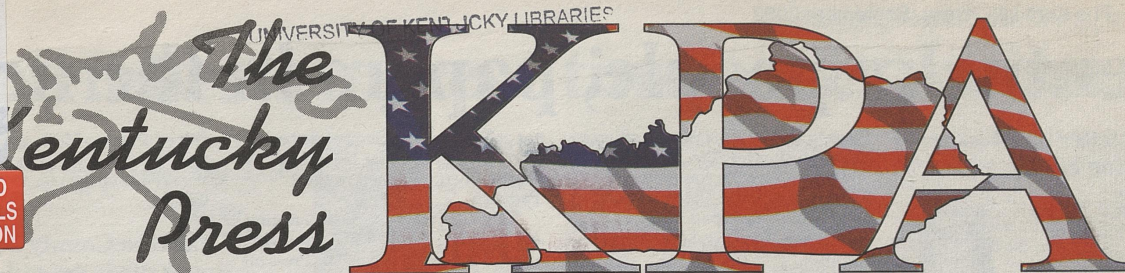


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PERIODICALS
COLLECTION



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'Contest' redesigned, re-named to emphasize what you offer - excellence

On Second Thought

By David T. Thompson
KPA Executive Director



First things first. Monday, September 26, 1983 to September 26, 2002. Nineteen years. Thank to each of you for making the past 19 years such an enjoyable career experience. Just 19 more to go. At least.

* * * * *

New "contest." New "focus." By now, each editor should have received the first mailing of the "Excellence in Kentucky Newspapers: Recognizing Outstanding Writing, Photography and Design - 2002."

Long title, shortened to "Excellence in Kentucky Newspapers - 2002" but the content is familiar.

Basically, it's our old Fall Newspaper Contest with a few sprinkles of the Better Newspaper Contest. Doing away with the Summer Convention after this year's gathering in Gatlinburg, meant doing away with one contest. The Better

EXCELLENCE IN KENTUCKY NEWSPAPERS

RECOGNIZING OUTSTANDING
WRITING, PHOTOGRAPHY AND DESIGN
2002

Newspaper Contest had been a part of KPA history for perhaps generations. It focused on the layout and design of the newspaper. And of the three KPA contests, it was the smallest — in number of newspapers, number of entries, and never a profit center.

As we've traveled the country getting the three contests judged, I think Kentucky remains the only state with three newspaper contests. Some have just one, combining editorial and advertising into a massive package. Most have an editorial contest and an advertising contest. None, that I recall, have three.

This new competition brings in writing, photography and design for 26 categories. We did away with a couple of categories in the Fall

Newspaper Contest. Well, more combined them that did away with them. And we brought in design categories such as best front page, best editorial page, best sports page.

It's still a contest, as such, but we're focusing more on the excellence that each of you contribute to the newspaper industry. Individual entries in each category and contest division will be judged one against the other and judges will select a first, second, third and any honorable mentions.

Most of you have heard me say over the years that I will put Kentucky newspapers up against any state's newspapers, any time, any where. If my math is correct, over the 19 years with KPA, I've gone through some 57 contest judgments by other states. And never once have I been embarrassed or discouraged by the lack of quality Kentucky newspapers exhibit.

I guess when I walk around the room and one of the judges comments on how great he/she thinks our newspapers are, I'm like a proud papa at a hospital nursery.

So what you exhibit truly is Excellence — in your writing, in your

See EXCELLENCE on Page 9

KPA seeks vice president nominations

Nominations and letters of applications are being accepted until Friday, Sept. 27 for the office of vice president of the Kentucky Press Association for 2003.

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

KPA bylaws state: "The only persons eligible for election to the office of vice president are those who are currently serving as elected directors; those who have been elected to serve on the 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 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 bylaw requirements.

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

Following action by the board the individual will be recommended for approval to the full membership of KPA during the business session of the 2003 Winter Convention in Louisville.

The person elected Vice President during the January business meeting will become President-Elect of KPA/KPS in 2004 and serve as President of the organization in 2005.

Cover photos needed for KPA directory

What better way to show a photographer's talent than on the front cover of the KPA Yearbook and Directory?

Each year, we select one four-color photograph from a photographer at a member newspaper and publish that on the front cover of the directory with appropriate credit given inside the directory.

Any photograph depicting life in Kentucky or a recent event in

Kentucky is considered. The photo does not have to have been published in a newspaper to be used on the directory's cover.

The deadline for submitting a four-color photograph for the front cover is Nov. 15.

The photographer whose photo is selected will then be notified and asked to send KPA a four-color separation of the photograph by Dec. 3,

2002.

Please indicate on a cover memo that the photo is being sent for consideration for the front cover of the KPA Yearbook and Directory, and include the newspaper and the photographer's name.

Please mail your 2003 Yearbook and Directory front cover photographs to: KPA, 101 Consumer Lane, Frankfort, Ky. 40601.

Kentucky people, papers in the news

Brandstetter hired as new managing editor

Jeannie Brandstetter, a native of Salem, has been hired to replace **Darryl K. Tabor** as the managing editor at **The Crittenden Press**.



Tabor left the The

Press to accept a similar position at the Kentucky New Era.

Brandstetter, 35, was previously the managing editor of The Mountain Press, a daily newspaper in Gatlinburg, Tenn., and the surrounding area.

Brandstetter earned a bachelor's degree in journalism from Murray State in 1988. She has worked at the Murray Ledger & Times, the Benton Tribune-Courier and was lifestyles edi-

tor at The Paducah Sun before handling public affairs for Lockheed Martin Energy Systems in West Paduach.

Tabor, 29, has served as managing editor of The Press for the past three years. He has worked at The Press off and on for about eight years. He has served in various positions at The Press, including advertising and editorial capacities.

Esh returned to Madison County to work first for the Richmond Register's Berea edition, then for the Berea Citizen.

Jackson County Sun's new website is up-and-running

The Jackson County Sun went global on Thursday, July 18 when their web site was up and running.

Those interested in reading The Sun on-line can do so by going to www.jacksoncountysun.com.

Readers are also be able to read other state papers and find national news through links at the site and can also send e-mails to staff members.

The page has a familiar look because it is modeled off the Sun's front page design.

Sun Spots is the place to look for links to stories and pages while information currently in Sun Spots will appear on the Community news page.

All of the pictures on the home page will be in black and white so the page will load to computer screens quickly, but full color versions are with the full stories that can be read by clicking on the links at the end of each story.

Bryan joins News-Democrat staff as reporter

Carrie Bryan is the newest member of the **The Carrollton News-Democrat** team.

Bryan, of Nicholasville, graduated in May from Asbury College with degrees in journalism and Spanish.

She attended education classes at La Universidad de Murcia (University of Murcia).

Before joining The News-Democrat, she worked for La Conexion, the first Hispanic yellow pages in Kentucky that will be appearing in the Lexington and Louisville areas this summer.

Lowery joins Lebanon Enterprise staff

Stevie Lowery has joined the **Lebanon Enterprise** staff to work primarily as a writer and photographer.

Lowery is the daughter of former Enterprise editor **Steve Lowery**.

Lowery, who was born and raised in Marion County, is a 1997 Marion County High School graduate. She graduated from Murray State University with a bachelor's degree in print journalism last year and recently

See PEOPLE on Page 12

—The Kentucky Press—

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Periodicals Class postage is paid at Frankfort, KY. 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY. 40601, (502) 223-8821.

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Kentucky Press Association

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Staff members, Officers and Directors may be reached by e-mail using the individual's first initial, full last name@kypress.com. There is no space or punctuation in the e-mail address.

September's a great time to 'experiment'

It's September. If your newspaper is like most, it means you can finally abandon the summer mindset of "let's just try to get past the vacation season," and begin to enjoy the normalcy of being fully staffed again.

That makes September an ideal month to examine your paper and experiment with ways to make it a more interesting read for subscribers before the busy holiday season begins.

I say experiment because no two communities and no two sets of subscribers are exactly alike. I've found what works in one market might bomb in another. But you'll never know until you try.

As a former editor, it always pained me to admit the truth - not every word on the front page was golden. Some readers just scanned the front-page headlines without reading the stories. Some didn't even read that much. Instead, they enjoyed other parts of the paper. We all know what happens when we leave out the crossword puzzle

Oh, By The Way

By David Greer
KPA Member Services



or run last week's comics. The phone rings and rings until everyone's stress level stretches to the moon

and back. That's proof positive that some readers simply want to be entertained.

