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# Looking Ahead

**September 14 - 15**  
West Kentucky Press Association Fall Seminar, Executive Inn, Paducah

Periodical Room  
Does Not Circulate

**September 17 - 20**  
SNPA Convention, Broadmoor Resort, Colorado Springs

**September 20 - 23**  
NNA Convention, Radisson Hotel, St. Paul, Minn.

**September 26**  
7 p.m. (ET) - KPA Gubernatorial Public Forum, Singletary Center for the Arts, UK, Lexington

**October 8 - 14**  
National Newspaper Week



**October 9**  
7 p.m. (CT) - KPA Gubernatorial Public Forum, Singletary Center for the Arts, UK, Lexington

**October 12**  
KPA Fall Advertising Seminar, Hurstbourne Holiday Inn, Louisville

**October 12**  
KPA Fall News Editorial Seminar, Hurstbourne Hotel, Louisville

**October 13 - 14**  
Associated Press Managing Editors Fall Convention, Lexington

**October 13 - 15**  
Kentucky News Photographers Association Convention, Galt House, Louisville

**October 15**  
National Press Photographers Flying Short Course, Galt House, Louisville

**October 25-27**  
AP Fall Convention, Indianapolis

**October 26**  
KPA Fall Circulation Seminar, Holiday Inn North, Lexington

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**September, 1995**  
Volume 66, Number 9

F (UK) SCF LEX 405  
CENTRAL SERIALS RECORDS  
MARGARET KING LIBRARY  
UNIVERSITY OF KY LIBRARIES  
LXN KY  
40506

## Board commits to full-time News Bureau

Despite a downturn in 1995 in use of the Kentucky Press Association's unique News Bureau service, the KPA/KPS Board of Directors have committed to keeping the operation open on a full-time basis.

That decision came at the August 24 Board meeting in Frankfort, with a commitment from Board members to help promote and strengthen the bureau.

The Board was presented with four possible options on what to do with the News Bureau. Those options included making the service available on a part-time basis with no other duties; making it part-time but maintain the responsibility of editing and designing The Kentucky Press; ending the five-year-old member service; or making it full-time.

The KPA News Bureau began in August, 1990, as a part of then-KPA president David Hawpe's list of proposed new member services. It was designed initially to give all KPA member newspapers an editorial employee in Frankfort, the heart of state govern-

ment in the Commonwealth. When it began, it was and remains, the only such service available to state press association members.

Although located within the KPA Central Office, assignment duties were made by member newspapers including retrieving records from state agencies, covering press conferences, hearings, trials and similar news events in Frankfort, and taking photographs.

"Few Kentucky newspapers have Frankfort bureaus or correspondents, and those who don't have problems getting records or covering news events in Frankfort," said KPA executive director David T. Thompson. "Kentucky being such a large state made it difficult for newspapers to cover news events in the capital city and the News Bureau service gave all members a reporter based in Frankfort."

"As originally designed, newspapers made specific assignments or requests of the News Bureau, without the involvement of other KPA staff members," Thompson added. "We'll probably restructure the News Bureau in the near future to make it more responsive to members' needs without relying so much on individual assignments from newspapers."

In the past year, the News Bureau gathered various court records in Frankfort and placed those on KPA's bulletin board system, CommonNet.

A survey this spring on the News Bureau showed the service to be valuable to member newspapers, especially weeklies, with the most-used News Bureau service being coverage of legislative sessions.

Many members noted, however, that cuts in news space or concentrating more on local news coverage affected use of the service.

"With newsprint prices

soaring, newspapers across the country have cut the news hole or have decreased use of non-local news," Thompson said.

In other discussions, the Board took action on the following topics:

**Clipping Service** - authorized the executive director to pursue further the interest of a company in purchasing the KPS Clipping Service.

**1996 Summer Convention** - accepted a proposal from the University Plaza and Bowling Green/Warren County Convention Center as site of the 1996 Kentucky Press Association Summer Convention. The convention will be held Thursday and Friday, June 20 and 21. Proposed activities include a tour of the Corvette plant and a reception at the Corvette Museum in Bowling

Green; and possible optional trips to Mammoth Cave, Opryland and a trip on the General Jackson steamship in Nashville.

**Faculty-in-Residence** - accepted a proposal from the Journalism Education Committee to establish a faculty-in-residence program to begin in the summer of 1996, with the expression that at least two faculty members be placed in 1996 for a five-week internship at Kentucky newspapers. The program would be funded by the Kentucky Journalism Foundation and modeled similarly to the successful KJF internship program.

**Legal Contingency Fund** - accepted a proposal from past president Steve Lowery to es-

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## Continuing education KPA to host fall seminars for ad, editorial and circulation staffs

Fall will be a busy time for Kentucky newspaper staffs with three upcoming seminars being planned to help advertising, circulation and editorial departments.

Three fall seminars are being planned in October, two in Louisville and a third in Lexington.

October 12, at the Hurstbourne Lane Holiday Inn, advertising staffs will gather from Kentucky newspapers for a half-day of seminars on various laws related to the newspaper industry.

The seminar begins with a presentation by Sue Shackleton of the Kentucky Human Rights Commission, updating newspapers on complying with federal Housing and Urban Development (HUD) laws. Shackleton heads up the Human Rights Commission division overseeing compliance with HUD regulations. Al-

though there was a flurry of activity in violations against newspapers in late 1994 and 1995, HUD has re-structured its watchdog efforts and strict enforcement of the federal regulations.

Also on the program are representatives of the Better Business Bureau and the Kentucky Attorney General's office discussing various scams that are being offered through advertising sources and how newspapers should react. The seminar concludes with an afternoon session by Kim Greene, KPA General Counsel, on various other state and federal laws affecting newspaper advertising.

Also on October 12, at the Hurstbourne Hotel and Conference Center, the KPA News Editorial Division is sponsoring a half-day seminar, focusing on the latest technology in

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### KPA sponsoring 2 candidate forums

The Kentucky Press Association is sponsoring two public forums with the two gubernatorial candidates.

