 inches deep, instead of six columns by 21. This

See ADJUST, page 5

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.

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Face-to-face can't happen? Improve your phone skills

By **CHUCK NAU**

Face to face selling has many benefits and I am a strong advocate of in-person selling. One reason in particular is that in-person selling affords you the opportunity to gather information without asking questions, and asking questions right then and there, based on your observations. The more you know, the stronger the relationship can become, and the higher the likelihood of success for your advertiser, your newspaper, and you.

However, there are circumstances from your advertiser's perspective and from you and your newspaper's perspective that may preclude the opportunity of getting together face to face. Let's briefly review some telephone selling suggestions to enhance your selling efforts and increase the likelihood of your success.

• **Plan-plan-plan.** Review what your call objective will be, what specific action do you hope the advertiser will do? What are you going to say? Be prepared to reiterate or review some of your key points. Limit your key points, at least initially, to three. Be prepared to give a 30 second commercial on your market or your newspaper or the promotion you are proposing. Be patient, persistent and enthusiastic.

• **Check your tone of voice and rate of speed.** Do you speak distinctly and confidently? Don't forget those simple 'thank you's' to individuals that you talk to along the way to your primary contact.

• **Shhhh! Don't forget to listen.** Listening and talking go hand in hand in telephone selling. Remember — to learn something you have to be listening.

• **Qualify again.** Once you have made contact with your decision maker, intro yourself, your paper, and your market, and clarify that you have indeed reached the right decision maker for your market.

• **Availability!** Check that your decision maker has time NOW to talk. Ask for time and give an estimated length of your call. By asking for time, you demonstrate that you know the value of their time as well as your own.

• **Why? Why should your decision maker listen?** Is your information (presentation) appealing, timely, compelling, and specific to this advertiser and their marketing strategy and goals? Be prepared and anticipate objections. Acknowledge them, restate them, then present benefits and solutions you and your paper offer.

See **SKILLS**, page 7

Does '2000' spell doom for you?

In just 24 months the calendar will change from 1999 to 2000. Some experts predict a crisis of monumental proportions for computer systems worldwide since many computers see the year "00" as the year 1900 rather than 2000.

The Newspaper Association of America has produced a report that looks at the implications of year 2000 computer issues for newspapers and suggest ways in which newspaper companies can assess their particular needs.

"This report offers a good starting point for newspapers. It shows what some suppliers are doing to address the problem, as well as how some newspaper companies have approached the task of evaluating their systems," said Eric Wolferman, NAA senior vice president of technology.

Newspapers' business systems and all other date-sensitive applications will be affected. Newspapers also need to realize

See **2000**, page 7

Easy check

The impending disaster for many computer systems will not be a problem if you're a Mac user.

The major problem is that many of today's computer systems operate under a date format that uses two digits to represent the year. If the computer's clock reads the date incorrectly, then all mission-critical applications, all file time stamping and even scheduled backups are predicted to fail.

Mac computers use a system that ensures their clocks will work through the year 2040.

Many PC computers, however, can't correctly handle dates in the year 2000. To check your PC, set the date to Dec. 31, 1999 at 11:58 p.m. Quit Windows, then turn off the computer. Wait at least three minutes and start up the computer. Check the time. If it displays anything except Jan. 1, 2000, the computer will not handle 2000.

(Reprinted from the *Montana Newspaper Association Bulletin*.)

Folklore

Continued from page 4

5) **Agreeing with an advertiser who thinks, "People won't read all that copy."**

Certainly with newspapers, people are buying them to read them — 45 minutes on average. They have no problem reading long editorial passages. Why not the

copy in an advertisement? For the person who is about to buy a particular item, that ad featuring the item may be the most important thing in the paper that day. Especially for non-product/price-oriented ads, good copy is critical and will be read.

(By Bob McGinnis, president of McGinnis & Associates, an ad sales training firm based in New York, and reprinted from the *Iowa Newspaper Association Bulletin*.)

Adjust

Continued from page 4

cuts the number of column inches from 126 to 105, a reduction of approximately 17 percent.

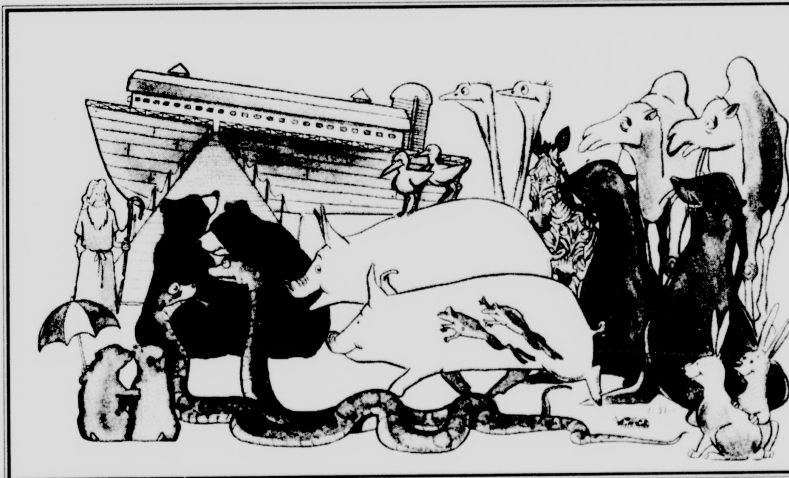
3) Subtract a few vertical inches from a full-page ad. This is another way to shave some column inches from a full-page ad. In this case, leave the full six column width and make your adjustment in the depth of the ad.

4) Reduce the depth of a two-page spread. A double truck is the

800-pound gorilla of newspaper advertising. There's no way to ignore it. But the ad doesn't have to occupy two complete pages to dominate. Using the reduction strategy, you can cut the depth and still capture your reader's eye.

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



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1998 KPA Winter Convention & Trade Show Schedule

Thursday, January 22

- 8 a.m. Trade Show set up
- 10 a.m. - 12 Noon KPA/KPS Board of Directors Meeting
- 11 a.m. Convention registration and Trade Show opens
- 12 Noon KPA/KPS Board of Directors Luncheon
- 1 p.m. - 5 p.m. Internet Seminar, with David Carlson and Ron DuPont (separate registration required)
- 1 p.m. - 5 p.m. Layout and Design Seminar, with Ed Henninger (separate registration required)
- 6 p.m. KPA Awards Reception
- 7 p.m. - 9:30 p.m. KPA Awards Banquet, presentation of 1997 Fall Newspaper Contest awards

Friday, January 23

- 8 a.m. Breakfast and KPA Business Meeting
 - 8 a.m. Convention registration and Trade Show opens
 - 9 a.m. - 5 p.m. College Student Seminar (Job Fair at 9 a.m.)
 - 9:30 - 11:30 a.m. General Session - John Lovorn, speaker. "Economic Development: Growing Your Market"
 - 9:30 a.m. - 11:30 a.m. KPA Circulation Seminar. Richard Randles, speaker. "Marketing to and Editing for the Infrequent Reader"
 - 11:45 a.m. - 1:30 p.m. KPA Changing of the Guard Luncheon
 - 1:30 p.m. - 3 p.m. KPA Breakout Sessions
 - News Editorial - Bench/Bar/Press panel discussion, moderated by Bob Schulman
 - Circulation - Richard Randles. "Reader Retention Strategies"
 - Advertising — to be announced
 - Associates — to be announced
 - 3 p.m. - 5 p.m. KPA Circulation Seminar
Several U.S. Postal Service officials from Kentucky headquarters will be on hand to discuss reclassification, delivery and answer your questions and address any problems. Meet the people who can help with problems you're having getting your newspaper from the printer to the customer.
 - 3:15 p.m. - 5 p.m. KPA Breakout Sessions
 - News Editorial - Jim Stasiowski. "The Search for Creativity"
 - Advertising — to be announced
 - Associates — to be announced
 - 6 p.m. - 7 p.m. Closing Reception (dinner on your own)
 - 7:30 p.m. Kentucky Thoroughblades vs. New Haven
- Saturday, January 24**
- 8 a.m. - 12 Noon UK Journalism School Workshop (separate registration required)

Lexington

Continued from page 1

Both seminars require separate registration at \$25 per person and includes all handout materials. Both begin at 1 p.m. and will continue until about 5.

If Thursday's programs aren't enough, just scan through what's on tap for Friday. The day starts with our KPA Business Meeting and election of officers at 8 a.m. The general session is scheduled for 9:30 a.m. and features John Lovorn, of Tupelo, Mississippi, who's served the public and private side of economic development for more than 20 years.

His program will give newspapers an insight to how important newspapers are in community economic development projects and how to make your local community a better place. At the same time, Rich Randles, of Anderson, Randles and Associates, starts our KPA Circulation Seminar with a two-hour session on "Marketing to and Editing for the Infrequent Reader." This program is targeted to help your whole newspaper target the publication to infrequent readers.

Both sessions run 9:30 a.m. until 11:30 a.m. and then it's on to the Changing of the Guard luncheon.

In the afternoon News Editorial Division breakout session, we start at 1:30 p.m. with "Reducing Distemper: Bench/Bar/Press Journalism in Kentucky." A few months ago, members of the press, the bar and the bench met at Shakertown to talk about relationships between the media and the courts.

From that has come an effort to make each side understand how the other side(s) operate. There have been efforts already between the three to better the relationships and now it's your turn to hear what's going on in this effort to "reduce distemper."