Entertaining readers takes a little imagination, some creativity, a willingness on the part of the paper and its staff to have a little fun and not be so deadly serious all the time and maybe, just maybe spend a little money. Not much, just a little.

A few years ago, I found you could stir up a great deal of reader interest on the cheap by holding a reader contest. The sillier it was the more readers seemed to like it.

As the editor of the small daily in Elizabethtown back in the early 1990s, I stole an idea for a contest from the Sentinel-News in Shelbyville. We called it the Ugly Tie Contest - as in ugly neckties. For some reason, a cer-

tain percentage of men's ties manufactured each year must be ugly. Not just a little ugly but a lot ugly, as in hideous or grotesque. It must be a law or something.

Anyway, the Ugly Tie Contest was simple to hold. We ran a big story on the front of the lifestyle section announcing the contest, how to submit entries, how to get your ties back (if you really wanted something that ugly back) and what the winners would receive. Readers could mail or drop off up to three ugly ties each. They had to pin their name, address and phone number on each tie. We hung all the entries on a big bulletin board in the newspaper's lobby. A panel of newspaper employees would serve as judges and the winner got \$100. Second got \$50 and third \$25.

We got a ton of entries. I'd never seen so many fish ties in my life. I was halfway offended when someone submitted a Star Trek tie. As a lifelong Trekker, I couldn't imagine any sane, rational individual thinking a Star Trek tie was ugly.

We received well over 100 entries and got a great story with photos

when we announced the winners. By the way, one of those hideous fish ties won.

The Ugly Tie Contest was so popular we that we continued in the same vein for the next event - the Ugly Dog Contest. No, we didn't ask for owners to bring their homely pooches down to the paper. They just had to send us a photo of the offending critter. We got lots of entries. Not quite as many as the Ugly Tie Contest but we still had lots of interest. A similar contest today would be even easier because so many people have digital cameras and could e-mail the photos instead of having film developed. The rest of the contest was patterned after the Ugly Tie scenario.

After the winner was determined, we got a story and a great photo of the winner. The winning dog became quite a local celebrity in time.

Sadly, the story ultimately had a tragic ending. No, our winner wasn't hit by a car or whipped by a cat. He got too excited during a fireworks dis-

See EXPERIMENT on Page 4

KNPA welcomes NNPA's Flying Short Course

Events kick off Oct. 11 in Louisville

By DANA EHLSCHEID
News Bureau Director

In order to take advantage of the National Newspaper Photographers Association's Flying Short Course making a stop in Louisville, the Kentucky Newspaper Photographers Association decided to move its annual contest from January to Oct. 11-13 to coincide, said KNPA President Joe Imel.

The course, for student and professional photographers, makes a stop in only five cities per year, and has been called "the Cadillac of seminars that set the tone for photojournalism for the year to come."

A diverse faculty of professionals from newspaper, television, magazine, online and converging media will share their experiences in gathering groundbreaking content, whether it's from around the globe or found in one's own backyard. With the Louisville stop scheduled for Oct. 13, members of KNPA decided to make a weekend of it.

"If you are registered for the Flying Short Course on Sunday you can attend the other events for free," Imel said. "It is three days for the price of one."

The three-day event, Vision02: Oxygen for the Mind, kicks off on Friday with seminars for students on topics in both still and television photography.

The judging of the still and video clips entered in the KNPA photo competition will also begin on Friday. Entries must be of photos or video shot between Jan. 1, 2002 and Sept. 30, 2002. Entries are not required to have been published or aired, just shot during these dates.

Imel said the judging will be open to the public, and the judges will be wearing microphones so everyone can hear their critique of the entries.

The judges will be Jerry Gay, Susan Gilbert and Jonathan Newton. Gay was awarded the Pulitzer Prize

for news photography in 1975 while a staff photographer for the Seattle Times. The winning photograph depicts firemen in a moment of reflection after battling a house fire. In addition, to the Pulitzer Prize, he also received the first Edward Steichen Award for news photography and was named regional Photographer of the Year in 1974, 1975, 1976 and 1977 by the National Press Photographers Association. Gay also served on major newspapers across the country including the St. Paul Pioneer Press, the Los Angeles Times and New York Newsday.

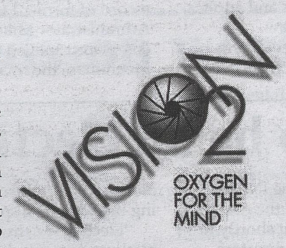
Gilbert is Director of Photography at the Charlotte Observer, which most recently won Staff of the Year for the fifth year in a row in the North Carolina Press Photographer's Association, and for the fourth consecutive year in the Southern Short Course in Photojournalism. They also

won Staff of the Year for 2001 at the Atlanta Photojournalism Conference. Gilbert was previously team leader at the Star Tribune in Minneapolis and Director of Photography at the Rocky Mountain News in Denver. She was the first woman staff photographer at the San Francisco Chronicle, where she covered the Patty Hearst saga, "White Night" riot and was winner of numerous awards. At Newsday, Susan photographed the first major account of the de-forestation of the Amazon.

Newton is an award winning photographer now with the Washington Post. In a 14-year career with the Atlanta Journal and Constitution and St. Petersburg Times (Fla.), Newton earned numerous awards including Georgia Photographer of the Year and the NNPA Morris Berman Award for the advancement of photojournalism. He is also a two-time winner of the National Baseball Hall of Fame photo contest.

Vision02 continues on Saturday with educational programs for professionals and students in still and television photography.

See KNPA on Page 11



EXPERIMENT Continued from page 3

play near his home and died of an apparent heart attack. And yes, we got a story from that too.

Wanting to give equal time to cat owners, our next contest was the Fattest Cat Contest. For some reason, that one didn't go over so well. I only got a dozen or so mailed photo entries. I suppose cat lovers take their animals more seriously than do dog owners and just refuse to acknowledge that some cats are just plain ugly.

At any rate, the Fattest Cat contest was a turkey.

Fast-forward a few years to The Kentucky Standard in Bardstown where I was publisher. The editor picked up a great idea from an editor tip sheet to publish vacation photos of readers holding up their local paper while standing in some exotic locale. It wasn't a contest and didn't have any prizes. Instead, it was a promotion for the paper - but readers loved it anyway. We meant it to run twice and thought that would be the end of it.

But not so - readers loved it. The photos kept pouring in and as long as we continued getting them, we kept publishing them. The promotion evolved into something we called Your Standard Vacation. I remember several issues of the paper when we published 20 or more photos just to whittle down the size of the backlog. Plus, it generated a great source of feature story ideas about local people who had visited some very exotic lands.

Our readers were traveling all over the United States and abroad. Each photo had local people in it while they held a copy of The Standard. They took The Standard with them to Europe, to Australia, to Japan, to Las Vegas, to Hawaii and even to Mongolia. My cousin even had a copy of the paper laminated and she had her husband take an underwater photo from the Bahamas.

A few other Kentucky papers are now publishing the vacation photo promotion. I don't know if they took the idea from the Bardstown paper or somewhere else. It doesn't matter. It only matters that readers in several communities across Kentucky apparently love the concept.

September is the ideal month to get those creative juices flowing and put some reader fun on your paper's pages. Let me know how it goes so I can share your success stories with others.

Attorney general's opinions

The Courier-Journal/Bullitt County Judge-Executive

The attorney general's office ruled that the Bullitt County judge-executive must comply with Tonia Holbrook's request for records from the personnel file of former Bullitt County jail employee Mildred Gail Jones.

Holbrook, a reporter for the Courier-Journal, requested the opportunity to review and copy records in Jones' personnel file consisting of her job application, documentation of any complaints filed against Jones during her employment at the jail, documentation of any disciplinary action taken against Jones as a result and her notice of termination.

The county judge-executive denied the request citing provisions in KRS 61.878(1)(a). In a response to Holbrook, Judge-Executive Robert P. Flaherty denied the request stating pursuant to KRS that the information was of a personal nature and that public disclosure would constitute a clearly unwarranted invasion of personal privacy. According to Flaherty, KRS 61.878(3) specifically recognizes the right of an employee to have access to his/her personnel information, with some exceptions. The specific recognition supports the exemption of such information from public disclosure to individuals or entities other than the employee. "Bullitt County Fiscal Court and the Office of the Judge/Executive respect the privacy rights of its employees as set forth in the United States and Kentucky Constitutions and applicable statutory and case law.

