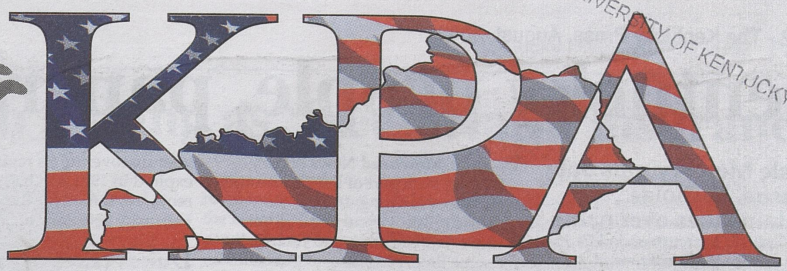


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UNBOUND PERIODICALS COLLECTION

Volume 73, Number 7 - August 2002 - Published by Kentucky Press Association/Kentucky Press Service

# Media seeks to open records in sex abuse cases

Two different judges in separate cities have made different rulings concerning the sealing of the lawsuits involving sexual abuse in the Catholic dioceses.

On July 24 in Lexington, Kentucky Court of Appeals Judge Julia Tackett issued an order keeping records in the sex-abuse lawsuit against the Catholic dioceses in Lexington and Covington sealed pending a hearing before a three-judge panel of the court. Tackett issued the order at the request of the Lexington diocese. The decision on whether to leave the lawsuits sealed is on hold until an Aug. 5 hearing.

Lexington lawyer Robert Treadway filed the lawsuit against the two dioceses in late May in which several unnamed plaintiffs allege that priests in the dioceses sexually abused them when they were minors.

The Lexington Herald-Leader is seeking to unseal the records and contends that sealing the lawsuit denies the news media's First Amendment rights to gather and report the news. The newspaper is also challenging the constitutionality of a state law that requires records to be sealed in a case filed five years or more after alleged sex abuse occurred.

The Courier-Journal filed a motion

in Frankfort July 26 asking the court to immediately open all records of the sealed case against the Lexington diocese. The newspaper also asked that the court open all future hearings concerning the case.

The appeals court is scheduled to rule on the case Aug. 5.

In Louisville earlier last month, Jefferson Circuit Court judge James Shake refused to seal the lawsuits alleging child sexual abuse against the Catholic Archdiocese of Louisville.

The archdiocese had attempted to block the lawsuits from being opened citing a 1998 law that allows lawsuits alleging sexual abuse to be sealed.

The Courier-Journal filed legal motions to block the archdiocese's attempts to seal the complaints. The C-J argued the 1998 law was unconstitutional because it allowed for "secret justice."

Shake said the 1998 law cited that only lawsuits alleging sexual abuse filed against the abusers themselves could be sealed. These lawsuits are against the Archdiocese and therefore not covered under this law.

The lawsuits in Louisville allege that the priests and church employees "engaged in a pattern" of sexually abusing children and that the

Archdiocese officials knew but did nothing about the alleged abuse.

In his written opinion on the case, Shake said he did not have to rule on the constitutionality of the 1998 law since it did not apply in this case

because the suit was against the Archdiocese and not an individual.

The Kentucky Attorney General argued that since the 1998 law does not apply to this case ruling on the unconstitutionality was irrelevant.

## Judge rules U of L must disclose names of donors

A Jefferson County judge ruled July 19 that the University of Louisville foundation must disclose the names of some donors and the amounts they donated to them because it is public record.

Circuit Judge Steve Mershon ruled in favor of The Courier-Journal finding that the foundation is a public entity subject to the Kentucky Open Records Act.

The judge ordered the foundation to turn over the names and amounts of donations from donors already made public by the university or the foundation, although he did not

make a final decision on whether the public has access to the names of donors whose names have not already been made public.

The judge did state however that if a decision were requested on that issue, "the foundation would have to prove such individuals had a legitimate privacy interest in not having their names released."

The Courier-Journal requested the information on April 23 under the open records law and filed suit in May after being told by the founda-

See DECISION on Page 3

# Journalism boot campers begin training for duty

By DAVID GREER  
Member Services Director

They came from five states - Kentucky, Indiana, Virginia, Florida and Oklahoma - to the manicured campus of Georgetown College to endure three weeks of basic training. But there wasn't a single session on gun cleaning or how to scale a wall while wearing a 50-pound backpack or crawling under barbed-wire fence on their backs. Instead, these 24 boot campers learned how to write effective leads, how to organize meeting stories, how to work a news beat and participated in a discussion about journalism ethics.

This year's KPA Journalism Boot Camp class was a diverse group. There was an attorney, two retired state workers, a playwright, a screenwriter, a former librarian with three mas-

ters degrees, a recent college graduate, a former political campaign manager, a graphic artist, a retired school superintendent among others who comprised KPA's second annual boot camp.

Again this year, the boot camp was taught by Jim St. Clair, journalism instructor at Indiana University Southeast in New Albany, Ind. St. Clair is a former newspaperman who's worked in Indiana and Kentucky.

Several professionals also talked with the class during the three-week session from July 15 to Aug. 2. Those included Monica Richardson, reporter and acting community news editor for The Lexington Herald-Leader, Courier-Journal and KPA general counsel Jon



The students at this year's Journalism Boot Camp listen carefully as instructor Jim St. Clair goes over the steps of conducting interviews. Boot Camp was held at Georgetown College July 15 - Aug. 5.

See TRAINING on Page 7

# Kentucky people, papers in the news

## Carlisle Mercury puts out last issue, Nicholas Countian takes over name

The Carlisle Mercury ended its 157 years of service to the citizens of Nicholas County and surrounding areas when it ceased operation on July 25.

The newspaper, which is the 10<sup>th</sup> oldest in the state, closed its news office last summer and began operat-

ing at the Morehead News office which are both part of the Community Newspaper Holding, Inc.

The Carlisle Mercury had 55 subscribers and had struggled financially for some time, according to publisher Jack Neely.

The July 12 edition of the Nicholas Countian featured the words "and The Carlisle Mercury" in smaller type under its name. The Nicholas Countian, Inc. applied for the name

after discovering its registration expired in 1991 and had not be renewed. It filed for the name with the Kentucky Secretary of State on June 27.

## Dukes takes over editor role at Leader-News

Rita Dukes, of Bremen, has joined the staff as editor of the Leader-News in Greenville.

Dukes began her duties in June. Before taking the position in Greenville, she was on staff with The Messenger in Madisonville where she worked for three years as the lead reporter for the daily paper.

She is also the former Muhlenberg County bureau office manager for the Messenger-Inquirer.

She began her newspaper experience at the Leader-News as a typesetter.



## Shelby, Gordon join Beattyville Enterprise staff

Edmund Shelby has joined the Beattyville Enterprise as the news editor and Amy Gordon was hired as the new advertising manager.

Shelby has a degree in journalism from Morehead State University.

He replaces longtime Beattyville Enterprise editor Deborah Collins who left the newspaper to spend more time with her family.