The session is moderated by Bob Schulman with Associate Supreme Court Justice Joseph Lambert giving the keynote presentation. Following that, there will be a panel discussion on relationships between the bench, the bar and the press featuring Mark Neikirk, of the Kentucky Post; Debra Yetter of the Louisville Courier-Journal; Circuit Court Judge Geoffrey Morris, Jefferson County; Circuit Court Judge Will Shadoan, Wickliffe; Dan Goyette, Chief Public Defender, Jefferson County; and, William Johnson, Frankfort Defense Attorney.

At 3:15 p.m., Jim Stasiowski (another speaker from 1997 who packed the house and writes regularly for The Kentucky Press) finishes up the afternoon News

Editorial schedule with "The Search for Creativity." Most writers assume creativity is hit or miss. If a writer wakes up Monday with a great idea for a story, he assumes he has no way of forcing himself to wake up Tuesday with a great idea. Jim shows writers techniques for using their natural emotions and competitiveness to stimulate creativity.


On the Circulation side, from 1:30 to 3, Rich Randles shows your staff a variety of "Reader Retention Strategies." And at 3:15, several U.S. postal officials from Kentucky meet with KPA members to hear about delivery problems, reclassification and discuss postal issues and concerns from around the state.

Also Friday afternoon, the KPA Advertising Division will be doing seminars on "Selling Against Competitive Media." Chances are good there's another media company in your county that's vying for retailer advertising dollars — the same advertising dollars your ad staff is after. Find out how they sell against newspapers and what your staff needs to be doing to offset the efforts to take ad dollars away from your newspaper.

You probably have been to Rupp Arena for a basketball game, rock concert or one of the variety of events hosted there. But chances are you haven't seen the new game in town — professional hockey — and Friday night the Kentucky Thoroughblades introduce the Kentucky Press Association to hockey as they take on The Beasts of New Haven.

Tickets are available at no cost to convention registrants but there is a nominal charge for those who want tickets but don't register for the convention.

It may be too late to secure a room at the Radisson (the cutoff was Jan. 5, but you could still try, 1-606-231-9000), but it's not too late to register for the convention. Contact Sue Cammack at KPA for more information, 1-800-264-5721.



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Indiana

Continued from page 1

problems. He opted instead to work through a neighboring state association with a good track record of operating a display ad service. Of the states contacted, Kentucky showed the most interest.

"As we've had a long-standing advertising relationship with a number of Indiana newspapers, it was obvious we should express an interest in representing the entire state," said KPA Executive Director David T. Thompson.

The new system will be called the Indiana Newspaper Advertising Network (INAN).

"I think it's a good opportunity for us... not only to expand business in Indiana, but also to increase the lineage in Kentucky newspapers," said KPS Ad Director Gloria Davis. "I'm excited about it and I'm looking forward to working with the papers in Indiana. I hope we can develop the same kind of relationship with them that we have developed with our Kentucky papers."

In the past year, KPS has placed nearly \$2.5 million in display advertising in Kentucky newspapers, apart from the statewide classified program.

"Basically, we are taking

advantage of KPA's success in operating a display advertising system for nearly 15 years with negligible bad debt experience and a very satisfactory record of paying their member newspapers on time," said Stamps.

"I believe there is potential for a similar level of sales into Indiana newspapers," he said. "But we are not racing to some pre-set dollar amount. Rather we are trying to develop a program that is the least intrusive possible while making Indiana newspapers easy to buy as a group."

The service will not commence until individual newspapers have signed up for the program, Stamps said, adding that he hopes to have enough participation to begin the program in April.

Individual, group and regional meetings are being planned with Indiana papers so that KPS and HSPA staff can explain the process.

According to Davis, ad agencies are using press associations more and more in an effort to reduce costs.

"A lot of large retailers are looking for ways to cut their costs... and advertising is one way for them to do that," Davis explained. "If the ad agencies can make it more cost effective for them by using a one-order, one-bill, one-check system, that's what we're going to see happen more and more. J.C. Penney's is an example of this."

2000

Continued from page 5

that their successes will also depend on how successful their suppliers and advertisers are in dealing with year 2000 issues.

The purpose of the report is to take a preliminary look at how year 2000 issues will affect the newspaper industry and suggest ways for individual newspapers to handle them.

The report explains the year

2000 problem in detail, gives the results of an NAA survey, provides several newspaper group case histories, looks at the legal implications of the issue and provides a six-phase plan and checklist that newspapers can use to formulate a general plan to deal with the issue.

The Year 2000 Report (item #100053) is available through NAA's order fulfillment office. U.S. orders call (800) 651-4622 or fax to (800) 525-5562. For more information on the report call John Lobst, NAA's director of advanced computer science at (703) 902-1838 or e-mail at lobsj@naa.org.

Skills

Continued from page 5

• **Pause. Be patient.** Don't tell too much, and when in doubt ask a question. Always continue probing and search for specific needs, problems, or unique selling opportunities.

• **Listen.** Listen to understand your decision maker and to be sure your decision maker understood you.

• **One last thought. You do have a mirror on your desk, don't you?** As the assistant classified manager at the Chicago Daily News told me a few years ago, peo-

ple smile when they look in the mirror. You will smile, too, and that smile will go out over the phone lines to your potential advertiser.

You may be unseen. Don't be unsold because you were untold.

(Chuck Nau of Murray & Nau, Inc. is a 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 fax (425-603-0985.)

Tips on letters to the editor

Does your newspaper have a written policy for handling letters to the editor? If not, you should probably consider adopting one.

When doing so, or reviewing your current policy, consider these suggestions.

- Run your policy on letters to the editor on the same page with the letters that you publish.
- Stick to the policy.
- Require letter writers to include their name and address.
- Call to verify the identity of every letter.
- If the letter is too long, call the writer and ask for a shorter version. Suggest sentences and/or paragraphs that could be eliminated.
- Pay close attention to letters that criticize a citizen or business.
- Know the difference between a statement of fact and an opinion. (Reprinted from the South Dakota Newspaper Association Bulletin.)

The Job Shop



Take advantage of KPA's "The 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.

Editor and Publisher

Are you passionate about your newspaper and the market? Are you tired of traditional journalism? Can you balance responsibilities of product management with community involvement? Are you ready to contribute to an innovative, market-driven organization? Are you a team player? Thomson Indiana, a Thomson Newspaper company, is seeking an experienced professional to assume the role of Editor and Publisher at the Anderson Herald Bulletin, a 32,000-circulation daily in Anderson, Ind. The opening is the top editorial position in the newsroom. Candidates should possess three to five years management experience, strong editing skills, marketing savvy and a commitment to innovative community journalism. Good salary and benefit package, including medical, dental, eye care and 401(k). Mail, fax or e-mail cover letter, salary history and resume to: Wayne K. Lowman, Senior Editor, Thomson Indiana, Executive Editor and Publisher, Kokomo Tribune, P.O. Box 9014, 300 N. Union St., Kokomo, Ind., 46901-9014; Fax (765) 459-3528; e-mail wklowman@ktonline.com.

Managing Editors

Thomson Indiana, a Thomson Newspapers company headquartered in Anderson, Ind., is seeking experienced editors ready to move into newsroom management positions. Thomson Indiana consists of weekly and daily newspapers ranging in circulation from 4,000 to 32,000. Candidates should possess experience in department management role, strong editing skills and a commitment to innovative community journalism. We seek innovative team players who can train and motivate staffers and who recognize success comes from producing market-driven community information. Good salary and benefit package, including medical, dental, eye care and 401(k). Mail, fax or e-mail cover letter, salary history and resume to: Wayne K. Lowman, Senior Editor, Thomson Indiana, Executive Editor and Publisher, Kokomo Tribune, P.O. Box 9014, 300 N. Union St., Kokomo, Ind., 46901-9014; Fax (765) 459-3528; e-mail wklowman@ktonline.com.

Position Wanted

Creative advertising

Stacy Strattan, a recent graduate of Murray State University with a bachelor's degree in art and advertising, seeks a position in the creative advertising field. She's skilled with still cameras, computers, and the Internet. Prefers position in western Kentucky. Contact Stacy H. Strattan, 566 Emerson Road, Sedalia, KY 42079; (502) 382-2104.

LEGAL NEWS & VIEWS

Publication of juvenile info is possible — with care

By Kim Greene
Dinsmore & Shohl
KPA General Counsel

Even before the recent tragedy in Paducah, there has been wide-spread confusion over the issue of whether a newspaper may publish the name of a juvenile involved in a crime either as a victim or a perpetrator. The recent horrible events have again focused our attention to that question.

Here's the short answer: If you have lawfully obtained the name of a juvenile victim or perpetrator, you may publish it. Of course, you do so subject to the same legal risks (potential defamation or invasion of privacy) that you run whenever you publish the name of any alleged perpetrator or victim, regardless of that person's age.

Here is the explanation of the short answer: The confusion stems from those provisions in the Kentucky Unified Juvenile Code which make juvenile court records and proceedings confidential. The policy behind this broad exception to our country's general principle of open courts is that young people who have made a mistake deserve an opportunity to rehabilitate themselves. They deserve a fresh start and the chance for a productive adulthood with the record of a youthful mistake trailing them.