"Based on the overwhelming weight of legal authority, we con-

clude that the requested records must be released," the opinion of the attorney general's office stated.

The AG's office stated that reliance on KRS 61.878(1)(a) as a basis for denying access to records was misplaced, as was relying on KRS 61.878(1)(a) as a basis for denying access to complaints leveled against a public employee upon which final action had been taken.

The opinion stated: "In view of the public's interest in insuring that public agencies discharge their duty to hire individuals who qualify by virtue of education and experience for the positions they hold, this office has declared that 'inspection of an employment application or resume must be permitted regarding work experience and educational levels attained... that are reasonable related to qualifying for public employment. Fundamental to this position is the recognition that one does not typically work (or attend school) in secret."

Complaints against public agency employees, and disciplinary records generally, have traditionally been treated as open records, the opinion further stated.

Assistant Attorney General Amye L. Bensenhaver ruled the records must be disclosed.

The Kentucky Enquirer/City of Ludlow

The attorney general's office found that the City of Ludlow violated the Open Records Act when it partially denied Cindy Schroeder's request to inspect and copy the personnel record of former Ludlow Administrator Mike Moehlman, any complaints lodged against Moehlman, the final resolution to

those complaints and any investigative documents related to the complaints.

Schroeder also requested records reflecting "payments made to Mr. Moehlman while he was on leave from his city job last year, any city legal fees related to Mr. Moehlman and any correspondence between the city of Ludlow and Mr. Moehlman and his attorney from Feb. 1999 to present."

She also requested access to "any city records regarding the resolution of Mr. Moehlman's status with the city."

In a response dated Feb. 23, 2000, Ludlow city attorney Peter J. Summe partially denied Schroeder's request by relying on KRS 61.878(1)(a) claiming "Mr. Moehlman's personnel file contains information of a personal nature where public disclosure would constitute a clearly unwarranted invasion of personal privacy."

Summe did furnish Schroeder with a copy of Moehlman's employment contract. He advised her that "any other public information such as payments to Mike Moehlman should be obtained from the city."

A month later, Schroeder initiated an appeal with the attorney general's office challenging the city's refusal to permit her to inspect Moehlman's personnel record, including complaints, record documenting final resolution of complaints, and investigative documents relating to complaints, as well as records documenting legal fees incurred by the city as a result of the civil action initiated by Moehlman.

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INAN to begin electronic delivery of ads

Getting ads through the INAN system will become easier in the next few weeks. Letters will be sent shortly to HSPA publishers and ad directors detailing how INAN placed ads will be available via the Internet, said HSPA executive director David Stamps.

Working with its sales partner, the Kentucky Press Service, INAN will soon begin making ads available from the Web site using password protected portals. Indiana newspapers due to receive advertising from INAN will be faxed or e-mailed notice of the ad

along with a code number for retrieving the ad from a special web site.

"Electronic delivery of ads is definitely an improved method," said David Thompson, Kentucky Press Association executive director. "We've used this system in Kentucky for several years now with great success. We plan to implement the same system in Indiana."

Publishers and ad directors will soon be receiving a technical explanation booklet and cover letter from HSPA on how to utilize the new delivery method, said Stamps.

"We are trying to make a good thing even better," said Stamps. "Electronic delivery is appreciably faster and less labor intensive than mailing reflective copy of the ads which must then be shot or scanned to prepare them for publication.

"Obviously, the big advantage is getting individual ads to the newspapers on time in the first place," he said. "The new system will eliminate the mad scramble that goes on when we find out a newspaper has not received copy on time to fit its publication schedule."

Kentucky's newest publication has 'gone fishing'

By DANA EHLSCHIDE
News Bureau Director

Chris Poore hopes to hook a few readers with one of the state's newest publications.

His bait, the Kentucky Fishing Journal, hit newsstands in July and so far readers have fallen for it hook, line and sinker.

"We had a great, overwhelming response the first month," Poore, who serves as editor/publisher, said. "We had notes and e-mails from people saying this is just what the state needs."

The Kentucky Fishing Journal is the state's only magazine, produced in Kentucky, that is devoted solely to fishing in the Bluegrass State, Poore said.

"I was tired of going to a bookstore or newsstand and only finding magazines about fishing in Canada or Michigan or some place like that," the avid fisherman proclaimed. "There are so many great places in Kentucky to go fishing and there are stories that can be written about them all."

The publication sports some of the best outdoor writers, Poore said, including Steve Vantrees, Field and Stream writer Gary Garth, as well as

several great freelancer writers.

The magazine is designed to offer fishermen everything they need to know about Kentucky fishing. "It tells you where to go, what to use and how to use it," Poore said.

It provides fishing forecasts and a different small lake or stream will be featured each month.

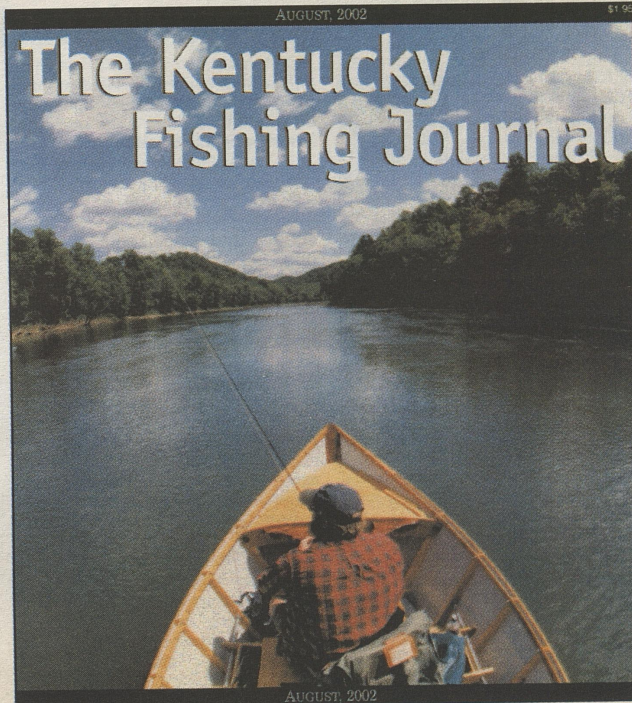
Because timeliness is important when providing information on the "fish worthiness" of a lake or stream, Poore said the publication is produced on newsprint rather than the slick-white magazine quality paper that would take longer to print.

"The conditions are meaningless if they're not out quickly," Poore said.

The publication, which hits newsstands the first of each month, is currently sold at 180 locations and Poore hopes to reel in 20 more before October.

The September issue features Kevin Wirth, of Crestwood, who placed eighth in the Bass Master's Tournament, which Poore called the equivalent of the PGA Master's Tournament.

Poore hopes to lure readers not only across the state but the country as well. "Kentucky has so much to offer



The Kentucky Fishing Journal hits the newsstands the first of each month and is currently sold at 180 locations.

those who love to fish."

Kentucky has more navigable waterways than another state besides Alaska and there is a story to be told about each one, Poore said.

When Poore isn't busy fishing or writing about fishing, he serves as the media advisor for the Kentucky Kernel at the University of Kentucky. He is

also a former Lexington Herald-Leader regional editor and staff writer.

For more information about the Kentucky Fishing Journal or to subscribe, call 1-800-KYFISH2 or visit www.kfjournal.com.

Poore invites fishermen to check out an issue. He doesn't think you'll toss it back.

KNNIE offers hands-on workshop for teachers

The Kentucky Network for Newspaper in Education is offering a hands-on teacher workshop and would encourage central and western Kentucky newspapers that are offering "Noodles makes a Boo-boo" chapter story this fall to help market this elementary teacher workshop to your local elementary schools. A Noodles workshop house ad is being created but organizers wanted to get this info out as soon as possible so you can market now.

KNNIE is looking for donations of door prizes, trinkets and even your staff to help make this workshop a blast. Contact Kriss Johnson at kjohnson@kypress.org or 800-274-7355 ext. 3353 to donate or get signed up to

participate.

Use the following info as a house ad or flier to schools: Newspaper in Education teacher workshop for all elementary level teachers in western and central Kentucky

Teachers can sign up for one of the following workshops by e-mailing kjohnson@kypress.com with their name, school, and phone number.