The first forum is scheduled for Tuesday, Sept. 26 in the Recital Hall at the UK Singletary Center for the Arts. The second will be Monday, Oct. 9 at the Information Age Park Resource Center in Paducah.

Both forums begin at 7 p.m., local time.

Panelists for the Lexington forum are Lisa Carnahan, Harlan Daily Enterprise; Gene Clabes, Recorder Newspapers; Su-

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# People and Papers in the News

**E. Joe Vanderhoof**, general manager of the Ashland Daily Independent for the past three years, has been named publisher of the 25,800-circulation Mankato (MN) Free Press. The appointment was announced by Richard Myers, president and chief executive officer of Ottaway Newspa-

pers Inc., parent company of the Daily Independent and the Free Press. Vanderhoof, an Ashland native, began his newspaper career in 1975 in the Daily Independent's circulation department.

**Paul Schaumburg**, former on-air personality for radio stations in Benton and Metropolis,

Ill., has joined the Mayfield Messenger as a staff writer. Schaumburg graduated from Western Kentucky University with a degree in speech and mass communications and is pursuing a master's degree at Murray State University in organizational communications.

Morehead native **Kay Hedrick** has joined the Manchester Enterprise as advertising manager. Hedrick is a graduate of Morehead State University with a B.A. in journalism.

**Lisa Hurst**, news team member of the Cynthiana Democrat, recently photographed all historical markers in Harrison County and presented a print of the markers to the Cynthiana historical museum. The print will be on display at the museum.

Landmark Community Newspapers Louisville market regional sales rep **Dee Matasich** has received additional duties as assistant to LCNi advertising director **Bonnie Gray**. Matasich will be assisting Gray in serving and developing national advertising accounts for LCNi.

Shelbyville Sentinel News reporter **Kevin Eigelbach** found himself a "victim" of a car crash recently. Actually, Eigelbach was a willing participant in a vehicle extrication class put on by the Shelbyville Fire Department. Eigelbach lay inside the car while firefighters used the jaws of life to pop open the door. "It was a little scary, especially when they said they might have to cut off my leg to get me out," Eigelbach reported.

**Barry Danowski** has joined the staff of the Fulton Leader as sports editor. Danowski previously worked part-time at the Paducah Sun and the Mayfield Messenger.

**Carol Moore** has been named advertising director of the Beattyville Enterprise.

**Ed Mastrean**, secretary of the KPA Associates Board and former chairman of the KPA Advertising Division, has been named director of community relations at Kentucky Educational Television. Mastrean has been with KET as director of public information since leaving the Lexington Herald Leader's advertising department in the late 1980s.

**Kristie Dunbar** has joined the Providence Journal Enterprise staff as front desk receptionist and is in training as an advertising sales representative.

**Holly Sanger**, former advertising manager for the Daily News in Rhinelander, Wis., has been named classified advertising manager for the Bowling Green Daily News.

The Wayne County Outlook has added two new staff members - **Vicki Cross** and **Dennise Gillespie**. Cross joins the Outlook as advertising assistant to **Melinda Jones** and Gillespie has been added to the Outlook's composition department.

**Betty Berryman**, publisher of the Winchester Sun and president of the Kentucky Press Association in 1986, has been named to the Board of Directors of PAGE Co-op. PAGE is a member-owned purchasing cooperative, designed to help independent and privately-owned group newspapers to purchase newspaper supplies on a volume-based discount system.

**Danna Estridge**, news reporter at the Pineville Sun, has left the newspaper to return to Eastern Kentucky University to complete work on a bachelor's degree in journalism.

**Melissa Dozier-Lewis**, public relations director at Knox County Hospital, has been named features editor of the Laurel News-Leader. Lewis previously worked as a reporter at the Corbin Times-Tribune and the London Sentinel-Echo.

**David L. Smith**, former circulation manager of the Owensboro Messenger-Inquirer, has been appointed president, chief executive officer of the Thomson Newspapers Corporation Indiana Strategic Marketing Group. Smith has been group publisher of Thomson Newspapers' Independent Group, based in Tampa, Fla.

**Rebecca Ray**, who graduated in May from the University of Missouri-Columbia with a degree in journalism, has been named assistant editor of the Kentucky Standard in Bardstown. Smith was a reporter on the Columbia Missourian and also worked for the Smithville (Mo.) Democrat Herald.

**Randy Patrick**, editor of the Jessamine Journal, has won two writing awards in Republic Newspapers' journalism contest. Patrick won awards for best general news story for coverage of a devastating storm that hit Jessamine County, in May, and for best

personal column.

**Rick Baker**, former editor of the Georgetown News and Times, and more recently a city hall reporter for the Somerset Commonwealth Journal, has been named managing editor of the Barbourville Mountain Advocate. Baker has served as editor of a weekly newspaper in Show Low, Ariz., and was public information officer with the Cabinet for Human Resources in Frankfort from 1984 to 1988. Baker replaces **David Cole** who has been named public relations director for the Knox County School System.

From getting to chat with UK basketball players to watching John Michael Montgomery film a video in Garrard County, **Scarlett Husbands** says her experience as an intern at the Garrard County News was "a great experience." Husbands is a senior at the University of Kentucky, majoring in Journalism. Her internship was one of 12 issued by the Kentucky Journalism Foundation.

## Obituaries

BROWN

**James W. Brown**, former sportswriter for the Louisville Courier-Journal and the Cincinnati Post, died August 15 in Louisville. He was 75.

Brown worked in the C-J sports department from 1946 to 1963 before moving to the Cincinnati Post, from which he retired. Among his duties at the Courier-Journal was coverage of University of Louisville athletics. The family requests that memorial gifts be made to the Shelbyville Baptist Church.

## Looking Ahead

Continued from Page 1

**November 2-3**  
KPA/KPS Board Fall Retreat, Cumberland Falls State Park

**January 25 - 26, 1996**  
KPA Winter Convention, Radisson Plaza, Lexington

**March 4 - 8, 1996**  
Newspapers in Education Week

**June 20 - 21, 1996**  
KPA Summer Convention, Bowling Green

## The Kentucky Press

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**Holly Stigers**, Clipping Assistant

## West Kentucky group to meet Sept. 14-15

Members of the West Kentucky Press Association will be meeting September 14 - 15 at the Executive Inn in Paducah for that group's annual Fall Conference.