To help ensure that opportunity, the Unified Juvenile Code unequivocally makes juvenile court records and proceedings confidential. For example, KRS 610.340 provides that:

"All juvenile court records of any nature gen-



erated pursuant to the Unified Juvenile Code by any agency or instrumentality, public or private, shall be deemed to be confidential and shall not be disclosed except to the child, parent, and to the extent necessary at the preceding (sic) to victims, or other persons authorized to attend a juvenile court hearing... unless ordered by the court for good cause." KRS 610.340 (1).

That section goes on to say that juvenile court records containing information about arrests, petitions, adjudications, and dispositions of a child may be disclosed to victims or other persons authorized to attend a juvenile court hearing. Release of a child's treatment, medical, mental, or psychological records is prohibited unless presented as evidence in circuit court.

Another statute, KRS 610.320, very explicitly directs law enforcement officials, court officials, probation officers and their employees that they may not "without the consent of the district judge sitting in juvenile session, divulge or communicate to any persons other than the court, an officer of the court interested in the case, a member of the advisory board of the court, or a representative of the cabinet (Human Resources) any information obtained pursuant to the discharge of his duties..." KRS 610.320(2).

This section, however, does not prohibit the release of information regarding juvenile proceedings in the district court "which do not reveal the identity of the child or its parents or guardians, or which relate to the child's eligibility for services under Title IV-E or IV-B of the Federal Social Security Act." KRS 610.320(6). This provision authorizes the release of statistical or generic information regarding juvenile pro-

ceedings, so long as no child or parent/guardian is identifiable.

This should enable the public, through the news media, to monitor generally the activities of juvenile courts. For example, this should enable the public to track the courts' handling of children in the state's foster care system. The public will not be entitled to know specific information about individual foster children; however, both the courts and the administrative agencies responsible for the welfare of these children will be subject to some public scrutiny.

Access to hearings in juvenile court is governed by KRS 610.070(3). That statute provides that the general public "shall be excluded" and lists the following categories of persons eligible to attend a proceeding in juvenile court: Immediate families or guardians of the parties before the court, witnesses necessary for the prosecution and defense of the case, the probation worker with direct interest in the case, the victim, the victim's parent or guardian or, if the victim is emancipated, his or her spouse, or a legal representative of either.

The two final categories authorized by the statute to attend are the categories that may provide an opening for members of the news media in special cases: "such persons admitted as the judge shall find have a direct interest in the case or in the work of the court, and such other persons as agreed to by the child and his attorney."

Even persons admitted by the statute to attend have limited rights. For example, if a parent, legal guardian or spouse is witness, that per-

See JUVENILE, page 11

AG Opinions

Henry D. Stone, Franklin Favorite-WFKN/Simpson County Schools

Stone, publisher and general manager of the newspaper and radio station, requested records pertaining to the school system's acquisition of land on U.S. Hwy 31-W South for the construction of a community center with collaborative funding from the city, county and school system. He specifically requested "records showing the price being paid for the property being purchased, the related sales expenses including real estate commissions, the exact location of the land, the seller of the property, and the number of acres."

School board attorney Janet Jobe Crocker denied Stone's request, claiming the records were exempt because the Board of Education "had entered into a preliminary real estate purchase contract subject to the contingency of financing through the sale of bond(s) which the board construes... to be in the nature of a preliminary draft, and thus, exempted from public inspection."

The board attorney also argued the records were exempt from public inspection under KRS 61.878(1)(f). It was her position that this statute authorizes nondisclosure "of information relative to the acquisition of real property by a public agency 'until such time as all of the property has been acquired.'" And she claimed that the property had not been acquired as of the date of her response, and that the property could not be acquired "until after the bonds are sold."

Assistant Attorney General Amy Bensenhaver

determined the school board had erred in refusing to release the documents.

Bensenhaver noted that KRS 61.878(1)(i) does exclude "preliminary drafts, notes, correspondence with private individuals..." but Crocker's reliance on it to exclude the real estate purchase was wrong.

"We are not persuaded that the presence of a contingency clause in a properly executed real estate purchase contract makes that contract a preliminary draft within the meaning of KRS 61.878(1)(i)..." wrote Bensenhaver. She added, "Although the terms of the contract may not be carried out if the school system fails to obtain financing through the sale of bonds, the contract cannot be characterized as work paper or doodling which may be 'unceremoniously thrown in the wastebasket.' It memorializes the parties' agreement relative to the acquisition of the property, and their mutual legal obligations."

The AG's office also ruled that the school board claim that it could withhold the information based on KRS 61.878(1)(f) was baseless. The school system claimed that records showing the price tag, the seller and number of acres would "unfairly disadvantage" the school system in negotiations for the acquisition of real property.

"Inasmuch as the Simpson County School's offer has been accepted, negotiations concluded, and the purchase contract executed (subject to financing contingency), we fail to see how the school system will be unfairly disadvantaged by disclosure of the terms and conditions at this time....," reads the opinion.

Got legal questions about a story or ad? Call the KPA FOI HOTLINE



(502)

540-2300

Ex-professor must pay Herald-Leader's legal fees

A former Eastern Kentucky University professor must pay the Lexington Herald-Leader \$28,000 in legal fees after he unsuccessfully sued the newspaper for defamation.

Fayette Circuit Judge James E. Keller ordered Robert K. Landrum to pay \$28,000 because, the judge said, his lawsuit was groundless.

"There's a difference between a story that is wrong and a story that the plaintiff just doesn't like," Herald-Leader publisher Tim Kelly said. "If we can't protect ourselves from lawsuits that are expensive to defend, then it puts the paper in a position of financial peril."

Landrum sued the Herald-Leader regarding a Feb. 29, 1992 news story about his age-discrimination lawsuit against EKU in U.S. District Court.

In the story, the Herald-Leader reported that EKU fired Landrum from its College of Business in 1976. Landrum later returned to the university, but after he took a leave of absence in 1988, EKU refused to reinstate him. Landrum, then past his 65th birthday, sued the school for age discrimination.

Landrum sued the newspaper in 1993, claiming the story defamed him by making it appear that EKU had fired him twice. Landrum also objected to a statement — which the story attributed to EKU's arguments in court — that he was not liked by EKU faculty and staff.

Keller decided against Landrum in 1995, ruling that the story was accurate. The ruling was upheld by the Kentucky Court of Appeals on Nov. 15, 1996.

(Reprinted from The Lexington Herald-Leader.)

NTSB, state officials apologize for confiscating film, camera

National Transportation Safety Board to provide volunteer training because of crash incident

Herral Long, a photographer for The Blade, was taking pictures last January of a morgue set up in an airport hangar in Monroe, Mich., while covering the crash of Comair Flight 3272, in which all 29 passengers died.

While Long was shooting pictures, Tom Shepardson, a New York funeral director volunteering at the crash site, told Long he was interfering with a federal investigation. Shepardson summoned Michigan state police officers, who informed Long he was in a restricted area.

The police and Shepardson demanded that Long hand over his camera and film or be detained. Although he was told that he was trespassing, Long maintains that there were no signs or police tape in the area.

After Long surrendered his camera and film, Shepardson had the film developed. Shepardson later told The Blade's managing editor that he found the content of the film offensive, and that he was acting under authority of a September 1996 executive order by President Clinton that he said empowers the NTSB to protect family members of air crashes.

Clinton also signed similar provisions into law in October of that year after Congress passed the Aviation Disaster Family Assistance Act.

The pictures in question consisted of two frames of a car bumper, shot while Long was loading the film, and four frames of the hangar showing red plastic containers, full garbage bags and a trailer labeled "For Storage Only."

Later that month, Long and Blade Communications filed a civil suit in federal District Court in Detroit against the NTSB, an NTSB official, two state police officers and the Michigan Chief Medical Examiner. The suit charged the officials' actions violated Long's constitutional rights and were an "impermissible prior restraint" on The Blade's First Amendment rights.

The NTSB returned the photographs and negatives to The Blade in early February, but did not apologize for the incident until mid July, when, along with the state of Michigan, it decided to settle the lawsuit for \$26,000.

Peter Goelz, NTSB director of government and public affairs, said in a written apology that the NTSB had violated Long's rights and that the agency's actions were not authorized by an existing federal laws or regulations.

See NTSB, page 12

Middlesboro newspaper wins favorable ruling in former mayor's lawsuit

The Middlesboro Daily News recently received a favorable ruling from the Court of Appeals in its long-term battle with a former mayor.

Troy Welch, who lost a 1993 bid for reelection to the mayor's seat in Middlesboro, sued the paper for defamation and "false light of invasion of privacy" because of two full-page ads ran in the paper in support of his opponent. He also contended the newspaper violated its Oct. 25 deadline for publishing ads raising "new" issues.

A summary judgment dismissing Welch's complaint was handed down at the circuit court level and Welch took his fight to the Court of Appeals.

The circuit court ruled, and the Court of Appeals agreed, that Welch failed to prove the newspaper published the ads with actual malice. The appellate ruling noted that since Welch was a public official, in order for him to establish

actual malice, he must prove the newspaper knew the ads were false or acted with reckless disregard for their truth or falsity.

"We believe that the newspaper's mere failure to investigate the veracity of the political ads coupled with its failure to abide by the October 25 deadline cannot, alone, support a conclusion that the newspaper published the ads with knowledge of their falsity or with reckless disregard thereof. In short, we think Welch simply failed to raise a genuine issue of material fact on the question of actual malice," wrote the judges.

In regards to the invasion of privacy claim, the court noted Welch had to show the newspaper had knowledge of, or acted with reckless disregard as to the falsity of the published matter. The court ruled Welch failed to provide any evidence of this and affirmed the lower court's ruling on that issue as well.