Western Kentucky workshop: Tuesday, Sept. 17, 4:45 p.m.-7:45 p.m.

Location: Earlinton KU Operation Center off Pennyrtle Parkway (south of Madisonville in Hopkins County). A light dinner will be provided.

Registration deadline Sept. 11. Central/Eastern Kentucky workshops: Friday, Oct. 4, 9:30 a.m. -12:30

p.m. -continental breakfast included OR,

Monday, Oct. 7, 12:30-3:30 p.m. - lunch included

Both workshops will be held at KET, 600 Cooper Drive, Lexington Registration deadline Sept. 26.

Elementary teachers plan to learn how to use your local newspaper to teach across the curriculum. Daily reading and hands-on activities with the newspaper improve students' writing skills and strengthen reading comprehension.

While attending you'll find out how to get your students involved in the second annual statewide chapter story, "Noodles makes a Boo-boo" being offered by 50 Kentucky newspapers.

Also plan to have fun learning with other teachers.

These workshops will be presented by Kriss Johnson, Chairperson for the Kentucky Network of Newspaper in Education. Johnson gives NIE teacher workshops and presentations across the country and frequently writes for national publications. Johnson works as the Educational Outreach Manager at the Lexington Herald-Leader, serves as a Kentucky Press Association board member and committee chair; and is a member of the Parade Magazine Advisory Board and the Knight Ridder NIE Advisory Board. This Kentucky literacy project and teacher workshops are being sponsored by LG&E Energy Foundation and Kentucky Press

Legal notices are outlined for better understanding

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl

Hotline callers occasionally ask about legal requirements for notices that public agencies must publish in the newspaper. By law, Kentucky requires certain legal notices or advertisements be published in newspapers. The Kentucky Revised Statutes define the qualifications of newspapers for publication of the required notices, publication area, specifics of the required notices (i.e., times and periods for publication, contents or form of publication, person responsible for publication, rates and proof of publication), rates for publication, and penalties for failure to comply with the requirements. This column outlines those requirements for you.

General Times and Periods of Publication

Generally speaking (and unless otherwise provided for by law), the times and periods of required legal advertising depend on whether the notice is: (1) of a completed act, (2) for the purpose of informing the public of an impending deadline, (3) for the purpose of informing the public of an impending judicial sale or of delinquent taxes, or (4) for the purpose of informing the public of an upcoming election or hearing.

(1) Completed act notice

Legal notice for the purpose of informing the public of a completed act, such as the adoption of an ordinance, statement or report, must only be published one (1) time within thirty (30) days after completion of the act.

(2) Impending deadline notice

When the legal notice is to inform the public of a deadline in which to exercise a legal right or act, such as filing a petition, submitting a bid or lodging an objection, the legal advertisement must be published at least once (it may be published more than once). Publication must occur at least seven (7) and no more than twenty-one (21) days before the deadline for the act or event which is the subject of the notice.

(3) Sale of property or notice of delinquent taxes

If the purpose of the legal notice or advertisement is to inform the public of the impending sale of property or to report delinquent taxes, Kentucky law requires the notice to be published once a week for three (3) weeks unless the advertisement is for a city of the first class. Cities of the first class are



only required to publish the legal notice or advertisement once preceded by a one-half (1/2) page notice of advertisement the preceding week.

(4) Other legal notices

Unless expressly provided otherwise by statute, all other required legal notices, such as notice of an upcoming election or public hearing, must be published at least once (they may be published two (2) or more times) not less than seven (7) days nor more than 21 days prior to the occurrence of the act or event which is the subject of the advertisement.

Specific Required Legal Notices and Contents

Among the matters public agencies are statutorily required to publish are: financial statements, county/city budgets, school district budgets, bids, administrative regulations, election ballots, judicial sales and hearing notices.

Financial Statements

School districts, cities, counties, or subdivisions or districts less than a county which "collect, receive, have the custody, control or disbursement of public funds" must prepare and publish "an itemized, sworn statement of the funds collected, received, held or disbursed by him during the fiscal year just closed . . ." KRS 424.220(1) (emphasis added).

The statement must include the total amount of funds collected, received, and dispersed identifying the individual source of the funds or the payee and the purpose for which funds were expended. Only total amounts paid to individuals on salary or commission and public utilities must be shown. Salaries of non-elected county employees must only be shown as a lump sum expenditure by category. For example, lump sum salary expenses for the street department and jail must be listed, not simply a total for all county employees. Similarly, salaries of school teachers must simply be shown as a lump sum for the school district, not individual teachers or schools. The school board and fiscal court must maintain a list of individual salaries for employees which the newspaper may choose to publish as a news item.

The financial statement must also include or have as an attachment a certificate from any banks where funds have been deposited in the past year. The certificate must show the balance of the accounts, if any.

Financial statements must be published within sixty (60) days after the close of the fiscal year. These districts

and agencies may elect to publish monthly or quarterly statements instead of annual statements. If so, publication must occur within thirty (30) days after the end of the month or quarter.

Municipally-owned electric, gas or water systems may elect to publish a certified audit rather than the financial statement. Likewise, a city may choose to publish its audit in lieu of a financial statement.

City or County Budgets

"Immediately following" the adoption of an annual budget, the clerk of the city or county is required to publish a summary of the budget or the text of the budget ordinance.

School District Budgets

Upon filing of a school district budget with the clerk of the taxing authority for the district, the board of education is responsible for publishing its budget in the qualified newspaper for the district.

Elections

Legal notice for an election must be published and should state the time and purpose of the election.

Bids or sales

At a minimum, the general statutory chapter on legal notices requires that a city, county, district, board or commission of a city or county, the sheriff or county clerk must publish an advertisement for bids for any contract, lease or other agreement for materials (except perishable meat, fish, and vegetables) with an expenditure in excess of ten thousand dollars (\$10,000). Local fiscal court rules may require publication of bids for expenses under ten thousand dollars (\$10,000). There are several specific statutes dealing with different types of bids which should also be consulted.

A legal notice concerning bids or a sale must describe what is to be bid or sold, the time and place of the sale, and any special terms pertinent to the sale.

Any governmental unit seeking to sell general obligation bonds or revenue bonds must first publish newspaper advertisements for bids in the publication area of the governmental unit and so that publication provides statewide notice. If the bonds are in the principle amount of \$10 million or more, there must also be an advertisement for bids in a publication having general circulation among bond buyers. This requirement is not applicable to bonds issued for the purpose of helping with construction, renovation or purchase of new or existing housing.

Hearings, meetings or examinations

Notice of hearings, meetings or examinations must state the time, place and purpose.

The statute specifically requires notice of hearings by the Public Service Commission where the hearing could result in a rate increase or reduction or discontinuance of service by a public utility. The Public Service Commission establishes the regulations for newspaper publication in the areas that will be affected, and the public utility applying for the rate change must place the ad.

Likewise, when a railroad applies to the Railroad Commission for a rate increase or reduction or discontinuance of service, the Railroad Commission must advertise notice of the hearing in newspapers in the areas that will be affected. Notice of hearings, meetings or examinations must state the time, place and purpose.

Government action

If the law provides affected persons a specified time period after action by a governmental agency and publication of such rights, the legal notice must state the time and place when action by the affected public members may be taken.

Local administrative regulations

Any regulation intended to limit liability or impose restrictions on members of the general public is not valid until publication as a legal notice.

Alternatives to publication

A public agency might attempt to meet its duty to publish legal notices by posting or otherwise disseminating the required information. For example, a public agency may attempt to fulfill its publication requirement by posting on its website or on an agency bulletin board. Such "publication," however, does not satisfy the agency's statutory burden. Currently, Kentucky law provides that legal advertising is only satisfied by publication in a qualified newspaper.

A limited exception to publication in a qualified newspaper does exist for cities. Specifically, when the cost of publication is greater than the cost of postage, supplies and reproduction costs, a city may elect to mail a copy of the legal advertisement to each residence within the required publication area.

Penalties

Kentucky law does provide for

See NOTICES on Page 7

NOTICES Continued from page 6

penalties when public agencies fail to make required publications of legal notices. For example, any regulation or ordinance required to be published, but adopted without meeting the requirements of the publication statutes, may be voided by the courts upon application by any citizen of the state. Additionally, each violation of the legal notice provisions may subject the public agency to fines between fifty and five hundred dollars (\$50 - \$500). Finally, failure to comply with the publication provisions can result in the award of attorneys' fees and costs to any citizen who successfully sues a non-compliant agency.