## State Journal wins awards

Members of The State Journal news staff were recognized June 27 by the Louisville chapter of the Society of Professional Journalists.

Staff Writer Beth Crace won five awards, two of which were first place. Crace won first-place awards in the enterprise reporting and minority/women's affairs reporting categories.

She also won a second place award along with Lesli Bales Sherrod, former staff writer, in the continuing coverage category, a second place in deadline reporting and a third place award in business reporting.

Mary Branham, news editor, won a first-place award for sports writing and Suzanne Feliciano won a first-place award in photography.

Fred Lucas, State Journal staff writer, was a third place winner in the enterprise reporting category and Charles Pearl won a second-place award for minority/women's affairs reporting.

The State Journal also won second place in headline writing.

## Scott leaves Edmonton

Clay Scott, part-owner and general manager of the Edmonton Herald News, is leaving the newspaper Aug. 12 to accept a full-time teaching position in journalism at Volunteer State Community College in Gallatin, Tenn.

## Two added to Floyd County Times staff

The Floyd County Times recently hired Kimberly Frasure, of Prestonsburg, to fill the position of advertising manager and David Boyer, of Pikeville, as business manager.

Frasure served as the ad manager for the Times from 1989 to 1991 during which time she also wrote a column, "Kim's Korner." She continued to write that column for the newspaper until 1995.

She worked as the advertising manager of the Paintsville Herald from 1997 to 1998, and she also publishes the Christian Messenger, a bi-weekly Christian magazine.

Boyer is a 25-year veteran of the restaurant business and spent many of those years in management at Rax. His most recent employment in the field was in the corporate offices of Reno's Roadhouse.

## —The Kentucky Press—

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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.

## Deaths

### Former Jackson Times columnist dies

McCreary Roberts, 90, of Fairfield, Ohio, formerly of Breathitt County,

died Friday, June 7, 2002.

Roberts was a retired schoolteacher and was a columnist for The Jackson Times for many years. He covered news events, wrote the popular Sam Satchell and several other humorous columns for the newspaper. He also contributed articles to The Kentucky Explorer magazine.

# There really is such a thing as 'free' health insurance

It's not often anyone gets "free" health insurance but for about 15 Kentucky newspapers, that's their reward for at least three months.

Anthem's demutualization resulted in some people getting checks (those with Medigap policies) while those in programs such as the KPA-endorsed health insurance groups had to sit and wait.

And the wait's been more than worth it.

The KPA program is part of the Kentucky Retail Federation's health coverage program. KPA, the Kentucky Broadcasters Association and Kentucky Telecommunications Association had a "communications industry trust" set up until a couple of years ago.

Participation had dropped off and we found that the lower number of contracts meant we didn't have the strong negotiating power with Anthem we once held.

So KPA, KBA and KTCA accepted an invitation from the retail federation to have our group join them.

The executive directors of each organization serve as the oversight committee for this health insurance program.

Earlier this year, the trust received some 38,000 shares of Anthem stock as a part of its demutualization. But there were limits by Anthem and by state law as to what could be done with the stock or the proceeds from selling the stock.

## On Second Thought

By David T. Thompson  
KPA Executive Director



We decided to sell the stock at a good price and then had to decide how to use the proceeds,

again using guidelines established by Anthem.

We've now finalized the process and have voted as group to give those companies in the group (Subscribing Employers if you want the technical term) three free premium months in 2002.

The 15 or so newspapers in the program, along with the other businesses in our trust program, will not pay health insurance premiums in September, October or November. We're not sure right now how much, if any, of the proceeds will remain unused after paying for the insurance coverage these three months. If enough is left, we might extend the free insurance to December, or use it to offer an additional benefit, or find some other way to help these businesses in the program.

The decision does not benefit KPA/KPS. That's because a few years ago the staff voted to leave Anthem and use United HealthCare. The staff looked at the rates from both companies, the coverages offered by both companies and voted as a group to switch to UHC.

So KPA isn't benefiting from the Anthem demutualization. Just in case

you're thinking about joining the retail federation trust so you can get the benefit of free health insurance coverage for your staff for three months, sorry!

Anthem established in its demutualization process that subscribing companies had to have policies in effect on both June 18, 2001, and Nov. 2, 2001. Only companies in trusts on those dates were eligible for any benefits of the proceeds.

Subscribing Employer Companies (participating newspapers) will be receiving a letter from Administrative Services Group, Inc., our plan administrator, explaining the "Premium Holiday Program," how it will operate and what subscribing employers must do.

• • • • •

I recently was looking through some files and found one marked "1987 KPA Health Insurance." It contained a printout of the KPA/KPS employees in 1987 and the amount of their individual health insurance coverage.

It was the first full year the staff was covered under "The Blues" (Blue Cross/Blue Shield). The total monthly premiums KPA/KPS paid in 1987 for the whole staff was less than what we pay for any two employees today. That's how much health insurance has increased. The staff numbers were the same then as now and the make-up of the staff was about the same.

• • • • •

Kentucky's "unity." Is it something special? Is it something that makes Kentucky stand out?

KPA General Counsel Jon Fleischaker spoke the KPA Boot Camp on July 23 and he got around to talking about the Bingham family, especially from the standpoint of open meetings and open records and the Bingham's belief in open government.

Jon brought that discussion around to what makes Kentucky special and he cited "the unity of Kentuckians."

One of the boot camp participants chimed in. Carol Abernathy is attending the boot camp this year. She lives in Oklahoma and agreed with what Jon said.

"I've noticed exactly what you're talking about and you're right. Believe me, people in Oklahoma could learn a lot from Kentuckians. We don't have that unity like you all do here in Kentucky."

• • • • •

Carol's story in getting to the KPA Boot Camp is an interesting one.

She happened to be passing through Kentucky recently, via the Lexington airport.

While waiting on her plane to board, Carol bought a Lexington Herald-Leader. It just happened to be one of the days a Statewide Classified about the boot camp was published.

She called KPA from the airport and said, "That sounds like exactly what I want to do" and asked the staff to send her the information as soon as possible.

The info was there when she arrived in Oklahoma. She read through the material and signed up.

## DECISION

Continued from page 1

tion that it was not subject to open records laws and refused to turn over information about its donors, its expenses or minutes from the meeting.

Mershon stated in his opinion that the University of Louisville Foundation is a public entity and therefore corporate and private foundation donors do not have the right to privacy under exemptions to the state open records law.

"Any expectation of privacy or confidentiality is waived when a corporate or private foundation makes a charitable donation to a public agency," Mershon wrote. "The public

has an interest in how corporate donations may influence the decisions of the University of Louisville, a state institution."

An exemption under the law may cover an individual donor, but the foundation must prove why it denies revealing an identity of a donor.

In his opinion, Mershon, in indicating why the foundation is a public entity, cited the fact that the university president and four trustees are among the 11 members of the university's foundation which would indicate it is an arm of the university.

"It is difficult to fathom that the university would simply allow a completely independent organization to control the financial assets for the university," Mershon wrote.

The foundation is appealing.