Council wants to restrict media's 'bothersome' tools of the trade

Claiming that lights, cameras and other media tools of the trade are "distracting and bothersome to the audience and to meeting participants," Forest Hills (Pa.) Borough Council is attempting to restrict the use of recording devices at its meetings.

The three-page "Resolution Regulating Recording Devices" applies to video and TV cameras, microphones, cameras and wireless telephones. Hand-held battery-operated tape recorders are excluded.

Under the resolution, people must preregister their equipment with the borough and must set up the equipment before the meeting begins. People also are prohibited from breaking down their equipment until after the meeting is over or during authorized recesses.

In addition, only available light will be permitted, those with recording devices must stand in a designated location in the room, and recording devices may not be used in the meeting room after a meeting has adjourned.

PNPA media law counsel John Feichtel said the proposed measure is "probably invalid," and news organizations have called it absurd.

"No other member of the public

"This sounds like zeal run amok, and they must bear in mind the public's right to know and be represented fully at meetings by news media."

David House
editor, The Tribune-Review

must preregister and are told when they can and can't leave," said Helen Swenson, managing editor at Pittsburgh's WPXI-TV. We fall within the same guidelines and freedom as other taxpayers."

Minimizing distractions at meetings is an understandable goal, but governing bodies can get carried away, added Pittsburgh Tribune-Review Editor David House.

"Such rules of conduct generally exist in courtrooms, but I've not heard of anyone, judge or anyone, with such stringent rules as preregistration," House said. "This sounds like zeal run amok, and they must bear in mind the public's right to know and be represented fully at meetings by news media."

(Reprinted from the PNPA Report/The Tribune-Review, Greensburg, Pa.)

Good relationship with media a must for 'good PR'

By BRAD HUGHES
Guest columnist



"Getting good PR" Point A is doing good things. "Getting good PR" Point B is having those good things covered by the news media. An indisputable link between Points A and B is how you maintain your working relationship with reporters, assignment editors, publishers, photographers and others who decide what to put in newspapers and on radio and TV.

Sometimes, the process of maintaining those relationships requires that board of education members, superintendents, principals and other school leaders choose to act, rather than react. It's not always a simple choice. Consider this recent Kentucky media-public figure brouhaha:

The journalist, an aggressive, award-winning TV reporter, had been filing open records requests as we worked for days on a hot story. The public figure, an elected city official not unknown to controversy, knew that the records would result in a negative story. The public official chose to "break the story" himself by faxing the documents with a letter of explanation to the community's several media outlets

(including that of the original reporter) and then making himself available for interviews on that matter. The reporter publicly cried foul, claiming the city father only went public so he could put his own "spin" on the issue.

("Spin" is in the eye of the beholder. Liberally defined, "spin" means giving your take on an issue using the facts you choose to present your point of view. I'll be the first to express an opinion that too many public officials "spin" too frequently with too little candor. Yet, it can be argued that reporters themselves, who must pick and choose which facts, quotes and statistics to include in a story are "spinning" to their readers, listeners and/or viewers.

For the record, I react strongly and negatively to situations where I've been asked by a reporter for my "spin" on an issue. I usually tell the interviewer how I consider that term a bastardization of what I do. When a reporter calls and asks for KSBA's position on an issue, my goal is to give the association's position cognizant of all the facts and all the points contrary to our position. It is not my job, goal or practice to "spin.")

Putting yourself in the place of the city official, consider these two courses of action for what undeniably will be a negative media story: 1) you wait until the first reporter

"breaks" the story, including your response, and then you respond to other media follow-ups, many of which are based in large part on what Reporter #1 broadcast; or B) you run the risk of angering Reporter #1 by getting your own message out first with your point of view and whatever facts you believe to be pertinent. NOTE: There is no option C: no comment.

If you've already chosen option A or B, you're probably wrong either way. You're wrong simply because you've jumped too quickly. It's not that easy.

Option A): If you work with the reporter who will break the story, you may have a chance to improve the balance (fairness) of the story if you are up front, stick to the facts of your message and acknowledge that mistakes were made (which in the real case were made on multiple levels). However, you just as easily may have no effect other than allowing Reporter #1 to break the story, with almost certain follow-up if your community has other media outlets.

Option B): If you choose to force the story yourself, you give all media outlets the same message at the same time and have at least some opportunity to reduce play on the story. That is, if everyone has a story, it's less likely

See GOOD, page 12

Interactive newspapers conference set in Seattle

The Ninth Annual Interactive Newspapers Conference is Feb. 4-7 at the Sheraton Seattle Hotel & Towers.

The four-day event covers all aspects of web site development and management for journalists, publishers, advertising executives, webmasters and Internet service operators.

Keynote speakers and breakout sessions will discuss site development, trends, content, editorial issues, advertising, classifieds, chat, site promotion, demographics, e-mail database marketing, "cookies," copyright issues, Net-TV and new media budgeting and staffing needs.

Keynote speakers include Merrill Brown, editor in chief of MSNBC on the Internet; Bob Cauthorn, New Media Director for the Arizona Star; and G.M. O'Connell, president and co-founder of Modern Media.

Registration costs \$1,295 by Feb. 1. To register, call (212) 675-4380, ext. 285.

The event is sponsored by Editor & Publisher in conjunction with several others including NNA.

Your staff needs ad acceptance policy

American newspapers have always had the right to reject advertisements.

Most ad departments have codes — often unwritten — about the types of material their papers won't run. Publications that we contacted listed palm reading, topless nightclubs, escort services and ads in poor taste as examples of display ads not allowed in their pages.

Classified ads have plenty of written guidelines regarding real estate listings, thanks to the Federal Housing Authority. Discriminatory language is also barred from employment ads, of course. But plenty of other areas present problems for staffs working under deadline pressure.

Does your policy deal with the following issues?

- Multilevel marketing businesses
- Ads with 900 long-distance telephone charges
- Envelope-stuffing (and similar) opportunities
- Adoption services
- Personal ads with inflammatory content against another person

Some papers typically ask for a sample of the product if readers are asked to pay for something to verify its worth and value as stated in the ad. Many require a statement in the ad that a fee is involved if consumers must pay such a charge.

One time-consuming safeguard is to track by phone to verify questionable ads. For example, some

Pressing Issues

By Randy Hines & Jerry Hilliard

papers have had employment classifieds with a local phone and address for billing but an 800 phone number in the ad.

In an effort to warn classified readers, many publications will run disclaimers telling customers they should thoroughly investigate any ad requiring an investment or fee up front. The Better Business Bureau even issued a warning that the most inquiries to its offices from the public are about work-at-home ads requiring an up-front fee.

Despite having written or oral codes, of course, not all newspapers can agree on what's offensive to the typical reader. A few years ago, for example, an ad was rejected by The Wall Street Journal in which research scientists were pictured sniffing armpits. The identical ad ran in The New York Times and the Los Angeles Times.

Spoof ads have been around for a long time, and they will sneak into print when someone's not looking. One rejected by the Houston Post was intended to protest the tobacco industry. Sponsored by a Houston physicians group, the parody ad targeted Dakota and Marlboro with the tagline "Dakota, DaCough, CaCancer, DaCoffin." The paper said it does not allow

spoofs.

One legitimate ad that many readers thought was a spoof ran in the Minneapolis Star Tribune promoting "The Tonya Tapper." The collapsible personal protection device was similar to the one used against ice skater Nancy Kerrigan by Tonya Harding's ex-husband. After receiving two dozen reader complaints, the Star Tribune said it accepted the ad because it was for a legal product.

A one-page ad headlined "Free Money from the Federal Government" ran in several U.S. dailies. For \$4.95 in shipping and handling charges, the advertiser offered a booklet that the federal government distributes for free. This 1995 example was a double scam in that the newspapers were not paid for the cost of the full-page ad, provided by a phony ad agency with a name similar to a legitimate national agency.

One ad directed at the Leo Burnett ad agency was rejected this fall by three newspapers in Chicago, home of the targeted agency. Sponsored by the Campaign for Tobacco-Free Kids, the ad challenged Burnett to quit its Philip Morris account.

"Thanks to decades of Burnett's Marlboro advertising, 60% of all American kids who smoke choose Marlboro," claimed the unpublished ad.

The Chicago Tribune at first accepted the ad, then declined, citing that it did "not meet our princi-

See ACCEPTANCE, page 12

Juvenile

Continued from page 8

son can be admitted to the hearing only during and after his or her testimony. Other witnesses may be present only during their testimony. The statute even permits the court to bar a parent, legal guardian or spouse if the court believes that individual may physically disrupt the proceedings or do violence to any participant.

Taken together, these statutes clamp a pretty tight lid on juvenile court proceedings and records. They also prohibit law enforcement, court and probation officials from talking to non-participants, which would include the news media, about those juvenile court records and proceedings. These statutes, then, are the basis for the secrecy which surrounds the records and proceedings of the juvenile courts.

These statutes, however, do not control in some other circumstances. For example, where a juvenile is tried in circuit court as an adult or where you have information from a collateral source about a juvenile who is charged, the statutes discussed above do not control your use of information you gather.

As the recent events in Paducah have painfully reminded all of us, the Kentucky General Assembly enacted a law a few years ago that allows a child charged with a felony in which a firearm was used to be tried as an adult if that child was 14 at the time he or she allegedly committed the felony. In its original form, that statute made trial as an adult automatic.