Rates

Newspapers are entitled to charge for publication of legal notices. The rate charged for publication cannot exceed the lowest rate per column inch the newspaper charges advertisers for comparable matter. The rate charged must be computed as, and the advertisement insertion no larger than, nine (9) point type on ten (10) point leading.

If a display ad is required or requested by the governmental unit, the newspaper may charge its established display rate.

Qualifications of Newspapers

A review of the opinions of the Attorney General's office shows the largest area of contention with respect to legal advertising involves which

newspaper in a given area is qualified to publish legal notices. If publication is legally required, it must occur in a "qualified newspaper." To be a qualified newspaper, the newspaper must be of "regular issue," have a "bona fide circulation" in the publication area, and meet news content thresholds.

Regular issue

A newspaper is of "regular issue" if it is published regularly (at least once per week), for at least fifty (50) weeks during the calendar year as prescribed by its mailing permit and has been so published for the immediately preceding two (2) year period. If the newspaper meets all of the criteria to be "regular issue" except for the two (2) year publication requirement, the newspaper can still qualify if it is the only newspaper in the publication area and has a paid circulation equal to at least ten percent (10%) of the population of the publication area.

Bona fide circulation

For purposes of the legal notice provisions, bona fide circulation means general circulation of the newspaper in the publication area, maintenance of a definite price not less than fifty percent (50%) of its published price, and payment by at least fifty (50%) of those who receive a copy of the newspaper.

News Content

The newspaper must consist, at a minimum, of four (4) pages excluding any cover and devote at least twenty-five percent (25%) of total column space in at least one-half (1/2) of its

issues to news content. It must be the type of newspaper to which the general public turns for current political, religious, commercial and social events, advertisements and other notices.

Publication area

Public agencies are required to publish their legal notices in appropriate publication areas. With respect to legal advertising, publication area means "the city, county, district, or other local area for which an advertisement is required by law to be made." A newspaper is considered published within the publication area if it maintains "its principal office in the area for the purpose of gathering news and soliciting advertisements and other general business of newspaper publications, and has a second-class mailing permit issued for that office." KRS 424.120(1)(a). Printing or reproduction of the newspaper outside of the publication area does not render a newspaper ineligible for complying with the requirements for legal notice publishing.

Multiple qualified newspapers in publication area

If a publication area has more than one newspaper meeting the qualification requirements, the newspaper with the largest paid circulation average for each issue "as shown in its published statement of ownership as filed on October 1 for the publication area" is the qualified newspaper. KRS 424.120(1)(d). Newspapers published outside of Kentucky are not eligible to

carry legal notices if there is a newspaper published in the Kentucky county which is qualified.

No newspaper in county

If no newspaper in the county or publication area is qualified, then any required legal notices must be published in the newspaper with the largest bona fide circulation in that county.

Multiple counties in publication area

If the publication area consists of a district encompassing multiple counties, then publication must occur in the qualified newspaper for each separate county.

State agencies

Legal notices required to be published by state agencies or officers, and intended for statewide notice, must be published in such newspaper or newspapers "as will provide reasonable statewide coverage." KRS 424.180. Determination of which newspapers will provide for reasonable statewide coverage are at the discretion of the Finance and Administration Cabinet.

If you ever have questions about publication of legal notices, don't hesitate to call your Hotline attorneys.

Jon L. Fleischaker: (502) 540-2319
Kimberly K. Greene: (502) 540-2350

R. Kenyon Meyer: (502) 540-2325
Cheryl R. Winn (502) 540-2334
DINSMORE & SHOHL, LLP
Switchboard: (502) 540-2300
Fax: (502)

WKPA fall convention set for Sept. 26 in Gilbertsville

Newspaper representatives from across West Kentucky will gather near Kentucky Lake Sept. 27 for the West Kentucky Press Association Fall Convention.

Registration for the one-day event at the Ramada Inn in Gilbertsville will begin at 9 a.m.

After registration, NNA postal chair, Max Heath, of Landmark Community Newspapers, will update those in attendance on the new postal regulations that went into effect recently. His presentation titled "MAXimize Your Postage Savings," will offer tricks of the trade to cut costs, improve delivery and stay out of trouble. Dr. Bob McGaughey, executive director of WKPA said.

Following a mid-morning break, WKPA President Vyron Mitchell and McGaughey will lead a membership

panel discussion on Webpages.

"We will just be discussing what newspapers are doing and where this is going," McGaughey said.

The panel discussion will be followed by a buffet lunch in the hotel's dining room. Afterwards, second district senate candidates will each speak to the members. Bob Leeper, Republican from Paducah, and Larry Sanderson, Democrat from Paducah, will give a brief speech on their candidacy as well as take questions from the audience.

There is no pre-registration required. Those attending pay \$20 at the door, which includes buffet and coffee/donuts during the break.

For more information contact Mitchell at the Cadiz Record at (270) 522-6605 or McGaughey at (270) 762-6874.

What's happening at your newspaper? We'd love to hear about it.

Are you doing anything fun,
exciting or different at your
newspaper?



Have you recently added to your
staff?

Has someone retired?

Have you won an award?

Let us know so we can tell others
about it!

E-mail your stories to Dana Ehlschide, KPA News
Bureau Director, at dehlschide@kypress.com by the 20th
of each month.

Government's business drives INAN sales up

Attempts to curtail tobacco use led to advertising dollars

Halfway through the year, Indiana state government's attempts to curtail tobacco usage and to find owners of more than \$100 million in unclaimed property have Indiana Newspapers Advertising network (INAN) sales headed for a record year.

INAN is operated by the Kentucky Press Service from KPA offices in Frankfort. It was formed in April, 1998, to replace the Indiana Display Advertising Service operated by the Hoosier State Press Association until the mid-1990s. KPS contracts with HSPA to continue operation of the KPS network.

With June figures now in, HSPA's ad placement arm has sent more than \$680,000 (net of agency commissions) in advertising to member papers. With the traditional heaviest end of the advertising year still ahead, INAN is on a pace to break its previous best sales year total of \$1.1 million set last year.

Two big hitters in the INAN lineup have provided a lot of the firepower. The Indiana Tobacco Prevention and Cessation Agency has placed \$111,000 in advertising through INAN into Indiana newspapers and the Indiana Attorney General's office another \$150,000.

"These are the type of sales INAN was created to handle," said HSPA executive director David Stamps. "Both of these agencies wanted to work with someone who understood the Indiana newspaper market and how to reach into every corner of the state. Nobody knows Indiana newspapers better than HSPA and its sales arm, INAN."

July looks to be another strong month with Attorney General Steve Carter's office placing a \$188,000 schedule with INAN. The press association placement agency also has secured business from the Indiana State Fair for the month which will help boost overall sales volume.

Although the results of anti-tobacco efforts will be more difficult to measure and quantify, the Indiana Attorney General's office has already felt the effect of their beefed up ad program in newspapers this year. Running three year's worth of names and purchasing display ads instead of legal space have made a definite difference, report AG agency officials.

"Susan Nelson (director of communications) said the unclaimed property division had been getting a good response from the lists - better than years past," said INAN account executive Jeff Stutesman.

When completed, newspapers will have published 30,000 unclaimed properties.

KPS offers candidates network of advertising

We are excited about entering the political season at the Kentucky Press Service. Already we have 70 newspapers who have agreed to participate in the 2002-2003 Campaign Advertising Plan.

The plan offers a network of newspapers the chance to give an individual candidate one free ad for each two ads purchased. The program is only offered to candidates placing through Kentucky Press Service. We plan to use the program during this fall's general election and carry it through next spring and then offer it again next fall.

This means the candidates get an even better deal than the one invoice, one call service already offered by KPS. We plan to do the layout and design if necessary and place the ads in as many newspapers as available. The entire process should be so easy for our candidates that they will be happy to place ads in Kentucky newspapers.

We have placed inserts for two political candidates so far. The process was smooth and the staff here appreciates the cooperation of

Advertising Plus

By Teresa Revlett
KPS Director of Sales



all of the newspapers during these placements. The entire idea behind KPS is to encourage more placement of newspaper advertising and of course, the easier that we can

make the process on the candidates, then hopefully the more money will be spent in Kentucky newspapers. That's why we're here.