## Don't forget to attend the Society of Professional Journalism National Convention Sept 12-14 in Ft. Worth, Texas

Al Cross, Frankfort Bureau Chief for the Louisville Courier Journal is the current president of SPJ.

For more information on the convention and for a schedule of events visit

[www.spjfw.org/convention/resources1.html](http://www.spjfw.org/convention/resources1.html)

# Advertisements make front page news

By Dana Ehlschide  
News Bureau Director

Showing off the newest vehicles the local car dealership has on the lot, revealing the day's lottery numbers or detailing upcoming local events are just some of the ways clients are utilizing front-page advertising spots now being offered by a handful of Kentucky newspapers.

The Murray Ledger & Times' redesign unveiled Feb. 1, 2001 had accommodated for front-page advertising spaces. The paper's owners had tried it with their other newspapers with success and wanted to see if it would also succeed in Murray, said Slone Hutchison, ad manager for the Murray Ledger & Times.

Hutchison said the idea of front-page advertising wasn't just a vehicle for increasing advertising revenue, but a way of providing advertisers one more option in ad placement.

"You know how people bring ads

in and jokingly say, 'put this on the front page?' Now we can," she said. "It is also a nice addition to the newspaper and provides another art element for the front page."

The Appalachian News-Express began its front-page advertising over five years ago, and according to Publisher Marty Backus, the idea met some opposition with the tri-weekly's editorial staff. Over the years however, the staff has become more "acceptive" of the idea.

The "prime spots" Hutchison said are the top advertisements that appear by the paper's flag.

"These are very successful. Advertisers sometimes schedule them to run a month at a time," Hutchison said.

The top spots also provide advertisers a way to be exposed to people who don't even purchase the paper.

"In those spots people can see the ads from the news rack," she said.

"More people are exposed to those ads than any other spot in the paper."

Backus said the premium spots on his newspaper run on the "ears" (the top two corners) of the paper. Local funeral homes run in a bottom more inexpensive box on the front page which lists the names of those whose obits run in entirety inside.

Backus agrees with Hutchison as to why the top spots are popular with advertisers.

"They are so visible," he said. "Whether it is lying on a counter or on the newsstand, it can be seen."

The feedback from advertisers and readers has been positive in both Pikeville and Murray.

"We have had no complaints. I think the ads stand out enough that readers know what is an ad and what is a story," Hutchison said. "There has always been a good response especially during the election. There were candidates fighting for the spots."

There has never been a frantic search for advertisers for the spots in either paper. In fact, several of Hutchison's advertisers have given her the "go-ahead" to run their ads in one of the spots if they come open.

"I think the advertisers are comfortable with it. They feel like it is effective or they wouldn't do it," Hutchison said.

Murray Ledger & Times sell their spaces for less than \$100 a day for the slightly smaller than a 2 inch by 2 inch space.

The News-Express' space runs for about 30 times more than what an ad that size would run in the regular part of the newspaper, Backus said.

"A couple of our ad reps thought it was outrageous to ask that (price for the front page ad), but we tried to convince them that the newspaper was a viable source and these were prime spots."

See FRONT on Page 11

## Former Gleaner owners have close call with forest fire

*EDITOR'S NOTE: The following article by Martha Dear was provided to the Henderson Gleaner at their request. Walt and Martha Dear, former owners of The Gleaner, live near Durango, Colo., near one of the many wildfires out West. The article is reprinted with The Gleaner and Dear's permission.*

By MARTHA DEAR

DURANGO, Colo. — Forest fires consume more than trees. They can consume buildings, national playgrounds, hiking trails and even the human spirit.

When we lived in Henderson, we didn't often think about fires. Homes sometimes burned, people were left with nothing but the clothes on their backs. There were tragedies. The stories were individual and newsworthy.

With flames licking the mountainsides in Durango, Colorado's backyard (or front or side...it's hard to tell which way is town), the stories are one story, the human tragedies are lumped

together in a disaster pot. And the news is the same everyday.

There's nothing but fire on the front page; all other stories are downgraded to inside pages of The Durango Herald. Radio stations feature hourly fire status reports, and a "town" meeting is held every evening to summarize the progress of the Missionary Ridge fire.

Walter and I live 10 miles north of Durango, across a wide valley from Missionary Ridge. When the "200-year fire" began on June 9, we had grandstand seats. From the end of our country block, we could see bursts of flames and billowing smoke. Big-bellied planes painted red slurry lines in the fire's path, and helicopters dumped buckets and tank loads of water. It was a war zone. It was horrible and exciting. We couldn't help but feel awed by the spectacle.

That was before the little fire grew bigger ... and bigger ... and bigger. We began to realize that there was nothing

humankind and technology could do to stop it.

At first we looked across our broad valley toward the national forest land and said, "We won't be cutting this year's Christmas tree from the same place we cut last year's."

We looked across the valley and, with our neighbors, agreed that this fire could not reach us. There were three roads and a river separating us from the hill that looked by day like a battlefield and by night like a Christmas tree.

That was before the flames crawled down to the bottom of the hill and started spot fires across the first road and across the skinny, low-flowing Animals river that Kentuckians would call a stream. That was before we learned that it is common for a forest fire to cast its sparks a half mile ahead of itself.

That was before the people around the corner were "pre-evacuated."

And that was before a new fire

started on our side of the valley.

Suddenly we weren't watching a war zone; we were in one.

We started packing.

The game we had played a week earlier: "What Would You Take With You If You Had An Hour to Decide?" became real. We were pre-evacuated (a term that means get ready but you don't have to go yet), and we didn't know what we should load in the cars. I went from room to room, picked up items, put them back, jammed winter clothes in a suitcase, added trinkets for nostalgia's sake. I packed pictures off the wall, clothes from the closet, papers and checkbooks, the deed to our house, our passports, and pottery that my brother Jack had made, and we put our bikes on the Jimmy's bike rack.

The electricity went out. We left only to be stuck in traffic because heavy smoke obscured the road. A

See FIRE on Page 8

Make plans to attend  
**Kentucky News Photographer Association's**  
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Oct. 11-13 at The Galt House in Louisville

For more information contact KNPA Vice-President John Dunham at (270) 926-0123

# Interviewing jurors helps better understand verdicts

By KIM GREENE  
KPA General  
Counsel  
Dinsmore &  
Shole



You see it as part of your charge to cover what's going on in the courts in your communities. From time to time there's a trial that's particularly important to the community - the murder of a youngster, embezzlement by a public official, wrongful discharge of an employee by the county's largest retail chain. These cases mean a lot to people in the community, and you want to make sure you provide an accurate description of the trial and how the judicial system has handled it.

One of the best ways to get information that helps explain the jury's verdict in a case is to interview jurors once they are released from duty. (It goes without saying, of course, that jurors cannot and should not speak to the news media or anyone else about the case while it is going on.)

Interviewing jurors is a long standing and common practice. Judges frequently tell jurors at the close of a trial that it is the juror's choice whether to give interviews to the news media. But, invariably, some jurors are willing to give the public a glimpse into the deliberation process by speaking to a reporter. And that information can really add to the public's understanding of the judicial system.