According to amendments effective July 15, 1997, the juvenile will be tried as an adult in those circumstances if, following a preliminary hearing, the juvenile court finds probable cause to believe: (1) that the child committed a felony, (2) that a firearm was used in the commission of the felony, and (3) that the child was 14 years of age or older at the time of the commission of the felony. Once the juvenile court makes that finding, the young person's case is transferred to the circuit court for trial and, if appropriate, punishment as an adult.

Since proceedings in circuit court are open to the public and the news media (except in the narrowest, most extraordinary circumstances), you will have access to those proceedings and to the court's record of those proceedings. It will be as if you were attending and reviewing the court file of the case charging a 50-year-old adult with a

crime. As in that circumstance, you are free to report what happens in those court proceedings concerning the juvenile and information gleaned from the court file concerning the juvenile's case, so long as your report is a fair and accurate summary of the proceedings or the court record.

The same is true if you obtain information about a juvenile involved in a crime from a collateral source, a source other than the juvenile court records.

For example, schoolmates, friends, family members or eyewitnesses might be able to identify a juvenile perpetrator for you and give you information about the circumstances surrounding the event. You may use that information even though the alleged perpetrator is a juvenile and will be tried in juvenile court.

You MUST, however, be extremely careful to make sure that your information is accurate. Unlike a report of a circuit court case (open proceedings and records), you will not be able to rely on the First Amendment privilege for fair and accurate reporting of court proceedings and records when you publish news articles about proceedings taking place in juvenile court. Therefore, while you would have no liability for a truthful publication, you could have liability for a false and defamatory publication.

Another possible source of information is a participant in the juvenile court process. So long as you are doing nothing illegal, you may accept information volunteered to you. As always of course, you need to carefully assess your source (for example, the victim or the parent of a victim) for any biases which might cause his or her rendition of events to be slanted rather than purely factual. There is another potential concern about accepting information from non-witness participants in the juvenile court process, such as an employee of the court.

Since the statute prohibits law enforcement, court or probation officials from divulging information about juvenile court records or proceedings, there is always a possibility that a reporter who accepted information from one of those individuals might be called to testify before a grand jury investigating that person's alleged violation of the law.

Over the year, the United States Supreme Court has issued a series of opinions which make clear that you may use with impunity information you obtain from collateral sources. For example, in a 1975 case from Georgia, the Supreme Court held that a state law which prohibited the publication

of the name of a rape victim was unconstitutional. In this case the reporter learned the name of the victim by reading a copy of the criminal indictment of the defendant, which had been made available to the public. The court held that since the name was available on a public record, it was not permissible to prohibit its publication by the press.

In 1979, the Supreme Court ruled unconstitutional a West Virginia law which prohibited the publication of the name of a person who had been charged as a juvenile offender, unless the presiding court granted written approval.

In that case a 14-year-old boy was charged with murder. The newspaper learned the name of the boy by listening to the police radio and by speaking with eyewitnesses to the crime. The Supreme Court held that as long as the newspaper legally obtained the boy's name, then there was no constitutional way for a state to prevent its publication. The court balanced the privacy interests of the child with the First Amendment interest of the public and found that there was a greater interest on the side of a free press.

According to the court, "absent a need to further a state interest of the highest order" it was impermissible to restrict the press from printing legally obtained information about a matter of public significance.

Most recently, in a 1989 Florida case, the Supreme Court held that even if information were included on a public record in violation of state law or policy, publication of that information could not be prohibited by state law, as long as the report of the court record was accurate.

In this case a police report identified a rape victim by her full name and the report was placed into the

police pressroom, which violated a state law prohibiting the identification of rape victims on public records. The court held that, regardless of whether the police were violating state law in putting the rape victim's name on the public record, once it had become public it was proper material for publication.

Following the United State Supreme Court's 1979 decision, the Kentucky Attorney General issued an opinion related to this subject. OAG 79-652 (12/26/79). While the Attorney General state that police officers and court officials were precluded by the statutes from volunteering the names of juveniles of other juvenile court information to the news media for publication, the Attorney General took pains to distinguish the rights of the news media:

"It is well understood that newspaper reporters and other news media people can and do often obtain the name of a juvenile offender simply by asking various witnesses or being in the right place at the right time, that is, routine reporting techniques. It is to be understood that there is no prohibition against publishing the name of a juvenile offender who has been taken into custody if that information has been lawfully obtained. There is no Kentucky statute, nor constitutionally could there be, making it a crime for a newspaper to publish the name of any youth charged as a juvenile offender.... We again emphasize that truthful information that is or becomes lawfully in the public domain concerning a juvenile offender may be published in newspapers or transmitted in other forms to the public."

If you have any questions about this or other areas covered by the KPA Legal Hotline, do not hesitate to call.

People

Continued from page 2

Sentinel-News in Shelbyville. Kim Coffey is the newspaper's new front office assistant and receptionist.

Queen is a graduate of Eastern Kentucky University and worked as a KPA intern at several newspapers including the Central Kentucky

News-Journal, the Springfield Sun, Lebanon Enterprise and Casey County News.

He worked on the staff of the Eastern Progress, EKU's student newspaper, including a stint as sports editor.

Coffey worked in production at Sign Pro, another Landmark operation, before joining the staff at the Sentinel News. She also worked in retail sales.

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For special section, paper 'localizes' crossword puzzle

Local and crossword puzzle don't go together at most papers, but for a special section on its 75th anniversary, The Fresno (Calif.) Bee (circulation 152,500) constructed a crossword based on trivia from the section.

"We thought at first we would do a trivia contest, but that was so time consuming," said Cathy Riddick, assistant managing editor. A crossword was next. "Readers could do it without much hassle on our part. And a crossword puzzle is such a part of newspaper tradition."

An editor bought crossword puzzle software while Riddick compiled questions and answers. They input them and the program drew



the puzzle. They they tested the puzzle and had artists dress it up a little. All told, the project took about 12-14 hours.

(Reprinted from December issue of The Editor's Exchange. Cathy Riddick can be reached at e-mail: criddick@fresnobee.com)

Good

Continued from page 10

the lead for one media outlet today and for everyone else on the second day. However, rest assured that this tactic will infuriate Reporter #1 and that particular story may be even harsher than it otherwise would be.

For years, icons in the field of public relations have urged clients to get bad news out fast and first. Generally, that's still solid advice. Yet, internationally known PR guru Pat Jackson makes a strong point these days when talking to school leaders about maintaining relationships.

Jackson, a frequent speaker at national school boards and school public relations conferences, doesn't focus on the news media, but he does emphasize that a positive image for a school or school system takes a continuous massaging of the relationship between the institution and its various publics — parents, employers, business leaders, students, public officials, taxpayers and eventually (at that point on Jackson's list, not necessarily my own) the local news media.

A good working relationship

with local news reporters doesn't mean avoidance of bad news. But a bad relationship or none whatsoever puts you at an extreme disadvantage. You are suspect right from the start. Worse, you have little or no credibility when the opportunity presents itself to promote good things you do. Local school leaders who can't name the reporter(s) who cover their school board meetings, broadcast the noon news or interviewed them the last time the school/district/board made news are missing an opportunity.

A relationship is more than responding when a reporter calls with a question. Sometimes it takes a thick skin. Frequently it takes precious time. It always takes a personal effort on the part of the school leader.

Bad news will find the 6:00 news and the morning newspaper on its own. Good news will need a boost. Maintaining a good working relationship with the media isn't the only way to give good news a boost, but it's certainly a considerable step on the ladder.

It's also a message worth getting out.

(Hughes is the Kentucky School Boards Association's director of communications. He is a 23-year veteran of public affairs, newspaper, radio and television.)

NTSB

Continued from page 9

Goelz said that although Shepardson was only a volunteer, the NTSB was responsible for him and that future volunteers will receive training for such situations.

The \$26,000 settlement con-

sists of \$18,000 from the NTSB, as well as \$8,000 from the state of Michigan. The Blade's editor in chief said half the sum will go to Long and the other half to the Reporters' Committee for Freedom of the Press.

(Reprinted from the fall issue of The News Media and The Law, a publication of The Reporters' Committee for Freedom of the Press.)

Acceptance

Continued from page 10

ples for advertising acceptability," according to an article in the Nov. 3 issue of PR Reporter.

Were those principles clearly outlined? That's the problem many ad managers envision in having written policies. Advertisers looking for a battle will either skillfully dodge around established, printed standards or challenge them.

"I try to always remember to keep it simple," said Artie Wehenkel of the Greeneville (Tenn.) Sun. "Excessive policies can hinder the ability of the salesperson and customers doing business."

Others agree, defining a detailed policy as giving ammunition to those few unscrupulous advertisers who will only look for loopholes.

On the other hand, many newspaper staffs have understandings on what advertisements their publishers will reject. But many verbal standards don't seem to apply to some of today's situations. Oral traditions — often difficult to completely pass along to new employees — can confuse advertising salespersons as well as managers.

Is there a perfect solution? How do you handle the delicate task of establishing standards? We will be glad to pass along your ideas to our readers in a future "Pressing Issues" column.

Your ad policy may be known to your staff, but it could conflict with your printer's. That was the case

for the Oct. 11 issue of Editor & Publisher.