Friday's program features Joe Hedges, former information and public services director at Murray State University, discussing his various experiences, including the tragic MS cheerleader van crash, while in charge of media relations at the university. Hedges will be Paul Isom, also formerly with Murray State. Together, they will discuss changes they faced moving from newspaper work to teaching college journalism.

Bob Adams, of Western Kentucky University, and Bob McGaughey, Murray State University, will talk about placement procedures for their journalism students and Ken McManus, Paducah Sun writing coach, will give hints on spicing up news stories.

Thursday's activities are limited to a social gathering in the hospitality suite and a possible excursion to the Player's Riverboat Casino, although that activity will not be coordinated by WKPA.

Registration begins at 9 a.m. (Central) on Friday and costs \$25, including lunch. Room reservations can be made by calling (502) 443-8000.

## Three KPA seminars on tap for October

**Continued from Page 1**  
electronic transfer of pages, electronic imaging and pagination.

The seminar will be conducted by James Morris and Steve Martin of the Danville Advocate Messenger.

Both October 12 seminars will be from 10 a.m. until 2:30 p.m. (Eastern time). The Advertising Seminar will be at the Hurstbourne Holiday Inn, just across Interstate 64 from the Hurstbourne Hotel and Conference Center, site for the News Editorial Division session.

More information will be mailed soon to Kentucky newspapers.

The Fall seminar sessions wrap up October 26 at the Holiday Inn North in Lexington.

That day, the KPA Circulation Division will be hosting a half-day of programs geared at marketing and promoting the newspaper; increasing single copy sales; and understanding postal regulations and forms.

Included on the program are Joe Mitchell of the Lexington Herald-Leader, discussing marketing and promoting the newspaper; Mike Reynolds, of the Louisville Courier Journal on increasing single copy sales; and KPA past president and National Newspaper Association postal chairman Max Heath discussing various issues related to the U.S. postal service.

Information about the KPA Circulation Division Seminar will be mailed later this month to all Kentucky newspapers.

## SHAPE YOUR FUTURE...READ NEWSPAPERS

NATIONAL NEWSPAPER WEEK  
OCTOBER 8-14



## National Newspaper Week - -October 8-14

Media kits, including cartoons, news releases, editorials and a letter from President Bill Clinton are available from the Kentucky Press Association to member newspapers. Supplies are limited on a first-come, first-served basis by calling Sue Cammack at 800-264-5721.

## KPA seeking candidates for vice president

Nominations and letters of application are being accepted until October 13 for the office of vice president of the Kentucky Press Association for 1995.

Any KPA member may nominate any individual who meets the criteria set forth in the KPA By-Laws for that position. Additionally, individuals interested in holding office in the Kentucky Press Association may submit a letter of application.

KPA By-Laws state: "The only person eligible for election to the office of Vice President are those who are currently serving as elected directors; those who have been elected to service on the new board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."

Nominations must be sent, along with a letter of interest or reasons for suggestion, to: David T. Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, KY., 40601.

All nominees consenting to the nomination and agreeing to serve if elected will be interviewed by the Nominating Committee once it has been determined that the nominee meets By-Law requirements.

Following the interview process, the Nominating Committee will recommend a candidate for vice president to the Kentucky Press Association/Kentucky Press Service Board of Directors.

Following action by the Board of Directors, the individual will be recommended to the full membership of the Kentucky Press Association during the Business Session on Friday, January 26, 1996 for approval.

## CLASSIFIEDS

**Advertising Account Executive** -- needed immediately for a daily newspaper in Central Kentucky. If you are a self-starter, have sales experience and are ready to make a career move, send resume to: A. Laurence, The Winchester Sun, P.O. Box 4300, Winchester, KY., 40392-4300.

**Circulation managers** needed for a growing and very successful newspaper organization with small and medium-sized papers in several southern states. Career advancement, excellent compensation and top benefits will reward the circulation professionals for their effort. Individuals with a history of success and commitment to excellence are needed in several of our newspaper operations. Respond in confidence by sending a resume to KPAPG, 101 Consumer Lane, Frankfort, KY. 40601.

**Energetic newspaper display advertising sales manager** needed for the Illinois Press Association ad service. Must be experienced in selling news-

paper advertising or have agency experience in buying print media. The IPA is located in Springfield, Ill., and represents more than 600 newspapers. Duties will include selling to agencies and advertisers around the state, creating new advertising opportunities, developing sales strategies and networking with other press associations. This is a new position with great growth potential. Excellent salary commission and benefits package. Send resume and salary history to: David L. Bennett, Illinois Press Association, 701 South Grand Avenue West, Springfield, IL, 62704.

**CIRCULATION MANAGER** position open at The News-Enterprise, 17,000-circulation daily in Elizabethtown, KY. Paper has solid long-term circulation strategy, two-year history of growth and outstanding customer service. Looking for someone with at least several years' management experience, sound judgment, desire to work in Total Quality Management (TQM) environment. Contact: Mike Anders, Publisher, (502) 769-1200, Extension 202.

# Off The Wall

By **Tim Ballard**  
General Manager,  
Lebanon Enterprise

Strange things have been happening in the newspaper industry over the past year and a half, and some of them are having an effect on The Lebanon Enterprise, as well as other newspapers.

Perhaps the trend having the biggest effect is the cost of newsprint.

Newsprint is the type of paper that newspapers are printed on. It's what you're holding in your hands right now.

The industry has been hit hard over the past 15 to 18 months by increases in the cost of newsprint.

This cost of newsprint has gone up 64 percent since January 1994. And the paper mills that make newsprint have already told the newspaper industry that there will be another 10 percent increase in September.

In gasoline terms, that would be like paying \$1.64 a gallon now if you paid \$1 a gallon in January 1994 - and knowing you were going to be paying \$1.80 a gallon next month.

That's a huge increase in a short period of time.

A combination of more demand and fewer paper mills has contributed to the increase. And the price of newsprint was lower than it really should have been for several years, simply because of low demand and oversupply.