There has been a recent trend nationwide, however, of courts placing restrictions on media contact with discharged jurors. Most recently, in July the New Jersey Supreme Court upheld a trial court's ban on juror interviews in the capital murder case of Rabbi Fred Neulander. The trial court had declared a mistrial after the jury was deadlocked on charges that Neulander arranged to have his wife killed.

Five reporters were found in contempt for violating the trial judge's ban on juror interviews. Four of those reporters worked for the *Philadelphia Inquirer*, which appealed the order to the New Jersey Supreme Court. (The trial court had also ordered the media not to publish the names of jurors, but

the appeals court reversed that order, calling it a prior restraint.)

In *State v. Neulander*, there will likely be another prosecution and another trial of the murder charge against Neulander. It will not, however, be tried by the same jury. Nevertheless, the Supreme Court upheld the ban against news media interviewing the former jurors because of concern that the interviews "might reveal some insight into the jury's deliberative process that would afford the prosecution a significant advantage at the retrial." That, in turn, could provide the defendant with an issue for appeal in the event of a conviction, according to the court.

The *Inquirer* is going to ask for a reconsideration of the Supreme Court's ruling. On the other hand, the lawyer who represented Neulander at trial applauded the Supreme Court's decision. He says it maintained "a trial court's ability to protect jurors from improper outside influences before or after a trial."

But there was no indication that any news reporter did anything that could amount to an "improper outside influ-

ence" after the trial. In the ordinary course, all a news reporter is doing is asking questions about the jury's deliberations. And, in the ordinary course, once a trial is over and the jury is discharged, there is nothing at all to influence by talking to a juror. So this decision by the New Jersey Supreme Court, and similar decisions from other courts, are troubling.

When faced with the same issue last year, the Kentucky Supreme Court rejected this type of prior restraint on the First Amendment right to speak with jurors and to gather news related to a trial after the trial is completed.

A man named Larry Osborne was tried in Whitley Circuit Court and convicted on a capital murder charge. At the conclusion of the trial, the circuit judge offered counseling to any juror who desired that service. The judge also entered an order prohibiting anyone from contacting any juror. The order stated that "no person shall contact, communicate or interview any juror involved in this trial, except as permitted by this Court."

About a year later, while Osborne's conviction was on appeal, the newspa-

See VERDICTS on Page 10

# Communication is the key to all of our success

I'm pretty easy to get in touch with these days. You can call me on my direct line at 502-227-7992 or you can call me on the toll free line at 1-800-264-5721. If I'm not in the office, my staff can call me on my cell phone. Or, if you choose, you can email me at [trevelett@kypress.com](mailto:trevelett@kypress.com) or send me a fax at 502-875-2624.

## Advertising Plus

By Teresa Revelett  
KPS Director of Sales



With so many methods of communication, why is it so hard to communicate in today's environment? I often say that those of us in the communication business are sometimes the worst communicators. That may not be true in every situation but in most, it is.

One of the frustrating things that we

deal with in the ad department is when we hear "I didn't get the ad in the mail." In today's electronic environment there's no reason you can't get an ad in a matter of minutes.

There's the issue of getting ads scheduled and run in a short period of time. That dictates us having an intranet site so that newspapers can download the ad electronically. If you don't want to download the ad, let me know an email address and we'll be happy to email the ad directly to you.

In addition to the timely factor, the quality of electronic ads is so much better than those we have to mail. For the newspapers who do not have the capability of downloading the ads, our current president of the Kentucky Press Association Dave Eldridge has offered his assistance in helping to get newspapers set up for electronic capability.

No, Dave isn't going to buy new computers for everyone, but he would like to know what newspapers need some good, used equipment so that the KPS staff would have the ability to email ads to all newspapers. We

would like to have that capability by the end of 2002.

Anytime a newspaper doesn't run an ad that has been ordered by KPS it is money lost for all of us and it doesn't impress the advertiser. The bottom line is that the newspaper sees the biggest loss and that's not good news in today's economic situation. If we all work together, it will be so much easier for the placement process. The spirit of cooperation is what makes the one buy, one bill process so attractive to our clients.

Many of the ads we schedule have multiple runs. And often, we'll have three or four versions of similar ads. Anytime an ad is scheduled for multiple runs make sure you run the exact caption that is scheduled on the correct date.

If you get the insertion order and have a question, pick up the phone or type me a note at the computer. If I am not in the office, leave me a voice mail and I will return your call, I promise. There's nothing that I like to do more than talk. And when I can talk about newspapers and advertising, look out!

## Community Media Group Management Job Opening

If you have a proven track record with community daily, weekly and/or shopper publications and are looking for an opportunity to assume the responsibilities AND earnings potential of a newspaper group publisher, this could be the position you're looking for. Qualifications must include:

- Proven advertising sales record
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- High energy
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Our solid, professional, family owned publishing group, with newspapers in New York, Pennsylvania, Michigan, Indiana, Illinois and Iowa offers unlimited opportunity for career advancement along with great earning potential and full benefits package.

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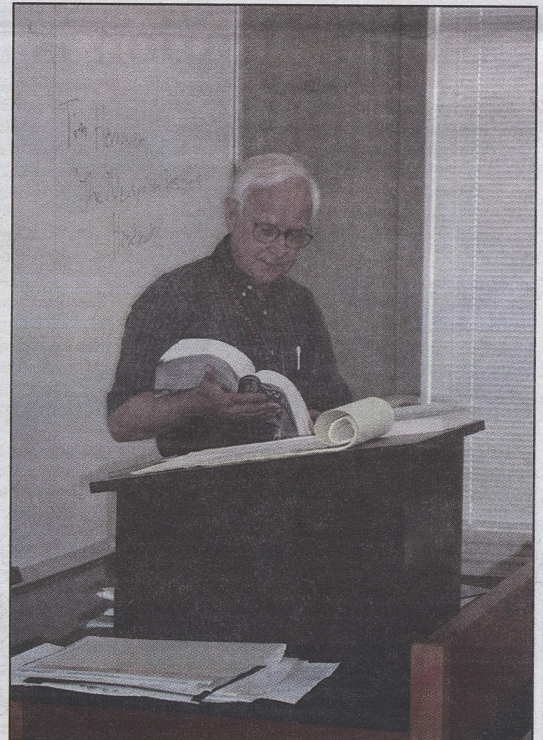
**KENTUCKY  
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GEORGETOWN  
COLLEGE**



Shirley Cox, Gretchen Hines-Ward and Cyndi Brinsko listen closely as KPA Journalism Boot Camp instructor Jim St. Clair reviews the basics of conducting an interview during class instruction on July 17.



Top: Boot campers use their lunch hour to discuss various journalism topics with KPA Member Service Director David Greer at the Georgetown College cafeteria. The boot camp tuition included breakfast and lunch. Right: Jim St. Clair, professor at Indiana University Southeast, tells the students about some of the many books that can offer them assistance as they seek a job in the newspaper and writing industry.