In writing about The Beat, a Phoenix weekly that was confiscated for being too sexually explicit to be sold from Arizona news racks, the magazine ran pictures of the offending newspaper. One picture featured the front cover of the sex-oriented publication, another showed a typical ad, and a third was intended to depict a strip club ad showing topless dancers. The latter picture was selected to illustrate how the Phoenix publication violated a new state law.

However, the printer of Editor & Publisher, Cadmus Journal Services of Richmond, Va., refused to print the offending photograph. Instead, a blank space appeared on Page 8 with a note to see an article on the following page that explained the missing picture.

Cadmus Journal Services maintained in the sidebar that the photo would offend many of its 800 employees, almost half of whom are women.

E&P's Christopher Phillips said in the Page 9 article that the printer's decision "lends credence to the assertion that freedom of the press belongs to those who own one."

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

Associations

Continued from page 3

more than 800 individuals enrolled in the program. In the past two years, enrollment figures have dropped to 650.

Adopting the reforms have resulted in premium increases that make this employee benefit less affordable to association members. The small media groups enrolled in the KCIT realized rate increases in 1996 of 14.1 percent to 45.2 percent. Of the 36 newspaper companies in the program, 17 had insurance increases exceeding 25 percent.

In 1997, the story was much the same. Rate increases ranged from 10.5 percent to 38.4 percent. And because of the rate increases imposed in 1996, seven newspaper companies dropped from the association program.

True state associations have been blamed for health reform failure because of the exemption on modified community rating. The exemption does nothing more than

allow associations to offer the same rights and privileges as given companies with more than 100 employees. There's no added privilege for associations. Yet, while these associations have been the target for why reform is not working, the large employers, unions and self-funded plans have been vilified.

Just before Christmas, Anthem announced rate increases of about 45 percent. The initial stories didn't clarify to whom these increase applied. But the knee-jerk reaction from us was that the association program would be in serious trouble.

Fortunately, Anthem's rate announcement doesn't pertain to state association programs. Instead, it's apparently for those policy holders whose rates have been frozen over the last couple of years.

It's not welcomed news to them, I'm certain, but after increases in the media industry trust — some exceeding Anthem's announced rate increase — it was welcomed on this end.

Reporters: Avoid the 'middle language' for clarity

My neighbor is a con man.
He doesn't drive, so when he needs an errand run, he'll call me. But he can't come right out and ask for help. He'll keep me on the phone a half-hour with a series of diversions, then make it sound as if running an errand for him was my idea.

He is speaking in what I call the middle language: All his words sound reasonable, logical, familiar, but the way he puts them together obscures his message.

Newspaper reporters speak three languages: ordinary English, the jargon sources speak, and the middle language.

The middle language lies between the two extremes. In the middle language, the words sound like ordinary English, but they work together poorly. They sound reasonable but don't say things precisely and directly.

I recently read this sentence:

"The city spent \$250,000, representing 30 percent of its 1997 road-repair budget."

"(R)epresenting" is a good word, I know exactly what it means in normal usage. But what is it doing in that sentence? It's middle language. "(R)epresenting" plays no role:

The city spent \$250,000, 30 percent of its 1997 road-repair budget.

Here's another:

"Florists make up 80 percent of her business, and cemeteries account for the rest."

All of those words are clear English: "make up... her business... account for." And in the context of the story, the reader knows what the writer means. But the words aren't precise, and

Coach's corner

By Jim Stasiowski



there's no reason to be so obscure:

Florists buy 80 percent of her pottery, and cemeteries buy the rest.

By getting rid of the middle language, I add precision, and I cut length.

The middle language allows writers the luxury of not having to push their sources. That's because most savvy news sources know how to speak the middle language. This reporter was asking the police chief about a plan to prevent drug dealing on a notoriously bad street corner:

Police Chief Ron Whitbeck said he expects no surprises in the drug crackdown.

That's clearly double talk. If he expected something, it would not be a "surprise." But the writer was too eager. He accepted without skepticism the first thing the chief said, and the chief was careful to say something that sounded OK but gave no information.

We think if we avoid jargon, we're writing well. That's an illusion. Jargon is obvious, the middle language is insidious, it creeps into our writing like mold and decays our good intentions.

Readers get no nourishment from the middle language. We have to get back to the most basic of all the basics: Why do we write in the

first place?

The real thrill of writing comes in finding the precise words to explain a complicated or vague idea. My favorite compliments from readers were along the lines of, "Geez, I didn't think I'd understand that issue, but you explained it well."

Clear newspaper writing is competition between the source determined to give nothing of value and the writer paid to uncover the secrets. When you write in the middle language, the source wins, the reader loses, and you stand there thinking, "Hey, it's not my fault."

But it is. Even if your sources don't want to speak English, you must insist they do.

The Final Word: We have allowed our sources too much leeway in the use of word "planning." If you write, "The company is planning to meet the construction deadline," you are saying only that the company is making plans to meet the deadline.

But reread the sentence. Because we have bastardized the word "planning" in that sentence implies the company is on schedule. Technically that's not what it means, but sources have learned if they say "planning," reporters won't press any further.

When a source says, "We're planning to make the deadline," he or she is copping out. Ask, "But are you on schedule? Are you going to make the deadline?"

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

SND has new name; elects new officers

Organization will keep acronym, logo

The Society of Newspaper Design will change its name to the "Society for News Design," in an effort to better reflect its membership. The organization will retain its current acronym and logo.

Jim Jennings, immediate past president, proposed the idea "to make the name of the organization more accurately reflect what our members are doing in new media, in news magazines and in other avenues of news dissemination."

Officers for 1998 include: Lynn Staley, design director of Newsweek magazine, president; Ed Kohorst, design editor, Dallas Morning News, first vice president; Jean Dodd, assistant managing editor for design and graphics at the Kansas City Star, second vice president; Lucie Lacava, Lucie Lacava Publication Design Inc., Montreal, treasurer; and Svenake Bostrom, media development manager at Sundsvalls Tidning, a mid-sized regional newspaper in Sweden.

Cyberspace offers new world of recruitment

Todd Parish, the new project coordinator for InfoLine at the Indianapolis Star-News, found his job in a novel way. After logging onto WorkAvenue.com, a job site sponsored by the Star-News and other newspapers, he sent his resume to the site where it could be viewed by prospective employers.

"The paper found me by searching through the database," he says.

"They were looking for people with a marketing background, and that's what I have, so it was a match."

Parish's experience is unique, because he was the first Star-News employee hired through the Internet. But many papers are now using a variety of online services to post jobs and find qualified candidates.

Besides using their own Web sites to list jobs, papers are using other online forums, from the well-known CareerPath and WorkAvenue, which list all kinds of jobs, to specialized sites like the one sponsored by the American Society of Engineers, which the Houston Chronicle used to find a mechanical engineer.

"It has a tremendous amount of potential and the more people learn about it the more powerful it will become," says Nancy Koo, vice president of human resources at the Minneapolis Star Tribune, a leader in online recruiting.

Besides being one of the first papers to participate in WorkAvenue, it uses a variety of other online services, from jobkeys.com, a recruiting service for systems professionals, to a service sponsored by Minnesota's Department of Economic Security that lists all kinds of jobs. Occasionally, the paper uses national online job banks like Monster Board and Career Mosaic, "but rarely because they have a national audience, so we don't find candidates that meet our needs so well," Koo says.

Low price is one of the benefits of Internet job

"It has a tremendous amount of potential and the more people learn about it the more powerful it will become."

Nancy Koo

vice president of human resources
Minneapolis Star Tribune, a leader in online recruiting

advertising.

"The cost is very reasonable for what we receive in return," Koo says. Since the Star Tribune is one of the papers that developed WorkAvenue, its ads are free, and sites sponsored by the state of Minnesota are free, too. The paper has paid to use Monster Board and Career Mosaic, but Koo said the cost was low.

"Considering what you have to pay to use a search firm, the costs are minimal," she says.

The Star Tribune also lists jobs in its help wanted pages, or course; in professional journals; and also uses employment agencies and puts on its own job fairs. It began using the Internet about nine months ago to tap into every source possible.

"Multiple ways are necessary because of the tight job market," Koo says. "In the Twin Cities there is low unemployment, so we have to be creative, put in a lot of effort and tap into a lot of sources."

One of the most sophisticated online forums is WorkAvenue.com, an online job bank created by the group known as PAFET and currently being used by the Star Tribune, Star-News, Orange County Register and Arizona Republic. The site allows job seekers to submit resumes and employers to review them. Job seekers can respond to specific listings or

See CYBERSPACE, page 15

Newspaper 'buying spree' looks like rerun of 1987

By MARK FITZGERALD

When have we seen this before? Newspapers command seemingly outlandish prices, despite essentially flat circulations, a small but gnawing fear that things can't stay this good forever — and a spectacular plunge in the stock market.

In many ways, 1997 played like a rerun of 1987. On Oct. 19 of that year, the stock market dropped 508 points. On Oct. 27, 1997, the stock market dropped 554 points.

In 1987 the industry was startled again and again by announcements of newspaper sales at premium prices. Despite a continuing Oil Belt recession, the Houston Chronicle sold for \$415 million. A few months later, William Dean Singleton bought the Houston Post for \$150 million and the Denver Post for \$95 million — in the same week. Ralph Ingersoll, who was still assembling a short-lived American empire then, paid a reported \$125 million to \$150 million for the privilege of owning the 70,000-circulation Morristown, N.J., Daily Record at a time when northern New Jersey was still teeming with dailies. Fueled by Morgan Stanley money, Thomson Newspapers spent a reported \$135 million for the 53,000-circulation Charleston (W.Va.) Daily Mail and three much smaller dailies.