Newspapers have responded to the newsprint situation in various ways.

Some have raised the price of single copies of newspapers and the cost of subscriptions.

Newspapers often exchange papers. For example, we get other Landmark papers here and they get copies of The Enterprise. It's done so we can keep up with issues in other areas and so we can find ideas for stories we can do.

The Springfield Sun gets a paper from North Dakota. Don't ask me why. But I've noted one thing: The cost of buying that paper on the newsstand is 75 cents. I'm sure that's in response to the increased cost of newsprint.

Other newspapers have made an effort to cut the number of pages used in each issue. This, incidentally, can be done without cutting the amount of news that goes into the paper.

When you design a page,

you can make the photos and other illustrations a little closer together. You can cut down on the little filler ads - things that say something like "Give blood" or "Subscribe now" - that are used to fill up space.

Still other newspapers have had to cut back production. I have heard of one newspaper in Kentucky that went from publishing once a week to once every two weeks because it couldn't buy enough newsprint at any price.

And those of us in the business have all heard of newspapers that have simply quit publishing at all for the same reason. So have a lot of smaller print shops.

The Enterprise isn't in any danger of shutting down or going to once every two weeks. Landmark is a big company, and it can get the newsprint it needs. It's just a question of how much Landmark has to pay.

What's that mean for The Enterprise?

For the moment, just that we and the folks at Landmark are keeping an eye on the situation - a close eye. And, like any blood business should do, we're playing a lot of "what if" games depending on what happens in the newsprint industry.

I'll keep you posted.

## Board nomination ballots to be sent in early October

Forms to nominate district representatives to the Kentucky Press Association/Kentucky Press Service Board of Directors will be mailed in early October.

Five district Board seats are up for election, with the term beginning at the conclusion of the 1996 KPA Winter Convention and continuing through the end of the 1999 Winter meeting.

Nomination forms will be sent to the publisher of each newspaper in the five districts.

After nominations close in mid-October, newspapers will receive a ballot consisting of all persons nominated to the Board for each district.

The Board seats up for election include Districts 3, 4, 5, 6 and 15A.

KPA By-Laws stipulate that nominees must live and work in the district for which he/she is nominated.

The voting process will end in late October.

# Bits and Pieces of News You Can Use

## FTC final rules on telemarketing include newspaper concerns

The Federal Trade Commission issue final rules August 16 to regulate telemarketing sales calls. The final version of the rules, that take effect December 31, 1995, include all of the concerns expressed by the newspaper industry.

One of the important requirements in the final rules is a prohibition on calling a person once he or she has requested not to be called again. This prohibition complements existing rules enforced by the Federal Communications Commission. However, the FTC penalty is up to \$10,000 per violation, while the FCC imposes a \$500 penalty for each violation. Newspapers will need to be diligent in compliance under the "do-not-call" provision.

Other provisions affecting newspapers include:

- \* upon making a telemarketing call, "promptly" disclose the name of the newspaper and that the purpose of the call is to sell a product or service;

- \* disclosures related to cost, quantity, etc., that would need to be made prior to payment collection;

- \* calling hours will be restricted to between 8 a.m. and 9 p.m.; and,

- \* retaining records for two years related to advertising, scripts, etc., used in telemarketing; names and addresses of customers, with the date and amount of goods or services purchased; names and last known addresses of current and former employees that conduct telemarketing, including any fictitious names used by those workers.

A general outline of the FTC rules is available by contacting the Kentucky Press Association at (800) 264-KPA1 or through Leslie Barhyte, Newspaper Association of America, at (202) 638-4782.

## Campaign focuses on 1st Amendment values

The Freedom Forum has produced a new public service campaign and educational curriculum dedicated to promoting the value of the First Amendment to the U.S. Constitution.

The campaign and teaching materials are titled "Talking About Freedom." The materials include:

- \* **Talking About Freedom Print Ad Series** - black and white, educational, public service ads, each asking a provocative question related to a current First Amendment issue;

- \* **Talking About Freedom Teacher's Guide** - a 20-page teacher's guide that newspapers can duplicate and distribute to teachers.

This fall, The Freedom Forum also will launch a series of TV public service ads to complement the print ad and educational campaign.

The Newspaper Association of American Foundation is partnering with The Freedom Forum to distribute the materials. For information, contact Gwendolyn Kirk at (703) 648-1000.

## KNPA Flying Short Course set for Oct. 13-14

The Kentucky News Photographers Association has scheduled its fall Flying Short Course for October 13-14 at the Galt House in Louisville. In addition, the National Press Photographers Association Flying Short Course stops in Louisville on October 15. The agenda includes Cathaleen Curtis, staff photographer, The Washington Times; David Leeson, staff photographer, Dallas Morning News; Jeff Rivers, associate editor/columnist, Hartford (CT) Courant; and Michael Williamson, staff photographer, The Washington Post.

For more information, contact Gary Emord-Netzley or Cathy Clarke at the Owensboro Messenger Inquirer; Marcella Johnson at the Louisville Courier-Journal; Todd Blevins at the Richmond Register; Rhonda Simpson at the Appalachian News Express in Pikeville; or Stan McKinney at the Central Kentucky News Journal in Campbellsville.

## Census Bureau installs new telephone system

The U.S. Census Bureau has installed a new telephone system, designed to better serve calls from the news media.

Effective immediately, calls by the news media to the Census Bureau should be made to (301) 457-3030. The change does not affect the fax number (301-457-3060) or fax-on-demand (301-457-4178).

New Census Bureau reports include:

- \* 1992 census of financial,

insurance and real estate industries;

- \* health insurance coverage;

- \* poverty's revolving door, the dynamics of economic well-being, poverty, 1991 to 1993;

- \* 1990 to 1994 population estimates;

- \* 1993 annual survey of manufacturers;

- \* 1992 census of retail trade;

- \* U.S. exports and imports;

- \* mothers who receive food stamps, fertility and socio-economic characteristics;

- \* characteristics of the foreign-born population.