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# Summer 'intense' for boot camp participants

By DANA EHLSCHIDE  
News Bureau Director

Intense seems to be the most used adjective for students at the 2002 Journalism Boot Camp when describing their three weeks of training in Georgetown.

"I've absolutely love (boot camp)," said Gloria Conly, a student from Cynthiana, "but it is very intense. I'm tired."

Through the intensity of it all, the students experienced, at least for three weeks, what it was like to be in the field of journalism.

"I've really enjoyed learning the technique," said Carol Abernathy, who attended the camp from Miami, Okla. "I've been disappointed in my production over all, but I've enjoyed learning. I'd definitely do it again."

Whether it was the urging of their supervisor at a newspaper or seeing one of the statewide classified ads about the boot camp that prompted them to attend, students seemed to agree that they have learned something that will help them even if they decide not to pursue a job at a newspaper.

Will LaRue, a screenwriter who splits his time between Los Angeles and Hodgenville, said the course has given him a way to help refine his writing and organize his thoughts.

Conly agreed, "I write all types of things, but I'm a poet on the whole and (the class) gives me structure."

Abernathy was looking for something exciting and different to do in her life. She was wanting to take a "new direction." That direction led her to boot camp. While traveling through Kentucky on her way to her grandson's wedding, Abernathy happened to pick up a news-

paper in the Lexington airport where she saw an ad for the boot camp.

"I just thought to myself, 'that's exactly what I want to do,'" she said.

Abernathy called KPA to request more information on the camp. When she got home she signed up. Abernathy made the 600 mile trip by car to Georgetown to attend the camp.

"This hasn't been an easy or cheap trip for me," she said, "but it was something that I wanted to do."

Susan Tucker, who works with Farmland Publications, Inc. as a graphic artist, came to the camp at the urging of her editor.

"She thinks this is something I need to learn to be able to help out around there," Tucker said.

Although the students aren't graded on their work in the class, many of them have kept late hours in order get it completed.

"I'm tired," Conly said. "I've been going at this some days from 9 a.m. until nine or 11 at night."

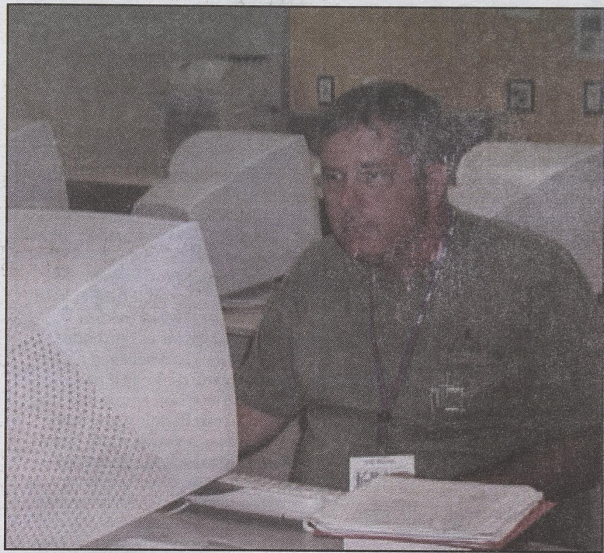
The class is taught by Indiana University Southeast journalism professor Jim St. Clair who gives the students classroom instruction as well as lab time.

"He has just the right personality for teaching this class," Abernathy said. "He doesn't intimidate you up there."

The "intense" three week period wrapped up on Aug. 2 when the students "graduated" from boot camp.

A 16-page newspaper is being compiled about the camp and will feature profile stories each student wrote about a fellow classmates as well as another story completed during the three-week period.

Plans are currently underway for the third annual KPA boot camp in the summer of 2003.



Top: V.W. "Butch" Martin gathers his thoughts before he begins writing during the first week of boot camp. Bottom: Gloria Conly looks over last year's boot camp newspaper, the *Boot Camp Beat* to get an idea of how to write her article about her fellow classmate. This was the first article the students were assigned to write.

## TRAINING Continued from page 4

Fleischaker, Ninie O'Hara, an award-winning features writer and columnist in Lebanon and Springfield and now for Southeast Christian Church's Southeast Outlook newspaper.

Also speaking to the class were community newspaper journalists Willie Sawyers from The London Sentinel-Echo, Don White from The Anderson News and KPS director of

sales Teresa Revlett, the former publisher of The McLean County News. Courier-Journal public editor Pam Platt and this writer also spoke.

The class attended a Scott County Fiscal Court meeting and faced the challenge of writing an interesting story from a routine meeting that featured no controversy or debate.

During the course, each student wrote seven stories. They ranged from hard-news stories to features to personality profiles to meeting stories.

This is the second year for the boot camp. Both have been taught by St.

Clair and both held on the Georgetown College campus just a few miles outside of Lexington's northwest side.

The camp's primary purpose is to provide training for the employees of KPA member papers and associate members. Employees of The Flemingsburg Gazette, The Clay City Times, The Citizen Voice & Times and the Farmer's Pride attended.

But the boot camp is also open to members of the public. Nearly all individuals who signed up - including those from out of state - saw classified

ads for the boot camp in various Kentucky papers. All want to be journalists or at least know more about reporting and writing for print.

Final dates have not been selected for next year's boot camp but it will probably run from mid-July to early August. In all likelihood, the location and instructor will also be the same. There's already a short waiting list for next year's boot camp.

If you have a staff member you would like to send, watch for registration information in The Press next spring, in addition to mailings to editors and publishers across Kentucky.

# Greene takes 'steps' to raise funds for cancer research

By DANA EHLSCHIDE  
News Bureau Director

In June Kim Greene, KPA General Counsel, put away her legal briefs and dress shoes and exchanged them for a water bottle and tennis shoes as she began a 60 mile fundraising walk for breast cancer.

Greene was one of over 6,000 people participating in the three-day event sponsored by Avon Products, Inc. The purpose of event is to raise funds for breast cancer research, early detection for victims and support for survivors.

"I've always been concerned that breast cancer has not been getting the attention it needs as far as research is concerned," Greene said of her involvement in the event. "I have participated in local walks and raised a few hundred dollars, but saw this as a real chance to make a big, significant difference."

The fundraising minimum was \$1,900.

There are 13 three-day events held throughout the country. Greene chose to participate in the Chicago event on June 14, 15 and 16. Walkers began their trek in Kenosha, Wis. and traveled the 60 miles along the lakefront to downtown Chicago. The participants were required to walk 20 miles a day, but could walk at their own pace from 6:30

a.m. to 7 p.m. Along the way walkers could take pit stops where volunteers offered them water and Gatorade, Greene said.

If a hunger pain hit, the walkers were given a chance to stop at a snack booth every four miles. "The favorite snack seemed to be peanut butter and jelly sandwiches on graham crackers," Greene said.

This was the biggest event in the walk's history Greene said as the 6,236 walkers raised \$11 million after expenses.

Greene said the organizers of the event were very safety conscious. Some of the over 600 volunteers were local members of a motorcycle club who acted as crossing guards when the trail crossed traffic.