One of the things that we learned during the placement of one of the inserts recently was that a couple of newspapers had changed printing plants and forgot to call us. Please make sure that you do call the office whenever you have a change in plants so that we can ship inserts to the proper location. We don't want to hold up receipt of your dollars.

For anyone who hasn't signed up for the political campaign program, please give me a call at 502-227-7992 to make sure that your newspaper is included.

August 2002 has been another record setting month for the staff at KPS. This program is just another way of trying to make placements rise even higher for Kentucky newspapers.

C-J named International Perspective Award finalist

Newspaper is among 10 nominated in award's inaugural year

The Louisville Courier-Journal is among 10 newspapers named as finalists in the inaugural year of the Associated Press Managing Editors group's International Perspective Award.

The APME award was created in the aftermath of the Sept. 11 attacks to encourage papers across the country to devote even more attention to news from abroad and to find ways to relate that news to local communities.

The Courier-Journal was selected for its coverage of the aftermath of the Sept. 11 terrorist attacks that sought to help readers understand a cultural and

religious divide widened by the attacks.

There were 56 entries in this year's contest ranging from some of the country's largest metropolitan publications to small community-oriented dailies.

"It's gratifying to see this level of interest in the first year of this award," APME President Caesar Andrews reported.

"We found that dozens of newspapers all over the country, large and small, are creatively connecting their communities to international affairs," said APME Vice President Ed Jones, who directed the judging.

Winners in the competition's two circulation categories will be announced at the APME annual conference in Baltimore Oct. 23-26.

The APME is made up of editors and managing editors of the AP's more than 1,500 member newspapers.

The other finalists among newspapers 50,000 circulation and above are:

- The Forum, Fargo, N.D., for a series examining the impact of Sudanese refugees migrating to Fargo.
- The News and Observer, Raleigh, N.C., for stories bringing the urgency of the Israeli-Palestinian conflict to North Carolina.
- The Plain Dealer, Cleveland, for an investigation into the demise of the steel industry and the role played by foreign competitors.
- Los Angeles Times, for coverage of China's entry into the World Trade Organization and the economic impact on the United States and the world.
- The Atlanta Journal-Constitution,

for creation of a weekly special section making global news local.

•The Morning Call, Allentown, Pa., for coverage of local Arab and Muslim communities.

•The Seattle Times, for a 17-part report of how an Algerian boy evolved a terrorist.

Finalists in the under 50,000 circulation category are:

•The Anniston (Ala.) Star, for an in-depth look at the flight of local jobs to Mexico.

•The Greeley (Colo.) Tribune, for using a feature approach on several international entries, and particularly work by the newspaper's religion writer.

The contest covers work published or pursued from July 1, 2001, to June 30.

EXCELLENCE Continued from page 1

photography and in your design. And in no way would I slight the advertising departments here but the Excellence in Kentucky Newspapers - 2002 is news-oriented. (By the way, ad departments, comments about you all are just as abundant. I remember one New Mexico judge telling me this year that she'd love to come work for any Kentucky newspaper advertising department.)

David Spencer worked diligently on designing some artwork for the competition. I wanted this first year, at least, to stand out so that you'd take notice. And I imagine David Greer, Dana Ehlschide and Sue Cammack were glad to see the first mailing completed. That meant no more was I changing a word here or there and sending them a new file to proof, edit, correct, change, add to, delete from.

The awards will be announced and presented Friday, Jan. 24, at the closing banquet of the 2003 KPA Winter Convention (Jan. 23 and 24 at the Hurstbourne Hotel and Convention Center.) I think there will be a new look with the award plaques as well. We've asked the company that does the plaques to come up with four or five new plaque designs by mid-October. Those will be shown to the KPA Board at its October Retreat and a new type plaque probably will emerge.

If by chance you're reading this and didn't see the packet of information on "Excellence in Kentucky Newspapers - 2002" then you can have your own.

Go to www.kypress.com/excellence2002 and you can download the complete pdf packet of information.

The competition period is for anything published between October 1, 2001, and September 30, 2002. And entries must be postmarked by Friday,

October 11, 2002.
Best of luck!

* * * * *

Actually, the "Excellence in Kentucky Newspapers" title was not my first choice. We'd been discussing names with the Board members and in August, I e-mailed several people with eight possible names and two spots for them to submit their own title.

Mine was the one I preferred: "The Contest Formerly Known as the KPA Fall Newspaper Contest and the Better Newspaper Contest, Rolled into One." That didn't go over well, though.

* * * * *

Those who got the mailing saw a colorful entry packet. And if you've gotten anything from KPA this year, chances are you've received something in color as well.

That's because of our color printer...FREE color printer at that. And you can possibly get one, too.

We struck upon a deal last year at www.freecolorprinters.com, offering a free Xerox printer. All it required was filling out an application form. That was submitted to a "committee" who then selected the recipients.

Our first application last September was turned down but 90 days later we tried again and succeeded.

Yes, the printer was free. With some strings attached. We have to meet the monthly minimum number of copies and we have to order all ink supplies through www.freecolorprinters.com. That's all required for the first three years. After that, the printer is ours to keep, no further strings attached.

If you're interested in a color printer, especially one that is "free," then go to www.freecolorprinters.com and give it a try.

No harm in trying.

Inez newspaper files suit in legal battle over name

The three Martin County newspaper employees who were found in contempt and fined \$500 each for violating an order to cease publication under the name Mountain Citizen, have filed a counterclaim against Inez businessman John R. Triplett.

Triplett, who incorporated the Inez newspaper's name along with other variations, has sued the paper for using the names he claims to own.

In their counterclaim, owner Lisa Stayton, Publisher Roger Smith and Editor Gary Ball are asking that Triplett's claim to the name and all variations be dismissed because it was causing confusion with their business. They also claim that it is trademark infringement under the Lanham Act as well as common law, and they request compensation for damages as well as attorney's fees.

The counterclaim states that Stayton has published a weekly newspaper of general circulation in Martin County under the name Mountain County-Tug Valley Mountain Citizen since 1990 and therefore they have built a trademark for the name.

In the counterclaim, Stayton states that Triplett is guilty of trademark infringement based on the information and belief that he "intends to publish a competing publication" in the same geographic area as her newspaper. The use of the corporate

names by Triplett, she claims, would cause confusion, mistake or deceive the public as to the source or origin of goods being provided. The newspaper's officials allege in the claim that Triplett incorporated the names for the sole purpose of "harassing and intimidating" the newspaper.

The counterclaim says that Triplett was at all times aware of the contractual relationships the newspaper had with vendors and advertisers and that the actions taken by him have affected those contractual relationships. The claim alleges that Triplett has interfered with those contractual relationships and that the newspaper was damaged in an amount to be determined by the court.

Stayton and her employees are requesting that Triplett's complaint be dismissed; for damage awards in amounts to be determined by the court; an order requiring Triplett to dissolve corporate letters to names not confusingly to the trade names and trademark of the defendants; an award of costs including attorney's fees; for a trial by jury of all issues and for anything else they may further be entitled.

Newspaper owners claim Triplett was retaliating because they reported on the continuing problems with the county's water system. Triplett was the chairman of the water board.

OPINIONS Continued from page 4

In a response to the appeal, Summe stated the city was concerned about the public disclosure of the records request as "a former employee/city administrator," he noted Moehlman "was placed on paid administrative leave by the city..." He said the file also contained information compiled in the administrative decision to place Moehlman on leave.

It is the opinion of the AG's office that the City of Ludlow violated KRS 61.880(1) in failing to respond to Schroeder's request in writing and within three business days, in failing to cite the specific exception authorizing the withholding of each of the records that she requested, and in failing to briefly explain how the excep-

tion applies to each of the records withheld. They also opined that the city improperly relied on the privacy exception in issuing a blanket denial of Ms. Schroeder's request for specific personnel records. They also found the city erred in withholding records documenting legal fees incurred by the city in defending Moehlman's suit against it, and records documenting Moehlman's final status with the city, such as a termination letter, severance agreement, or a letter of resignation.

"We find that the city articulated no legal basis to support its denial, and that unless it can do so by citing one or more of the exceptions to public inspection codified by KRS 61.8781(a) through (l), and explaining the exception's applications to the record withheld, it must also disclose those records."