Those sums were as jaw-dropping then as the \$1.4 billion price McClatchy Newspapers

Bolitho-Cribb: No better time than now to sell

In the 75-year history of Bolitho-Cribb & Associates, there has never been a better time to sell a publishing company. Virtually all the positive conditions for a sale are in place now.

First and most important is that prices are the highest they have been, matching and exceeding prices in the late 80s. These high prices are fueled by ready money at reasonable interest rates (reasonable if you lived through the high rates in the 80s), high earnings by media companies who have lots of cash available, and a kind of deal mania. It is a seller's market for most daily newspapers, big week-

lies and specialty publications.

Combined with this is the lowest capital gain tax rate in years. (The capital gain tax reduction has officially gone into effect as of May 7, 1997, and applies to gains on properties held at least 12 months. The gain reduces the top tax from 28 to 20 percent, which amounts to a tax savings of \$80,000 per \$1 million in gain.)

Owners who are timing the market to maximize the sale of their publishing company need to get on the market now.

(Reprinted from the Bolitho-Cribb Report.)

just agreed to pay for, essentially, the Minneapolis-based Star-Tribune or the \$1.65 billion Knight-Ridder agreed in April to pay for four Walt Disney Co. papers or the \$775 million E.W. Scripps agreed to pay for the Harte-Hanks papers in May.

What makes the comparison between 1987 and 1997 more than a parlor game is what came next 10 years ago. Lots of things went wrong: Newsprint rebounded from what were unusually sustained low prices to historic highs, while retail consolidation shrunk the ad market and the savings and loan crisis spooked financial

groups.

"We estimate that in 1990 to 1992 every newspaper decreased in value between 15 percent and 50 percent," said Owen Van Essen of the Santa Fe, N.M.-based newspaper broker firm Dirks, Van Essen & Associates.

So will this newspaper market prove as evanescent as 1987's? The answer — a fairly hopeful one, according to newspaper brokers and others — may lie in some of the differences between the two eras.

"I tell you, the market is really strong now,

See BUYING, page 16

Create a 'revival' for your dying religion pages

By LARRY GROOMS
Editor, Antelope Valley Press
Palmdale, Calif.

If religion is booming in your town, but your church page isn't, you might benefit from the experience of a turnaround in the religion section at the Antelope Valley Press.

The first thing we did was break from the long-held tradition of assigning religion news to the greenest, weakest, most agnostic staff member, who would probably work out of the job in something under six months. We instead tapped the services of a vastly experienced journalist who is also a devout churchgoer — someone with a deep and abiding interest in the spiritual side of life.

To say that writer-editor Keith Stepro single-handedly resurrected the section would not be quite accurate, since there was no evidence that our previous singular church page was actually breathing before he laid hands on it. But his accomplishment was miraculous to the extent that in the page three years paid advertising more than doubled.

Three editorially-driven annual special sections were launched at religious holiday times — all entirely supported by plus-revenue from churches. Church advertising grew beyond the now average four-page Saturday morning section and into ROP positions on any day of publication. Perhaps best of all, from an editor's perspective, our increasingly well-read and well-regarded coverage of religion is integrated with the main news section. In one instance, the Valley Press beat all competition on a front page story about a former pastor's shooting standoff with police. That deep and exclusive coverage was possible because religion editor Stepro had the background and the contacts.

When a major evangelical event occurred in the community, the newspaper took it out front and conveyed it as real news. Event organizers credited the newspaper for a turnout of more than 16,000 people over two days. During the past year, the front page of the Antelope Valley Press carried 60 local news stories that wouldn't have been reported without a commitment to quality religion coverage.

An important thing to tell a reporter covering religion is that there's much more to religion than ritual, liturgy and sermons. Churches play enormous roles in local economies, education, social welfare, recreation and entertainment, to name a few. Editor Stepro says the writer-editor has to get past the clerical collar and treat ministers and priests and rabbis as any other news source would be treated. Stepro, who also handles editorial pages, seemingly worked a miracle on the religion page over a long period of time by:

But the bottom line for success, communicated to the churches in every edition of the newspaper is the simple unspoken statement that "you count."

Larry Grooms
Editor, The Antelope Valley Press

- Listening to what the pastors wanted to say and letting them say it within reasonable limits.
- Creating a bulletin board format to handle the pot-luck variety of local activities.
- Developing an annual calendar of major local events and covering them with advances and follow-ups.
- Dropping the automatic free directory listing for every religious organization and inviting churches to run paid liner listings at affordable rates.
- Attending ministerial association meetings for face-to-face contact — getting ideas, building relationships and educating the pastors about the newspaper.
- Establishing a mutually beneficial working relationship with the advertising executive assigned to religious organizations.

But the bottom line for success, communicated to the churches in every edition of the newspaper is the simple unspoken statement that "you count." Stepro says a key factor in covering religion is to remember that the writer must deal not just with the burning issues, but with the people. And finally, he says that the writer-editor must format the religion section almost as a weekly publication addressing a niche audience interested in news about religion.

One of the newest and most popular additions to the Saturday religion section is Letters from Readers, in which clergy and lay people — and even non-believers — comment, argue and expound on matters spiritual. The weekly letters column began as an experiment in April, and quickly became a reader staple. More than 180 letters ran in the first six months — with no drop in letter volume for the secular opinion pages. Content of the section isn't entirely local, although it can be predominately so, and much of the wire service material is updated with a local perspective.

(Reprinted from the November/December issue of the SNA Suburban Publisher. Grooms can be reached at (805) 273-2700.)

Backup schedule a key to any successful product

My father-in-law, rest his soul, had a favorite expression he'd occasionally pull out of his grab-bag of southernisms. While our family of four (and Grandma) hurried toward the car for a trip, he'd stand nearby, his knowing grin the signal for me to ask him if he was ready. He'd reply: "You waitin' on me, you backin' up." The saying implied that while I hurried, he was always ready — that the more he stood still, the more he was moving. I liked his saying — and I've used it many times myself. The contradiction it contains would be admired by even the wisest Zen master.

Last month's column was about the need to get ahead, to plan months out to develop sound story and design ideas.

This month, the secret lies in my father-in-law's expression. It is the secret of making great progress by standing still — and backin' up.

Last's month's key was a planning schedule. This month's is a backup schedule.

A well-thought-out backup schedule will provide you with a measure of how well you are

Design is Everything

By Edward F. Henninger



doing ... at any time ... on any story.

I create backup schedules for my redesign projects by setting a date for the introduction of the redesign and then working back from that date to cover key steps, such as promotion, preparation of style guide, creation of software style sheets and libraries, training and the like.

Once we know the date of introduction, we can check the calendar and set dates for the other major steps. They don't have to be locked in hard, but the sooner we know our target dates, the easier they are to achieve.

You can bring this same thinking to your projects.

Let's take, for example, the plan for a special section you will publish on the day of the

opening of a brand new high school in your town. You know the date of the ground breaking; next week. You've been told the construction and fitting of the school will take about 18 months. Well, that isn't much, but at least you have a start date ... and an estimated ending date. You're not going to get much better, so you work with that.

Put the opening date we'll say it's August 15, 1999 — on your calendar. Put down next Tuesday as the ground breaking. Then start filling the dates in between — because there are key dates you'll want to provide coverage.

Among them: the completion of the foundation; the laying of the cornerstone; the day of "topping off," the furnishing of the classrooms, labs and gym; the completion of athletic facilities. On all of these key dates, you have to be there. You can check with the contractor and school officials to get estimates from them.

And you, too, have a backup schedule for that special section you're working on. What's

See **BACKUP**, page 16

Columnists need help, too

By DON FRY

Columnists get less help in a newsroom than reporters, because their editors work on a different time scheme. Busy desk editors chase news and deadlines and hope columns also show up on time.

Actually, columnists may need more help than reporters, especially during the transition to opinion writing. They've spent their time entire professional lives suppressing their opinions, and may need permission to have an opinion, much less print one.

They also need help with form. After thrashing around trying to write columns in the inverted pyramid, they generally fall back on what their 10th-grade English teacher taught them about essays. So they write long introductions and skimpy middles for a while. Finally, somebody gives them a copy of Best Newspaper Writing, and they imitate the great columnists (Dave Barry, Bill Raspberry, Ellen Goodman), and settle in.

Stormy Ideas

If you leave columnists alone, you'll get adequate columns. If you help them, you can get a great one now and then. Columnists benefit from help in finding ideas, in deciding what to say, and in revising to hit harder.

Columnists usually don't have a beat, so story ideas don't come to them from the street. They need brainstorming, with good questions like these:

- What're people buzzing about in town (as opposed to the newsroom)?
- Who needs clobbering for outrageous behavior?
- What's coming up on the calendar that deserves a fresh eye?
- Which developing stories

could profit from accompanying opinion pieces?

- What's driving you crazy or making you mad right now?

Real People on Real Streets

Good column ideas need reporting, and the coaching editor makes sure that columnists write from the street, not just from their ideas. I once asked the late, great Murray Kempton how he handled dumb ideas from editors. He said he goes immediately to the street to show the editor how dumb that idea is, but "when I start talking to real people, the idea gets not so dumb after all."

Coaching editors push columnists physically into the real world early and often.