During the evenings Greene along with the other walkers put up her tent and slept in a two-person tent at a campsite along the way. The 3,400 tents scattered along the field looked like "blue bumps," Greene said. "It made it difficult to find your way back to your tent at night after going to the porta-potty. They all looked the same."

Training for the walk was no small task for Greene and the other walkers. Those participants in the Chicago area could take part in training groups pro-

vided by the walk's organizers. Those living outside of the Chicago area were given the names of other walkers in their area.

"I met six other women from Louisville I would have never gotten to meet otherwise," Greene said of her training group.

The seven women walked together on weekends beginning in January. They tried to walk between 12-18 miles each trip. Greene would also walk three miles each day during the week.

As part of their training, the women teamed up and walked together in the pouring rain in May for the 26-mile Kentucky Derby Marathon.

"It gives you tremendous energy to be with all the people walking," Greene said of the event. "When all you have to do for three days is walk because someone else is fixing your food and there are no chores to do, the 20-mile a day walk is not too bad."

Greene said she was also inspired to keep walking by some of the other participants. There were survivors who walked, one lady in a wheelchair participated and an 83-year-old couple took part, she said.

"The incredible life stories you heard from these people made my problems seem insignificant."

## FIRE Continued from page 4

sheriff's deputy said the road would be closed for at least two hours, but suddenly they gave us a green light and people in other cars were shouting, "Hurry, get out, come on..." which, finally, we managed to do.

We spent the first evacuation night at our son's house in town.

Neither he nor our daughter Jennie, who lives on the other side of Durango, believed the fire would come so far as our house.

But neither had believed earlier it would come so far as it had.

Believe it or not, Jennie and her husband Tom Bartels drove back to our house to gather more "valuables" and to lock the doors and turn off the gas.

The second day the fire seemed tamer, and we returned to the house to see if there was anything else that we should take.

We were met by a neighbor who estimated we had 30 minutes to make up our minds. Our minds were rattled. We watered the perimeter of the house, then said goodbye to the house and piano and familiarity.

We were lucky.

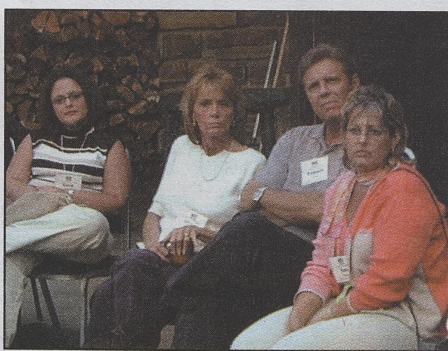
The fire that most threatened our neighborhood was completely contained within three days; it reached neither our house or view. Amazing firefighters had saved the day.

They saved the day for many residents, but the days and the houses were lost for others. And the Missionary Fire continues to grow in other directions.

The three-year drought continues.

I don't think I will ever again read or hear about a forest fire and not feel the pain that must be there for the residents who fear losing their homes, the residents who do lose their homes, the wild animals that escape from the fires or die in them, and the confused domestic animals that get moved from one place to another for safety. I will think of the trees and land that are reduced from beauty to ashes.

I will think of the firefighters on the ground and in the air. And I will think of this community that has turned itself inside out to help people most directly affected. And I have gained new respect for Smokey Bear.



### NIE 2002 Retreat

Left: Kriss Johnson, KNNIE chairwoman, listens as those attending the 2002 retreat June 26-27 at Abe Mart Lodge in Brown County State Park in Nashville, Ind. discuss their newspaper in education programs. Right: Vickie and Ken Enoch (center) were among the Kentuckians who attended the retreat. Also pictured are Stacy Wood, of Elkhart, Ind., and Joann Fields, of Bedford, Ind.



# 2002 KPA internship offers variety of experiences

*Editor's note: All KPA interns were asked to submit information about their internships. The following interns responded to the request.*

**Jesse Lebus**  
2002 graduate  
University of  
Louisville  
Anderson News



I graduated from U of L in the spring of 2002. I worked at Kentucky Kernel, attended UK as visiting student for final two semesters.

As a photographer whose background is in social sciences, working at a weekly was an ideal situation. I was able to spend more time focusing on topics; instead of playing the role of photograph factory; dropping in and out of peoples lives, just to get pictures for a paper.

There are photos in every situation, even interesting ones. Trying to pick a moment that stands out among them would be silly. The freedom of working at a smaller community paper allows for the opportunity to exploit these moments.

Every photograph is practice and getting paid to practice is as much as any photographer could ask for, and for that reason the summer could not have been better.

However, I am frustrated with news in general, it seems so commodified. You really hit the nail on the head when you called it the 'newspaper industry,' and as with any industry, the bottom line is the primary concern. That sucks, but that's the way it goes, right? For me, photography and industry are like water and oil.

Working at the Anderson News was far better than I expected and I will miss Anderson County.

**Molly O'Connor**  
Western Kentucky  
University  
Junior  
The News Herald -  
Owenton



On my first day as an intern at The News Herald my editor, Patti Clark, asked me if I was ready to get started. I said yes, expecting to be given something small to work on, when she told me there had been a stabbing while a candidate was out campaigning and I needed to find out what happened.

From that moment on Patti kept me very busy, learning the different aspects that are involved in producing

a newspaper including writing, photography and layout.

During my 10 weeks as an intern I had both a story I enjoyed the most and a story I learned the most from.

My favorite story was a feature story I wrote about a couple celebrating their 65th wedding anniversary. I really enjoyed working with the couple and learning about their 65 years together.

The story I learned the most from was an investigative piece on building permits. I started researching the story during my first week and it went to print during my last week. The story really taught me how to do in-depth research and then how to bring all of the pieces together.

This internship has only added to my desire to be a journalist. I know now more than ever that this is what I want to do.

**Rachel Dietz**  
2002 graduate  
Northern  
Kentucky  
University  
Boone County  
Recorder



My name is Rachel Dietz. I graduated from Northern Kentucky University in May of 2002 with a Bachelor of Arts in Journalism. I decided to try the KPA internship because I was really debating between what I wanted to do for the rest of my life. I had applied to law schools because I had an interest in becoming an attorney. By the time my internship began, I had already accepted a place at NKU's Chase Law School for the Fall 2002. However, I believed it would still be a great experience for me to work at a newspaper for the summer, and I wanted to do some freelance work while in law school and if I interned at a newspaper I knew I'd have a better chance of doing that.

My internship actually exceeded my expectations because I had heard that newspaper personnel were always stressed and the environment was a very cold and strict one. However, at the Recorder, the staff was all so nice to me and to each other that I enjoyed going to work every day. They included me in everything from going to lunch some days to the company picnic and made me feel like I wasn't just "an intern."

The most interesting thing that happened to me during my internship was probably a story I was covering about a horse summer camp. When I went to interview the woman, to my surprise, there were goats, donkeys, dogs and a baby cow waiting to greet me in the

barn. I have always loved animals, however, so I enjoyed petting them and watching them interact with each other. It was different for me, though, because I am very much a city girl and am not used to being outside with all the natural smells and the extreme heat!