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All electrical units with hoist.

Will sell as whole, in units or for parts.

Make offer

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Dave Davenport at 270-866-3191.

St. Clair, Ensor Library a hit with boot campers

Graduates have already landed jobs

BY DANA EHLSCHIDE
News Bureau Director

The recent "graduates" at Georgetown College weren't wearing gowns and mortarboards, but they were wearing smiles as they completed their three-week journalism training course. There were 21 students, who completed the entire course, participating in the graduation luncheon ceremonies Aug. 2.

Students, who ranged in age from late teens to mid-60s, traveled from five different states to attend the boot camp taught by Indiana University Southeast journalism professor Jim St. Clair.

St. Clair's teaching techniques received positive feedback from the attendees. "Mr. St. Clair's teaching style is excellent, very easy going and reinforcing, at a good pace for each student," one student wrote in a survey given at the end of boot camp.

During the three-week period St. Clair moves through his curriculum at a fast, intense pace teaching the campers how to sharpen their writing as well as better techniques to use in writing, constructing leads and interviewing.

"The 'throwing us in the water' approach to writing was very useful and will help me throughout," another student said of St. Clair's teaching style.

St. Clair said he values the experiences at boot camp. "Teaching the boot camp was a great experience for me. It was a real pleasure working a group of such eager and dedicated learners. They worked hard and it's clearly reflected in the volume and quality of the work they produced in the three weeks."

David Greer, KPA member services director, said this year's camp followed in the successful footsteps of last year's.

"I was very pleased with this year's boot camp. The students were eager and enthusiastic. Jim St. Clair, our teacher, was great again — just as he was last year. And the facilities at Georgetown College were excellent," Greer said.

The students wrote a profile of a fellow classmate and attended a Scott County Fiscal Court meeting, which they were required to turn into a story. They were also told to go out and seek at least one topic for a feature story. Some of those stories along with the



The 2002 KPA boot camp graduates, along with instructor Jim St. Clair (front row, third from right), stand outside Ensor Library on the Georgetown College Campus where all of their classes were held July 15 - Aug. 2.

profiles and candid photos from the boot camp have been compiled into a 14-page newspaper, the Periwinkle Picayune, included with this month's Press.

Upon completion of boot camp, the students, who weren't already employed by a newspaper, left feeling more encouraged about their ability to land a job in the industry.

"Yes, I feel confident that my writing is acceptable for any medium after this experience," one camper wrote.

Students who were already working at a newspaper said they also took home valuable experience.

"In both boot camps, we were able to give some valuable training to people who were already working at KPA member papers. They were already on the job but didn't have much formal journalism training," Greer said.

"Those folks felt they learned a lot from their boot camp experience. One even remarked that he learned more in the first two days of boot camp than he did in his first several months on the job."

Just weeks after the boot camp ended, there have already been success stories.

Greg Gapsis, a boot camp graduate from Indiana, has landed a job as a general assignment reporter at The Jeffersonville (Ind.) Evening News. During his first week on staff, Gapsis's work made the front-page. His first assignment, on the first day of work, was to cover a city council budget meeting.

Campers Gloria Conly, Jay Cason

and Brian Black have been doing freelance writing.

Conly, of Cynthiana, has had three freelance pieces published in three different counties and will be doing freelance work for the Bourbon Times in the near future, but said she is still looking for "the" job.

"I've started to develop a column for Times, and will do features for them," Conly said. "One is in the works."

Cason has been working on some freelance stories for The Anderson News. He has completed four articles,

two on civic meetings, a commentary, on the U.S. 127 yard sale and another feature, which is a reworked story from boot camp about the Appalachian Trail.

Greer said that nearly half of the campers from last year began working in journalism within a few months of the camp's conclusion. Greer is pleased that four 2002 campers have already had their work published and said in time he is sure there will be several others accepting newspaper jobs and/or improving their free-lance careers within the next few months.

First time position offered in 40 years!

Editor Search beginning for candidates to succeed highly regarded 40-year veteran editor (moving to 12 month emeritus assignment scheduled for 1/03) at award winning southern Kentucky daily.

We are a respected community newspaper serving a progressive market within 90 miles of Nashville and Louisville. Our penetration in the core market approaches 70%; our brand is strong and respected in our community and we are committed to applying principles of the Readership Initiative to our newspaper.

We seek another leader who shares not only our vision of the role and responsibility of serving our readers but also can match the work ethic and energy level of our organization. We require significant, relevant experience demonstrated by growth into leadership roles within daily newspapers.

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Send your resume and a copy of the paper you currently edit to:

Keith W. Ponder, Publisher

Glasgow Daily Times

P.O. Box 1179

Glasgow KY 42141

Or send your resume electronically to kwponder@cnhi.com and follow up with your current edition by mail.

Kentucky dailies, weeklies plan special Sept. 11 editions

By DANA EHLSCHIDE
News Bureau Director

With a nation still at war and still recovering from the events that unfolded the morning of Sept. 11, 2001, newspaper editors across the country are struggling with the task of deciding how to approach the one-year mark.

While it is nothing unusual for Kentucky dailies to report news from across the country and world, weeklies tend to focus on the headlines concerning their coverage area. That changed on Sept. 11 as weeklies across the state searched for a local connection or way to report on the events in New York, Washington D.C. and Pennsylvania. Now, a year later, Kentucky newspapers are once again focusing much of their newspapers toward those events.

Special sections seem to be the approach editors are using to acknowledge the Sept. 11 date.

The Messenger in Madisonville will publish a special eight-page section on Sept. 11 without advertising. It will reflect on how the world has changed in the paper's circulation area in the past year as a result of the tragic events, said Tom Clinton, executive editor.

"There will be no pictures of the falling towers," Clinton said. "We do not plan to revisit the tragedy, but rather we want to look at what impact it has had on the lives our readers."

The front page will also feature stories and related photos on the terror attacks with references to the special section.

"We are making a special effort to make sure readers don't presume we

are trying to profit from this horrible tragedy beyond the normal sale of our newspaper and regular ROP advertising," Clinton said.

Editor Ron Jenkins said The Gleaner in Henderson is also planning to devote eight pages to the topic. The Gleaner is planning to publish a special eight-page wrap-around on Sept. 11 without any advertising in that section, Jenkins said.

"It will, of course, be heavily local, as was the eight-page special wrap we published on Sept. 12, 2001," he said.

The regular edition of the paper on Sept. 11 will also feature related stories and Jenkins said he is certain they will also carry lead-up stories to the date as well as some follow-up stories afterwards.

"We do not intend to peddle advertising space on that day in connection with the eight-page special wrap or the regular section," Jenkins said.

The Kentucky New Era in Hopkinsville will be including a locally produced 20-page section in its Sept. 11 edition entitled "9/11 plus one, A Different World."

"The proximity of our neighbors at Fort Campbell, and their critical role in Operation Enduring Freedom, most notably in Afghanistan, makes this a particularly compelling special project for our communities," said Editor David Riley.

Riley said local advertisers have not hesitated in being a part of the special section, although the section is positioned as an editorial product, with advertising geared toward defraying production costs.

Special sections are also planned in weeklies throughout the state.

The Central Kentucky News-Journal in Campbellsville, which publishes on Mondays and Thursdays, is doing a special section that will be published on Monday, Sept. 9 and Wednesday, Sept. 11.

The section will include a salute to local law enforcement and a salute to local military personnel.

"We have asked for readers' submissions, their thoughts and feelings about 9/11 and we've asked children to submit drawings that reflect their feelings about the day," said Editor Beth Foster.

The deadline for turning in those items was Aug. 26, which gave the newspaper's employees time to go through the numerous submissions.

"The News-Journal publishes a special B-section once a month called 'Focus.' The section takes on a different theme each month," Foster said. "The special 9/11 section is the September 'Focus.' We are calling it 'Focus on 9/11.'"

Besides using the pages of their newspaper as a way of honoring the events of last September, the News-Journal along with a local radio station is sponsoring a community candlelight vigil complete with local marching bands and fireworks. The event, held at the city park, will end with the lighting of candles and the playing of the National Anthem.

The Meade County Messenger is planning a dedicated page with no advertisements, said Editor Pat Bowen. They are soliciting citizen input in the form of stories, poems and remembrances. The paper will hit the stands Wednesday, Sept. 11.