## NNA seeking items for foundation auctions

The National Newspaper Foundation is seeking items for its live and silent auctions during the NNA Convention, September 20 - 23 in St. Paul, Minn.

Proceeds from the auctions will be used for the many educational projects including journalist grants-in-aid issued by the foundation through the National Newspaper Association.

NNA is seeking auction items from its member newspapers across the country. Previous auction items have included dinner with celebrities, autographed items from celebrities, tickets to major sports events or concerts, newspaper memorabilia, collector's items, and numerous items from companies and manufacturers in newspaper communities.

For information on contributing an item to the National Newspaper Foundation auction, call Dennis Schick at the Arkansas Press Association (501) 374-1500 or Diana Kramer at (206) 634-3838.

## Full page ad deal generates \$57,800

The Tuscaloosa (Ala.) News held a One Day Only!! display advertising sale, offering full page ads at \$850, about one fourth of the contract rate.

Under the promotion, businesses could purchase the space at the stated rate and the ad would be published only one day.

News advertising representatives sold 68 full-page ads during the promotion, generating \$57,800 in income. About half of those who bought full pages had never purchased a full-page ad before.

# Encouraging

Newspapers post highest first-half since 1988

U.S. Newspapers posted the best first half advertising revenues since 1988 — rising 6.1% to \$16.74 billion during the first six months of 1995 — according to figures released today by the Newspaper Association of America (NAA). The last peak in ad expenditures was posted seven years ago at 6.16%.

In terms of profits, of the 19 public companies reporting earnings during the second quarter of 1995: 15 reported revenue gains, one reported no change in revenue, and three had lower profits compared to the same period last year.

"The strong mid-year re-

## Candidate forums

Continued from Page 1

san Warren, Ashland Daily Independent; and Jamie Lucke, Lexington Herald-Leader. Ferrell Wellman, journalism professor at Eastern Kentucky University will serve as moderator.

Paducah forum panelists include Chip Hutcheson, Princeton Times Leader; Al Cross, Louisville Courier-Journal; Frank Boyett, Henderson Gleaner; and Bobbie Foust, Paducah Sun. Mark Chellgren, Associated Press Frankfurt bureau, will moderate the Paducah session.

Both forums are open to the public. Newspapers wishing to cover either forum should contact the Kentucky Press Association to reserve space.

## American purchases Richmond Register

American Publishing Company has reached in principle an agreement to purchase the Richmond Register from Thomson Newspapers.

The announcement came in late August, just days after APC had agreed to purchase the Corbin Times-Tribune from the same group.

With the purchase of the Register, American Publishing will own four Kentucky daily newspapers, including the Time-Tribune, Harlan Daily Enterprise and Middlesboro Daily News.

The New Albany (Ind.) Tribune and the Portsmouth (Ohio) Daily Times were also purchased by APC at the same time as the Register.

sults illustrate that advertisers continue to place a high value on newspapers as a key source to deliver product information to consumers," said Cathleen Black, NAA president and CEO.

In advertising categories during the first half, classified advertising grew 10.3%, followed by retail (up 4%) and national advertising (up 2.9%). In the second quarter alone, classified grew 8.3%, followed by retail (up 4.1%) and national advertising (up 3.6%).

Total newspaper advertising revenue totaled \$34.11 billion in 1994, with retail contributing \$17.50 billion, classified bringing in \$12.46 billion and national advertising accounting for \$4.15 billion. Newspapers carry more advertising than any other medium — 22.8% — compared to broadcast television (20.8%), direct mail (19.8%), radio (7%) and magazines (5.3%).

## Newspaper recycling more than doubled in past decade

1994 marked a year in which Americans recycled over 100 percent more old newspapers than they did a decade ago, according to the Newspaper Association of America (NAA). In 1985, 3.8 million tons of old newspaper was recovered and recycled — doubling to 7.6 million tons in 1994, the NAA said.

With statistics showing seven out of 10 Americans committed to newspaper recycling, the newspaper industry held a week-long national awareness campaign aimed at recognizing those efforts and educating young readers. Other statistics on consumer recycling habits\* show that 95% of Americans recycle everything from aluminum to glass.

What Do Americans Recycle? Old newspapers rank second, with the four highest-ranking recyclable materials as follows:

- Aluminum, recycled by 80% of Americans
- Newspaper, recycled by 70% of Americans
- Plastic, recycled by 66% of Americans
- Glass, recycled by 56% of Americans

"Thanks to newspaper readers of all ages across North America and their participation in community recycling



Newspapers continue to dominate the coupon distribution field according to a new report from the Newspaper Association of America (NAA), which shows that 259.5 billion (83.8%) of the 309.7 billion manufacturer coupons distributed in the U.S. in 1994

were carried by newspapers. This includes 82.7% of all grocery coupons and 86.5% of all health & beauty aids coupons distributed.

The statistics appear in "On The Cutting Edge, The Coupon Industry Today and Newspapers... Key Role: 1995

Coupon Facts," a 26-page book that shows coupons are one of the most widely used promotional tools in the consumer packaged goods industry.

"Coupons are here to stay," according to Miles Groves, NAA vice president, market and business analysis. "Newspaper readers look for them when they open the paper and 89% of primary grocery shoppers who use them say they like receiving them through newspaper free standing inserts (FSIs), the preferred method of coupon distribution."

According to the report — which covers everything from newspaper readership and coupon use, to trending data on coupon distribution and redemption, and includes various industry references — newspapers continue to thrive among coupon consumers and advertisers.

Among the report's other findings:

- 87% of principle shoppers can recall supermarket and food advertising in the daily newspaper during the week.

- 79% of principle shoppers usually read the food and cooking section in their daily newspapers.

- 63% of principal shoppers live in households that use "cents-off" coupons.

- Newspapers influence where consumers choose to shop for food.

Each section of the report, which also serves as a sales tool to persuade advertisers that newspapers are the best medium in which to invest their "coupon dollars," includes a summary of "Newspaper Sales Applications" which reference key selling points.

programs, we have a recycling story our industry can promote with pride," said Cathleen Black, NAA president and CEO. "National Newspaper Recycling Week is the newspaper industry's way to continue an educational campaign that has worked with consumers."