I guess what impressed me most about the "real" world of journalism was that people put a lot of faith in you when you are interviewing them for a story. They expect you to know what you are talking about and know some of the background of the situation before you talk to them. I learned to read up on things on the Internet before beginning a story so I would have some knowledge of the topic at hand.

I would say the experience did change my attitude about a career in the newspaper industry because in my time there I saw four people either get fired or quit because the company seems to keep downsizing. Therefore, I concluded that it may not be as stable a job as others and I would not want to raise a family on a career like that.

Overall though I probably have not enjoyed a summer job more in the past than I enjoyed this one. The people made me laugh and were very willing to help me with anything.

**Ronica**  
Brandenburg  
Junior  
Eastern Kentucky  
University  
The Clay City  
Times  
and Citizen Voice



My name is Ronica Brandenburg and I am a senior at Eastern Kentucky University. Previously, I have been the news and Accent editor for The Eastern Progress, the student publication at EKV.

This summer I interned at The Clay City Times in Stanton and the citizen Voice and Times in Irvine. My duties included writing and reporting along with photography and copy editing.

My job at The Progress had already introduced me to some aspects of the "real" world of journalism, but it wasn't until the KPA internship that I actually felt the heat as someone's home burnt to the ground and it wasn't until this summer that I had to cover a controversial election in a small town.

The KPA internship did nothing but strengthen my desire to write as a community journalist. I like the fact that I now know the people who first considered me an "outsider" when I

came to work in their small Eastern Kentucky town.

As a result of the internship, I now have more quality, front-page clips that I can use to impress future employers. Overall, I was satisfied with my summer experience as a KPA intern.

**CheyAnne**  
Bradfield  
Junior  
Western Kentucky  
University  
The News-  
Enterprise



Working as a photographer for the summer at The News-Enterprise in Elizabethtown has been quite the experience. From the newsroom staff to the community, everyone has made me feel very welcome.

I suppose what impressed me the most about the "real" world of journalism is that even though I grew up in Elizabethtown and am familiar with the area, there has been a lot of places and people I did not know about.

I wasn't sure about working at a newspaper in the beginning, but I think this summer has gone much better than I expected. My most interesting and memorable experience of the summer was going to a marijuana bust in LaRue County. It was an experience I never would've had had I not been at a newspaper. I think some of my best shots this summer came from that package. Another event I enjoyed shooting was a tea party for little girls. They were so cute dressed up in older dresses. It made for wonderful pictures also.

I think my experience at the paper has strengthened my attitude toward a career in the newspaper industry, though I still aspire to work at a magazine in the future.

**Hollan Holm**  
Sophomore  
Western Kentucky  
University  
Franklin Favorite



In the ten weeks I spent at the Franklin Favorite, I learned the power and importance of the press in a small town. If it wasn't for its articles much of the news in the 10,000-plus population would pass idly by, unreported by larger papers.

I learned to take the decisions of corporate board rooms - thousands of

See INTERNS on Page 12

## AG opinions

### Kentucky New Era/Christian County School District

The attorney general ruled the Christian County School District violated the open records law when it failed to conduct adequate search for public records that were responsive to an open records request made by the Kentucky New Era, but its refusal to create records in order to honor that request in full did not constitute a violation of the open records act.

Melony Leazer, of the Kentucky New Era, requested the school board provide her with an electronic database copy of the most recent grade-point averages for all high school student-athletes in the Christian County Public School System who have played or participated in at least three games during the 2001-02 academic year. This would include the student's race, grade level and the sport played along with a copy of that information on current student athletes.

An attorney representing the school board notified Leazer that "no such records exist at the present time." After her request was denied, Leazer learned from the athletic director at one of the high schools that he had provided the director of pupil personnel with documents containing the information requested by Leazer for students in selected sports at one of the schools. She also learned the school system uses a computerized student-information system that contains all the demographic information she requested about each student in the school system.

In her appeal, Leazer argues that the Christian County School District failed to conduct an adequate search for records responsive to her original request and that notwithstanding its knowledge that the requested data can be extracted from the school's database, but the district has not made full disclosure. In Leazer's view, the district's "immediate and frivolous denial" of her request subverted the intent of the Open Records Act.

According to the opinion from the attorney general's staff: "In order to satisfy its statutory burden of proof, an agency must, at a minimum, document what efforts were made to locate the requested records, and offer some explanation for the nonexistence of the records." The AG's staff noted that the search for the records requested never extended beyond the director of pupil personnel and the two athletic directors. "It is incumbent on an agency to make a good faith effort to conduct a search using methods which can reasonably be expected to produce the records requested ... We do not believe that it would

have been overly burdensome for her search to extend beyond the directors to the assistant directors, or other personnel in the athletic departments or the schools' administrations, who could reasonably be expected to maintain records relating to the student athletes ... A responsive database was located in one of the high schools on the third and final inquiry, and only after Ms. Leazer's appeal was initiated, suggest the inadequacy of the earlier searches."

The AG's office concluded that the record on appeal supports Ms. Leazer's position that the Christian County School District failed to conduct an adequate search for responsive databases.

The record does not support Ms. Leazer's position that all requested data can be extracted from an existing district-wide STI database, and that the District's failure to produce such a database violated the provisions of the Act. "We do not believe that the District has a duty to create such a database, or any other record, to satisfy Ms. Leazer's open records request."

The District was ordered without further delay to provide the non-exempt portions of the Christian County High School student athlete database that is responsive to her request and that does not contain information that will otherwise lead to the identification of a specific student.

### Jamie D. Smith/Bourbon County Board of Education

The attorney general ruled that the Board of Education violated the open meetings act by failing to comply with KRS 6.846(1), relating to the agency's duty to issue a timely response to an open meetings complaint and KRS 61.823, relating to the agency's duty to provide proper notice of special meetings.

Jamie D. Smith wrote a letter to Board Chairperson Geraldine Summay to request that the Board's actions at four special meetings and one regular meeting be nullified because the meetings were either held without proper notice being given of the meetings or that discussion extended beyond topics listed on the published agenda.

Smith filed an appeal with the attorney general's office after her letter to the board did not receive response. Following receipt of notification from the attorney general of Smith's appeal, the Board responded to Smith's letter asserting that her "allegations of violations of the Open Meetings Act are without factual and legal foundation."

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## VERDICTS

Continued from page 5

per attempted to interview a juror. When the juror declined, citing the Court's order, the newspaper filed a motion asking the Whitley Circuit Court to lift the order. It was, after all, over a year after the jurors had completed their service on the Osborne case.

The Whitley Circuit Court refused. He explained that the Osborne trial had been the first capital murder trial in the county in 50 years. The jurors, he claimed, "have a certain fear for their personal safety and for their mental stability. . . ." Not satisfied with that rationale, the newspaper sought a writ of mandamus from the Court of Appeals. The case was ultimately decided by the Kentucky Supreme Court.