Shaping Before Typing

Columnists also profit from debriefing, two minutes after the reporting, but before they type. These magic questions help:

- What's this about?
- What're your key points? What order do they go in?
- What's the "So-What": who's affected by this mess?
- Give me a headline.

The two minutes will get you a shapely column earlier. You might even get it edited before the news copy trickles in.

Sharpening the Teeth

Finally, great columns usually bite somebody. But columns tend to turn out milder than you or the writer expected. The newspaper's bland language and anticipating flak from editing desks flatten the piece and dull its teeth. The coaching editor treats all copy as a draft, and can usually punch it up with two questions:

- Does this say what you really mean?

See **COLUMNISTS**, page 16

Cyberspace

Continued from page 13

have their resumes matched to current openings. The matching service ranks applicants for each position so employers know the best ones to contact. Employers can review blind resumes first, but must pay \$20 for the name, address and phone number from any one they are interested in. The service is free for job seekers.

Once employers purchase the resumes they can print them, store them in a Word file or e-mail them to company executives, "which makes it easy for the human resources department," says Dan Mills, assistant director of account management at the Star-News. The paper has hired two employees through WorkAvenue so far was able to select applicants from a pool that has grown to 5,000 since the service started earlier this year, he says.

The San Jose Mercury News, the pioneering newspaper online service, lists its positions on Talent Scout, its online job bank, which lists all positions that appear in the paper and some that don't.

Talent Scout has a resume database that employers can consult to find qualified applicants, and once they do, Talent Scout sets up interviews at job fairs.

While papers use online job services in the public domain, they have begun to create their own sites they can use to advertise internally. The Houston Chronicle is currently developing an extranet site that will be used by all Hearst papers. The site, which will be accessible to all authorized company employees, will list jobs at the company's 12 daily and seven weekly papers.

While newspapers can use the

Internet to list any kind of job, they are making a special effort to cast a wide electronic net to reach minority applicants.

The Florida Times-Union in Jacksonville started the National Diversity Journalism Job Bank, "the only one of its kind in the nation," according to coordinator Zandria Jacobs. It targets women and minority applicants and currently lists 300 editorial positions from papers across the country but will be expanded next year to include other positions, from advertising to public relations, Jacobs says.

While many papers are using the Internet to find new employees, many are not. The Sun in Baltimore, St. Louis Post-Dispatch, Star-Ledger in Newark, N.J., and Sacramento Bee haven't joined the Internet job hunters yet.

"We get so much response through regular mail, we don't need online capabilities," says Cherran Evans, director of human resources at the Star-Ledger. But in Sacramento, the Bee is in the process of designing a Web page because of the demand from job seekers. "Lots of applicants are trying to apply through e-mail but we can't read a lot of their resumes because of incompatible software," says human resources director Denise Longwood. "Applicants want to respond electronically, but we don't have a vehicle to do it."

But soon the Bee and a lot of other papers are likely to take their personnel search to the Web because it is increasingly becoming a common tool for recruiting. "It's easy to use, it draws responses from talented, computer literate applicants and it's the fastest medium, too. It's very efficient," says Schober. "And it's growing."

(Reprinted from the Nov. 22 issue of Editor & Publisher)

Glasgow Daily Times produces section that's a real winner for kids

Caverna Elementary first-grade student Derek Blankenship connects the dots to spell "just say no" and the colors the large words with a bright green crayon that matches his shirt.

Derek may not know what the term means now, but the Glasgow Daily Times and local educators believe it's never too early to start teaching children to avoid drugs.

In observance of National Red Ribbon Week, Oct. 27-31, the school distributed the Daily Times' "Just Say No" coloring tabloid.

Nearly 500 students in kindergarten through sixth grade began the week by celebrating "Doughnuts and Hugs, not Drugs Day" at the school.

The children ate doughnuts and drank milk before coloring inside the booklets and listening to their teachers give a lesson on

preventing drug abuse.

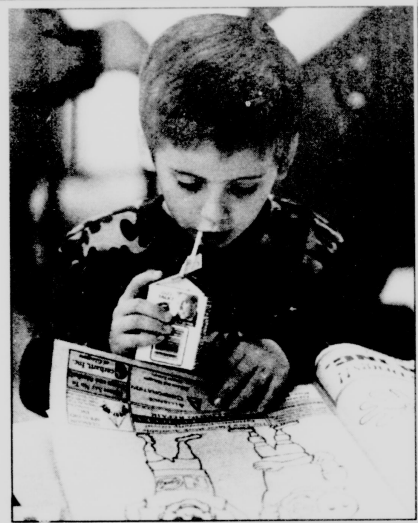
Margaret Hatcher, a first-grade teacher, said she talks very openly about drugs with her students and gives them a chance to voice their concern and feelings.

"This booklet is a wonderful teaching tool," she said. "I don't think you're ever too young to learn about drug abuse."

The idea for the coloring tabloid isn't new. Daily Times' Ad Manager Harold Spear borrowed the idea from another Donrey newspaper, the Cleburne (TX) Times-Review.

"I feel this particular tab is a positive approach to reach children at a very young age. It also gives people in the fight against drugs another tool to use," said Spear.

This is the eighth year the Daily Times has produced the booklet. This year, the Daily Times printed more than 12,000 copies.



Glasgow Daily Times photo By Tammy Hensley

Editors can't please everyone all the time... and shouldn't try

Newspaper publishers and editors are always looking for how to do a better job, please more advertisers and readers.

Following is a reprint of a 1940 article headlined, "Somebody did something," that illustrates what a story would look like if editors tried to please everyone:

Charges were filed today against Mr. (long-time subscriber). He appeared before Judge (having job printing done) on a complaint that he had attacked Mr. (friend of the editor).

Mr. (long-time subscriber) is alleged to have wielded a (naming type of weapon harmful to sales) in front of the (owner requested store name

be withheld) in the assault.

The victim, hurt slightly, died for some strange reason in the (harmful publicity for institution) hospital. The doctor said that although the man rolled off the bed and fractured his skull, causing immediate death, he would rather not be mentioned as treating him.

Attorney (name withheld under threat of suit) said that he would rather nobody knew he was defending the man.

Mr. (advertiser) was charged jointly with Mr. (long-time subscriber). Mr. (advertiser) blamed Mr. (long-time subscriber) with handling a (naming weapon harmful to sales) in the attack of Mr.

(friend of the editor) in front of (owner requested store name be withheld). Mr. (name omitted because having campaign cards printed here) will prosecute the case before Judge (having job printing done) sometime soon (date not given, they don't want spectators littering up the courthouse.)

Funeral services for Mr. (friend of the editor) are expected to be held at a church (editor doesn't like the preacher.)

Burial will be handled by (deadbeat advertiser) mortuary with graveside services at (reporter didn't have time to check) cemetery.

(Reprinted from the Montana Newspaper Association Bulletin)

Buying

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and a lot of (newspaper earnings) are being filtered back into acquisitions," said Ted Rickenbacher of Dallas-based Rickenbacher Media Co. "A lot of what you saw back then was kind of soft money," he added. "There was a lot of funny money back in those early days. The deals I see done now are pretty firm."

But if the 1997 newspaper property market does not seem as frenzied as the go-go years of the late 1980s, statistics compiled by Dirks, Van Essen show that this market is actually more active than a decade ago. In 1987 there were 46 transactions involving 59 dailies with a total value in 1987 dollars of \$2 billion. In 1997 (as of Nov. 29), there have been 53 transactions, completed or announced, involving 99 dailies with a value of \$4 billion.

And there are even more financial groups — investors whose money does not come from traditional newspaper sources —

involved in this market than there were in 1987, Van Essen says.

"Clearly there are more financial 'lookers' today than 10 years ago," he said, but they remain largely invisible because they have not actually landed any sales yet. And he adds that compared to 1987, banks are now lending on even more "aggressive" multiples, as they say in financial circles.

Not surprisingly, newspaper brokers are optimistic about the prospects of their business.

"What you see now are generally good buyers," Rickenbacher said. "Before you had a lot of quasi-investors just looking to get into the field and to sell to someone else. Now they know that if you buy them, you gotta be able to run them."

Van Essen gazes down the road and sees "all the lights remain green."

"You've got cheap money, lots of buyers, a strong economy, and newsprint prices that are in check," Van Essen said. "Plus you have an intangible element: a new bullishness about newspapers."

(Reprinted from the Nov. 29 issue of Editor & Publisher.)

Columnists

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• What would you really like to say?

So you help your columnists early, and they get reliable. Then what? Then their reliability may make them lose your attention. You read two graphs, sigh "Good

old Charlene," and return your efforts to bad old Charlie. Well, good old Charlene needs help, too, especially if you want her to keep hitting that hard. Five minutes a day, not a bad trade for a great column now and then.

(Fry is an affiliate of the Poynter Institute for Media Studies. He is an independent writing coach in St. Petersburg, Fla. Call him at (813) 866-3460.)

Backup

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the general deadline for copy? Photos? Graphics? Ads? When do color pages have to clear? What about the cover? The centerspread?

Your backup schedule should include the details of when photos are to be shot, prepped and cleared to your pagination desk or camera department.

The dates for writing, editing and pagination of stories should be part of the list. Also include key planning and update meetings during the process.

When do we begin selling the ads? What are the deadlines for ads to go to makeup? When do the ads have to be ready for inside pages? What about the back page ad?

If you back up a bit — and look at the big picture — your work on any project is sure to be easier.

And then you'll be far ahead of the others who think they're wait-in' on you!

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