Why Do Americans Recycle? The top four reasons are as follows:

- 26% stated concern for the environment
- 14% said "it's the right thing to do"
- 13% said they recycle because they are required to
- 10% stated earning or saving money as their primary motivator

Children Lead Recycling Efforts:

More than three-quarters of adults with children in their homes said that their children bring recycling news home from school. Nearly one-fourth of them hear requests from their children to buy products with recycled content

As part of National Newspaper Recycling Week, newspapers across North America are scheduled to publish a full-color educational insert on newspaper recycling called "Old News Is Good News." The eight-page news-

Introducing... **AdCreation Toolkit**

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Victor's Edge, Inc. Metro Creative Graphics, Inc. 55 West 34th Street, New York, NY 10001

# 100 useful things you can do with the newspaper



- 1** Cover your head when it rains
  - 2** Line your bird cage
  - 3** Make a fireman's hat
  - 4** Shade the sun from your eyes
  - 5** Mulch for your garden
  - 6** To pottie train house pets
- 
- 7** Wrap fish and other goop in it
  - 8** Wrapping for freezing meat
  - 9** Use to pack with when moving
  - 10** Roll into fireplace logs
  - 11** Blanket for bench sleeping
  - 12** Roll up to make telescope
  - 13** Recycle for cash
  - 14** Clean car windows
  - 15** Make spit balls
  - 16** Temporary curtains for your home
  - 17** Put on floor when painting
  - 18** Use for wrapping gifts
  - 19** Emergency toilet paper
  - 20** Use as insulation
  - 21** Use letters for writing ransom notes
  - 22** Rustling sound effect for home movies
  - 23** Start a fire with it
- 
- 24** Make into house slippers
  - 25** Roll up to make a megaphone
  - 26** Stand on pile to appear tall
  - 27** Make a collage
  - 28** Use as a temporary cast
  - 29** Use as shoehorn
  - 30** Make a fan
  - 31** Empty vacuum cleaner on it
  - 32** Fix hole in shoe
  - 33** Keep flowers fresh until you get vase
  - 34** Put on floor when you shell pecans
  - 35** Spank your dog
  - 36** Make confetti
  - 37** Scoop up dead bugs
  - 38** Fingerprint on it
  - 39** Stuff in wet boots to help them dry
  - 40** Insulate water pipes in winter
  - 41** Swat flies
  - 42** Use rolled up to beat rug
  - 43** To line the trash can
  - 44** Make a kite
  - 45** Paper your friend's yard
  - 46** Clean your feet on
  - 47** Use as funnel for filling gas tank
  - 48** Make patterns for sewing
  - 49** A must for silly-putty users
  - 50** Keep kitchen clean when transferring potted plants
  - 51** Use for ironing ties
  - 52** Make printer's hat
  - 53** Stuff in shirt to make muscles
  - 54** Feed a goat
- 
- 55** Absorb things you spill
  - 56** Make paper dolls
  - 57** To hide in at dinner table
  - 58** For table cloth at annual picnic
  - 59** A source for rubber bands
  - 60** Collect as a hobby
  - 61** Make yourself look important by carrying it
  - 62** Use as door-stop
  - 63** Disposable plate when eating watermelon
  - 64** Use in magic tricks
  - 65** Tearing strips for birthday party streamers
  - 66** Save the seat next to you
  - 67** Make a Christmas wreath
  - 68** Take out frustration by tearing and throwing
  - 69** To collect hair when cutting
  - 70** Blot your lipstick
  - 71** Pack the ice cream freezer
  - 72** Test out your new paperweight
  - 73** Practice stapling
  - 74** Make people think you're not at home
  - 75** Stuff pillows
  - 76** Use under car when you have oil leak
  - 77** Backing for wax transfers
  - 78** Make a dummy for Halloween
  - 79** Mask your car for painting
  - 80** Use as a coaster for cold drinks
  - 81** Use as a dart board
  - 82** Practice for big-league basketball
  - 83** Fold up a page and make your wallet look impressive
  - 84** Make your hat fit better
  - 85** A wrapper for used chewing gum
  - 86** Collect the yellow from the sun
  - 87** Good for breaking windows, screen doors, etc.
  - 88** Exercise your grip
  - 89** Teach dog to fetch
  - 90** Backing for magic marker art projects
  - 91** Sit on it at raining football games
  - 92** A place mat for office coffee pot
  - 93** Use as dust pan
  - 94** Give subscription as a gift
  - 95** Temporary replacement for broken window
  - 96** Filler for Santa Claus belly
  - 97** Paper stencils
  - 98** Use as worm food
- 
- 99** Read it: national and local news, sports, editorials, human interest, television listings, wedding announcements, births, deaths, are all available in the newspaper.
  - 100** Advertise in it: new cars, grand openings, fashions, furniture, food, toys — you name it. If you want to sell something, the newspaper can help. Newspapers have been and continue to be the number one advertising medium in the United States. For more information on advertising contact your local newspaper or your state press association.

**KPA FOI Hotline****Court's marina decision is 'very troubling'**

As KPA members know from previous coverage, the Kentucky Supreme Court rendered a decision on May 11, 1995 in the case of Marina Management Services, Inc., et al. v. Commonwealth of Kentucky, et al. The decision is very troubling to those of us who regularly seek access to public records in order to report on the business of state government. At issue were audited financial reports of the privately owned corporations which have been awarded state contracts to manage and operate state park marinas. Under the terms of their contract with the state, the privately owned companies had submitted these audit reports to the Tourism Cabinet. The lawsuit was initiated when the Tourism Cabinet resisted the efforts of an oversight committee of the Legislative Research Commission to obtain copies of the audit reports from the Tourism Cabinet.

In its May 11, 1995 decision, the Supreme Court went far beyond the decision that was central to the case — whether the LRC oversight committee had a right of access to the audit reports from the Tourism Cabinet under the provisions of KRS 6.9.5 — and held that these records are exempt from public inspection the Open Records Law, exemption (c) (1). That exemption allows a public agency to withhold from public access "records confidentially disclosed to [a public agency], generally recognized as confidential or proprietary, which if openly disclosed would permit an unfair commercial advantage to competitors of the entity that disclosed the records..." KRS 61.878 (1) (c) (1).