On Sunday the Flying Short Course will begin. You must be registered to attend the Flying Short Course to attend Friday and Saturday's events.

"This is a huge weekend for us," Imel said. "We encourage anyone with an interest in photography to come out. There will be a wealth of great photographers, videographers and people who make up photojournalism in attendance."

To find out more information about any of the events visit www.knpa.org or call Imel at 1-800-599-6397 ext. 348.

KWC offers journalism degree

In the next three to four years, editors and publishers will begin seeing the name Kentucky Wesleyan College beside the phrase "Journalism Degree" on resumes from potential employees.

That is due to the new degree of study offered by the Owensboro college beginning this semester.

Michael Fagan, academic dean, said Kentucky Wesleyan hopes to see the first graduates of the program in 2006 or 2007.

KWC hired Dr. Momo Rogers, originally from West Africa and who most recently spent time at Southeastern Illinois University, to teach the journalism courses.

Only one class in journalism is being offered this semester, Fagan said, but that number will grow as more students begin enrolling in the program.

"We want to create a journalism program well integrated in liberal arts," Fagan said.

He said it is their goal for students to have the necessary courses in journalism to be professionally competent, but also have more courses outside the field of journalism.

He said KWC will produce journalists with interests in international issues.

Fagan said the college has conducted a "fair amount of research and planning" before implementing the program.

"There has been a steady stream year after year of kids coming in wanting to major in journalism," he said.

There is a strong communications department and English department already in place at KWC, Fagan said, and the journalism classes will be a nice fit to those departments which already offer degrees in related fields such as public relations and broadcasting.

"This just seemed like the natural thing to add," Fagan said. "It will also help us enroll a few more students."

In the next four years, Fagan hopes the total number of journalism majors at KWC will reach between 25 and 30.

The school already has a newspaper, The Panagram, and journalism majors will be able to get hands on experience there. He also hopes students will be able to seek internships with surrounding newspapers.

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The awards will be presented during Saturday's luncheon. During that time the Kentucky photographer of the year, the videographer of the year, the student photographer of the year and the sports photographer of the year will be named.

Sam Abell, renowned veteran National Geographic Society photographer will be the featured speaker. Abell received formalized training at

the University of Kentucky, graduating in 1969. He even did a newspaper internship in Louisville at Courier-Journal. Following his graduation, Abell began doing freelance photographic stories for The National Geographic Society. He joined the staff in 1993.

"This is a big coo for us to get him," Imel said. "He is a very renowned photographer with deep roots in Kentucky."

Local vendors will be on hand all day Saturday for those in attendance to browse through.

PEOPLE

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completed her master's degree in mass communications.

Backus named to vacancy at Paintsville newspaper

Marty Backus Sr., publisher of The Appalachian News-Express, was recently named as publisher of The Paintsville Herald.

Backus will serve as publisher for both publications. He becomes the fourth publisher of the Paintsville paper in 18 months and replaces Robert Neeley, who resigned.

The Pikeville and Paintsville papers are both owned by Lancaster Newspapers of Gadsden, Ala.

C-J religion reporter wins writing award

Peter Smith, who covers religion for the Courier-Journal, has won an award from the American Academy of Religion for in-depth reporting on religion.

Five examples of work submitted for the contest included Smith's series on Islam in Kentucky and stories about

military ethics, religious organizations apologizing for historical wrongs, the bicentennial of the Cane Ridge Revival and the establishment of a museum about creationism.

Hayes joins The LaRue County Herald News staff

Monica Hayes joined the staff of The LaRue County Herald News in July as a graphic designer and paginator. She replaces Stephanie Hornback who transferred to Elizabethtown.

Hadden promoted to GM at McLean County

Clint Hadden was recently promoted from reporter to general manager at the McLean County News in Calhoun.

Hadden, who worked in the special publications department at the Messenger-Inquirer in Owensboro before taking the job in Calhoun, replaces Greg Abney who left his position for a teaching job at McLean County High School.

E-town launches new home page

The News-Enterprise in Elizabethtown went live with its new

home page on July 1 after more than two months of planning.

The News-Enterprise signed an agreement with Townnews.com in April and began designing the site.

The new site offers additional features such as the archive access, online display ads and time-controlled publishing.

Michelle McGuffin, marketing manager, led the redesign team which was originally comprised of Jim Keyser, Katherine Pearl and Donna Walker from news.

The team was later joined by Lydia Lessor, inside classified team leader, who developed the classified pages, Angie Rutledge, newspaper sales team leader, who helped develop the subscription pages, Bill Mathers, graphics artist, who is responsible for creating banners and other advertising content, and Todd Garvin, copy desk team member, who played a key role in completing the home page set up.

Cheryl Molstad of the tech support team has been trained to be the primary backup for both advertising and news.

Bradley McCrobie, a part-time employee in news, was instrumental with his web design expertise. He explained the terminology and

processes to the team members which in turn enabled them to maximize the benefits of the web technology.

Steve Wheatley, advertising manager, and Richard Price, sales team leader, assisted McGuffin to ensure a smooth, transition from the previous vendors, including Inffinet and The Web Guys, to the new partner, TownNews.com.

The new website can be found at www.thenewsenderprise.com.

Bowen leaves Springfield Sun for Anderson News

Editor/General Manager Janie Bowen left The Springfield Sun earlier this month to return to The Anderson News in Lawrenceburg.

Aug. 9 was Bowen's last day in Springfield. She has been at The Sun since 1999.

Bowen got her start at The Anderson News and worked there for the first 24 years of her newspaper career. She is now part of their graphic design team.

Staff writer James Roberts is handling the majority of the news coverage in Bowen's absence. He worked just Mondays and Tuesday, but will be full-time until a new manager is hired.

Three state papers win NNA honors

Three Kentucky newspapers were recently notified that they were winners in the National Newspapers Association's 2002 Better Newspaper Contest.

The Appalachian News-Express was the winner of two awards in the contest. They placed second in the Best Editorial Page competition for non-dailies with a circulation of 6,000 or more. The entry consisted of its May 28 and May 30, 2001 opinion pages.

Highlights of those pages include editorials and local cartoons about Gov. Paul Patton's lack of involvement in a gas well dispute at Breaks Interstate Park, Pike County's population decline, the local court system's leniency toward traffic violations in wake of an accident that claimed the life of a local pregnant woman, and letters to the editor on a variety of subjects.

The News-Express placed behind The Peninsula Gateway of Gig Harbor, Wash.

The paper also picked up third place for Best Breaking News Story in its division for a Nov. 14, 2001 story by former News Editor Michael Cornett about a house fire that killed

a family of five.

The Villager of New York City and The State Port Pilot of Southport, N.C. placed ahead of the News-Express.

It is believed to be the first time in the Appalachian News-Express' 89-year history that it has been awarded a national award.

Randy Patrick, editor of The Jessamine Journal, was awarded first place in the Best Serious Column for non-daily papers with circulation of 6,000 to 9,999. His winning piece, titled, "Schools: 'Let them eat peanut butter,'" was prompted by a Madison County school official's letter to parents warning them that their children would be fed peanut butter instead of the regular school lunch if they failed to bring their lunch money with them. Patrick argued that children are not responsible for their poverty and should not be punished for it.

Journal staff writer Zoya Tereshkova received honorable mention in the Best Agriculture Story category in the paper's division for the feature she wrote about life on a Jessamine County tobacco farm. The story profiled J.F. Hall and his family and told of their struggles to main-

tain their rural lifestyle during an uncertain time for Bluegrass burley growers.

The newspaper's staff earned honorable mention in the Best Family Life section in its division for the Neighbors section of the April 12, 2001 issue. The issue featured a cover story, "Write & Wrong: Prof. Takes a Nurturing Approach to Teaching," by Tereshkova, who also took the photographs for the feature. Wendy Abbott was the graphic artist who designed the pages for the section.

This is the second consecutive year the Journal has won awards in the National Newspaper Association's annual contest.

The Times Leader in Princeton received honorable mention for Best Sports Story in the non-daily division of papers with less than 6,000 circulation. The story was written by Todd Griffin.

The awards will be presented Sept. 13 in Portland, Ore. as part of NNA's annual convention.

This year's contest included more than 3,000 entries in 129 categories by newspapers from more than 40 states. Contest entries were from calendar year 2001.

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