Until the Supreme Court issued this unnecessarily broad holding, this case was merely a dispute between two arms of state government. Suddenly, it has implications for all of us. The far reaching effect of this decision denies all citizens in this Commonwealth the right to demand accountability in the oversight, management and operation of certain state park marinas. The decision will probably also be used to deny legitimate requests of other state agencies for records of other privately owned companies that are operating state facilities under contract or performing other state functions under contract.

Because of its own concerns about the 5/11/95 Opinion, the LRC filed a petition for rehearing. The KPA's concern about the unexpected detrimental turn in this case led the Association to join with The Courier Journal and The Lexington Herald Leader in an unusual step at such an advanced stage of the litigation. On May 31, 1995, the KPA and The Courier Journal filed a motion to intervene in this action for the purpose of petitioning the Supreme Court to modify its Opinion or, in the alternative, we asked for leave to file an amicus curiae brief supporting the LRC's petition for rehearing. The Herald Leader filed a similar motion.

On August 24, 1995 the Supreme

Court denied the motions of the KPA and the newspapers. This means the Court will not permit us to have an official voice in the LRC's attempt to convince the Supreme Court to modify its 5/11/95 Opinion.

The Court has not yet ruled on the LRC's petition for rehearing. It is still possible that the Court will grant that petition and modify its Opinion to refer only to the rights of the respective parties to this action and in the particular factual situation presented delete the far-reaching impact on the general public's rights. There is not a lot of reason for optimism, unfortunately.

If the Supreme Court rejects the LRC's petition as it did ours, an alternative to consider is legislative action that will make it clear that any pri-

**Training session ruled open meeting**

The Kentucky Petroleum Storage Tank Commission has planned to hold a "training session" for its 11 members in late August but a court ruling blocked plans to have the session conducted as a closed meeting.

The ruling, in Franklin Circuit Court, forced the commission to reschedule the session and make it open to the public.

An attorney for the commission, in charge of a multi-million dollar state fund to help pay the cost of cleaning up leaking underground fuel tank damage, said the agency would not conduct any public business during the session, including taking no votes or considering any claims. Instead, the session was planned to help commissioners understand what they vote on during public sessions.

Tank Fund News, a trade publication that regularly covers commission meetings, filed a complaint with the court, asking that the session be declared an open meeting.

An attorney for the publication said the meeting must be open to the public unless it falls under one of the exceptions in the state's Open Meetings Law.

**Applications due Sept. 29 to host '96 KJF interns**

Newspapers participating in the Kentucky Statewide Classified Program are eligible for one of 14 interns scheduled for the summer of 1996.

Application deadline to be a Host Newspaper is September 29. Applications from student interns are due October 13.

Newspaper applications will be reviewed by the KPA Past Presidents, who will select the 14 newspapers to receive an intern next summer.

More information on the internship program is available by contacting KPA at (800) 264-5721.

vately owned company which stands in the shoes of the state to perform a traditional state function will be subject to public scrutiny for its performance of that state function. We're going to have to be vigilant. We must carefully monitor the increasing trend among all levels of government toward privatizing of public functions if we are to continue effectively per-

forming our important role of reporting on all government functions.

If you have questions about Open Meetings, Open Records, court closures, or advertising, call Jon Fleischaker or Kim Greene the KPA FOI Hotline, (502) 589-5235.

**Open meetings, records access most critical 1st Amendment issues**

The majority of U.S. newspapers say access to open meetings and records as well as bureaucratic or legal skirmishes in pursuit of both, are the most critical First Amendment issues they face, according to a new Presstime magazine survey on newspapers and the First Amendment. According to a survey mailed to 1,350 U.S. newspapers, many newspaper publishers complained about the erosion of access to public documents, particularly electronic records and the stiff fees imposed to get them.

"American citizens need to know that every day, newspapers are on the front lines fighting for and preserving freedom of speech and press," said Cathleen Black, president and CEO of the Newspaper Association of America (NAA). "This survey brings to light the battles newspapers have to go through to tell both sides of the story."

Preliminary results based on over 100 respondents revealed:

- Over 90% of respondents said Internet communications should have the same First Amendment protections as newspapers.

- 80% of those polled published editorials on the First Amendment in the last year. Many newspapers said they ran countless editorials about flag-desecration legislation in response to great community interest. Other hot topics:

- Control of violence in TV programming —St. Patrick's Day parade participation by gays and lesbians in Boston —Talk-radio censorship —Free speech and demonstration —Obscenity in cyberspace

- Over 50% of respondents said the community was responsive to stories on the First Amendment. Newspapers said many members of the public wrote letters on the subject. Their major complaint: First Amendment apathy and a "public willingness to give up rights in the name of security." One California newspaper publisher said, "We have a very conservative area. They think the press is the enemy and should not have access [to various public records] since it's none of our business."

- 50% of those polled have lobbied local, state or federal officials regarding First Amendment issues, mostly

regarding access to information.

- Approximately 43% of respondents reported going to court over First Amendment issues. Hot topic: Reporters... subpoenas. Equal numbers of newspapers have sued government officials for access to public records.

Kevin F. Walsh, publisher of The Morning Journal in Lorain, Ohio, expressed particular concern about the "high cost of responding to libel litigation." Bill Barth, editor of the Beloit (Wis.) Daily News, added, "Many smaller papers must simply back away from issues to avoid expensive litigation."

**Adobe releases Pagemaker 6.0**

Adobe Systems Inc. commemorated the 10th anniversary of the launch of Pagemaker by announcing a major upgrade the company said includes more than 50 new or enhanced features. Pagemaker 6.0 will be the first major upgrade to the page composition software since the September 1994 merger between Aldus Corporation and Adobe Systems.

The new upgrades are for Windows and Macintosh. Included in the new version is the ability to create publications in Adobe's Portable Document format (PDF) and to author Hypertext Markup Language (HTML) documents for electronic publishing on the World Wide Web.

Many of the new features enhance Pagemaker's color publishing capabilities. The new software includes the Kodak Precision Color Management System (CMS), complete Photo CD support with auto-sharpening capabilities, RGB (red-green-blue) to CMYK (cyan-magenta-yellow-black) TIFF conversion, and expanded Pantone color libraries, including the Pantone Hexachrome libraries.

Adobe said CMS helps Pagemaker users ensure accurate and consistent color from scanning to on-screen manipulation, while the auto sharpening and color management of imported Kodak Photo CD images streamlines the workflow.

News you can still use from last month's Kentucky Press

## In case you missed it...

### New publishing regs in effect for Statement of Ownership

New regulations take effect this year relating to publishing the Statement of Ownership, Management and Circulation.

USPS Form 3526, also known as the Publisher's Statement, still has to be filed as required with the Postal Service by October 1. But the dates for publishing the required statement in the newspaper have been changed.

The regulation states: "The publisher of each publication authorized second-class mail privileges as a general or requester publication must publish a complete statement of ownership, containing all information required by Form 3526, in an issue of the publication to which that statement relates; other publications are not required to publish this statement. A reproduction of the Form 3526 submitted to the USPS may be used. The required information must appear in an issue whose primary mailed distribution begins not later than October 10 for publications issued more frequently than weekly, or not later than October 31 for publications issued weekly or less frequently but more frequent than monthly; or in the first issue whose primary mailed distribution begins after October 1 for all other publications."

Questions should be directed to Max Heath, NNA Postal Chairman, at (502) 633-4334 in Shelbyville.

### Photo entries needed for '96 directory front cover

The Kentucky Press Association is accepting photographs to consider for its 1996 Kentucky Press Association Yearbook and Directory front cover.

The photographs must have been taken by a staff member of a Kentucky

newspaper and should be in color. The picture should reflect some aspect of Kentucky life or a Kentucky newspaper.

A KPA committee will review all pictures submitted and select the photograph to be published on the front cover of the directory. By submitting a photograph, the photographer or newspaper agrees to furnish KPA with the appropriate color separations needed after the selection is made.

Deadline for submitting photographs for the 1996 KPA Yearbook and Directory is October 1. Mail the photographs to Kentucky Press Association, 101 Consumer Lane, Frankfort, KY. 40601.

Include the name of the photographer, newspaper and brief description of the scene.

### presstime seeking winning photos from KPA contests

Kentucky newspaper photographers who received a first place in any KPA contest in the past year, are invited to send a copy of the award-winning photograph to presstime magazine, the publication associated with the Newspaper Association of America.

NAA publishes a two-page spread on award-winning photographs from state press association contests.

If one of your photographs won a first place in a KPA contest in the past year, send the picture to Erin McNeece, The Newspaper Center, 11600 Sunrise Valley Circle, Reston, VA., 22091-1412. Identify the photographer, name of the newspaper and the contest category for each submission. Both color and black and white photographs are acceptable.

Photographs can be returned if requested.

## Board commits to full-time News Bureau

### Continued from Page 1

establish a legal contingency fund to assist newspapers involved in lawsuits or other court actions or legal situations when the final decision of the case has a statewide impact on the newspaper industry. The program would be funded by resources from the Kentucky Press Association and available to member newspapers contributing some level of funding to the program. The fund would be managed by a committee and the KPA General Counsel with KPA's participation and contribution amount dependent, among other things, on the impact of the issue on the industry.

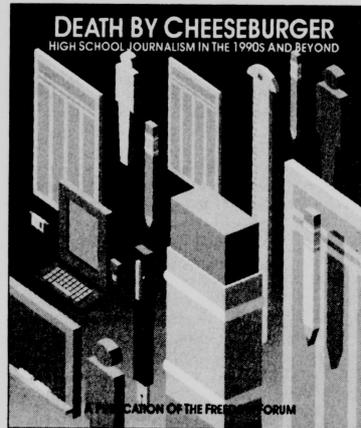
KPA Gubernatorial Forums -- heard from Tom Caudill that two fall public forums with gubernatorial candidates have been scheduled. The first will be Tuesday, September 26 at the

UK Singletary Center for the Arts in Lexington, with a second forum planned for Monday, October 9, at the Information Age Park in Paducah. The format would be similar to forums planned for the Spring primary election.

Community Newspaper Project -- changed the requirements for a newspaper to participate with an Eastern Kentucky University community journalism class project from "an independently owned weekly newspaper" to "any weekly newspaper regardless of ownership," accepting the definition of a weekly newspaper to be one published less than four times per week.

Kentucky News Photographers Association -- accepted a request for funding from KNPA for its October Flying short course in Louisville. KPA is to contribute \$500 to the seminar.

## START THE SCHOOL YEAR OFF WITH *DEATH BY CHEESEBURGER*



*Death By Cheeseburger* is a treasure of excellent ideas that could improve high school journalism. The book will provide you the potential for a positive impact in your community and the future of our industry.

Gene Cushman, President, *The Bulletin*, Bend, Ore.

Take advantage of The Freedom Forum's offer to distribute free copies of the book for you to present to high schools in your area. Send a list of school names and addresses to which you will distribute *Death By Cheeseburger* to Judy Hines, education program officer, via fax or mail:

The Freedom Forum  
1101 Wilson Blvd.  
Arlington, VA 22209  
FAX (703) 284-3516

Questions? Contact Judy Hines at (703) 284-2853.

## Careers in Newspaper

Produced by Morehead State University through a grant from the Kentucky Press Association, this 45-minute videotape is ideal for high school and college/university students considering a Career in Newspapers.

The tape features various size and frequency newspaper personnel discussing job opportunities in the industry and builds an excitement for exploring a career in journalism.

To order a copy of the tape, at \$25 each, and a handout detailing information about newspaper careers, complete the form below and mail to Joan Atkins, Dept. of Communications, Morehead State University, BR 101-C, Morehead, KY. 40351. Make checks payable to "MSU Newspaper Videotape."

Please send \_\_\_\_\_ copies of Careers in Newspaper videotape to:

Name \_\_\_\_\_

Newspaper/Association \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_