The Supreme Court struck down the order saying the trial court lost jurisdiction over the case once there was an appeal. At the same time the Court offered some guidance to those who might be faced with similar situations in the future. The Court recognized the First Amendment right to gather news, including the right to interview jurors, but noted that it is not absolute. Jurors also have some privacy rights which must be balanced in each particular situation against the right of media access. The Court also recognized that judges have the right and obligation to protect jurors from post-trial harassment.

But was there a threat of post trial harassment that justified the Whitley Circuit Court order? The Supreme Court vacated the order because the

trial court lost its authority to restrict access to jurors after the appeal, but it also saw little sign of juror harassment so long after the trial. The Court did say it was permissible for the judge to advise the jurors by letter that, while they were released from the order, they had no obligation to talk to anybody and could simply refuse to speak.

The Court also set out the process that should be used whenever a trial judge considers restricting the news media from exercising their constitutionally protected news gathering rights. For example, suppose the prosecutor feared there was some threat of harassment to jurors on a case and sought an order protecting jurors from outside contact after the trial. The judge must first give notice to the news media of a hearing to determine whether an order prohibiting juror contact would be entered. The news media would have an opportunity to participate in the hearing and object.

At the hearing, the burden would be upon the government to establish that a clear and present danger to the privacy or safety of jurors exists. The court must make particular findings of fact about this danger and "the probability of harassment of jurors." The Court said that irritation and annoyance of jurors are not sufficient to justify an order. There must be proof of a threat of harassment. Only if the court can make specific findings of a threat of harassment that presents a clear and present danger to the jurors can an order prohibiting juror contact be entered.

If this process sounds familiar, it should. It is the same process the First Amendment mandates before a court can close a trial or hearing.

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## OPINION

Continued from page 10

In the AG's opinion, the Board's failure to respond to Smith's May 22 letter in writing within three Business days, constituted a violation of KRS 61.846(1). They also concluded that the Board violated KRS 61.823 at its Oct. 24, 2001 meeting by failing to post an agenda, along with written notice, of that meeting at least 24 hours before it occurred, and at its Feb. 10 and Feb. 28, 2002 meetings by failing to post an agenda for these meetings at least 24-hours before they occurred and failing to restrict discussion to items that were identified on the meetings' agenda.

They didn't however find violations of the open meetings act during two of the February meetings.

### The Oldham Era/Pewee Valley City Council

The attorney general ruled that Pewee Valley City Council violated the Open Meetings Act by failing to give adequate notice of its April 15, 2002 meeting and by failing to provide an agenda for the meeting.

The city council held its regular meeting on April 1. It was recessed until April 17 because there was not a quorum present. This recessed meeting date was rescheduled by the city council

for April 8. During the council's April 8 and a motion was made and seconded to recess the meeting until April 15 which would replace a previously planned meeting on April 17. The city council claimed that since the April 15 meeting was a recess from the previous meeting, no notice was required. The AG's office ruled that because a quorum of the council members was not present during the April 1 meeting, the gathering that occurred on that date had no legal effect and therefore could not be recessed, adjourned or continued to a later date. Therefore, the AG's office ruled, the April 15 meeting was a rescheduled regular, or special meeting, subject to the notice requirements codified by KRS 61.823.

### Chris Carpenter/City of Pewee Valley

The attorney general's office found that the City of Pewee Valley did not violate open records laws when it withheld correspondence between it and private companies where disclosure of records and information would permit an unfair advantage to competitors of the companies.

Chris Carpenter, of the Oldham Era, requested records from the city containing the findings of each of two consultants the City of Pewee Valley consulted in regards to a possible cell tower within the city. Including, but

not limited to the tower location. He also wanted records of any correspondence between the city of Pewee Valley and its consultants and correspondence between the city and either Crown Castle or Cingular Wireless regarding a possible cell tower in Pewee Valley.

Carpenter's request for the records was denied and he then filed an appeal with the attorney general's office.

The city attorney, John Frith Stewart, issued a response stating they city denied the request in pursuant to KRS 61.878(1)(j), arguing that "any correspondence between the City and its consultants concerning the cell tower is necessarily preliminary in nature, as no final action has been taken by the City with respect to the proposed cell tower."

He also argued, relying on KRS 61.878(1)(j), that the records requested by Carpenter are exempt as preliminary recommendations to the City and preliminary memoranda.

"Disclosure of these matters would be detrimental to the on again, off again negotiation process underway with Crown Castle, Inc. and Cingular Wireless," Stewart wrote.

Stewart also cites KRS 61.878(1)(c) as an authority for denying the requests. "Any and all reports and/or correspondence between the consultants and the City were provided or

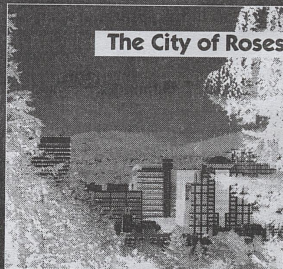
obtained by the consultants as agents for the City. Any information obtained from Crown Castle, Inc., and/or Cingular Wireless, by consultants, was proprietary in nature and disclosure of that information would violate the confidential nature of that information. Disclosure of this information would cause the City, Crown Castle, Inc. and/or Cingular wireless to suffer an unfair disadvantage if this information is disclosed to competitors."

The AG's staff concluded that, because no final action had yet been taken, the city properly denied access to the requests for the findings of the consultants and correspondence between the City and the consultants. These records retain their preliminary character until such time as they are adopted and made a part of final agency action regarding the cell tower. The staff also upheld the city's denial of the records of the correspondence between the city and Crown Castle and Cingular Wireless concluding that correspondence exchanged between the mayor and representatives form the companies was properly excluded under KRS 61.878(1)(i) and (j) and (c), because disclosure of records and information confidentially disclosed to the city would permit an unfair advantage to competitors of Crown Castle and Cingular Wireless.

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## FRONT

Continued from page 3

While front-page advertising isn't anything new to these newspapers, readers of the Mountain Advocate in Barbourville are just getting their first glimpse.

The weekly newspaper began running front-page advertising in June, and so far the response has been great, according to Melissa Newman, general manager.

They have a client already committed to running for the next three months and hope to land another before that period ends. They hope to sell the space as a three-month contract deal.

Newman's advice to those considering implementing ads on the front page is, "do it" before someone else in the area does.

"There are some other newspapers in the area who we feel have under priced their front page ads and it makes it more difficult for us to sell it for what we think it is worth," Newman said. "If you are thinking about doing it - do it. The first paper in the area will set the price for the rest of them."

The space on the Barbourville paper runs on the bottom and is less than an inch tall spanning the paper's six columns.

"The front page is something of value," Newman said. "It shouldn't be sold at the cost of a regular ad but sold at the value it is worth."

So far, Newman said, the advertising customers really like the concept of being able to have their ads on the front page of the paper. They haven't heard any negative comments from their readers, she said.

"I think since papers like the Courier-Journal have already done it and been doing it for a while that this wasn't really a shock for (readers)," Newman said.

She said her editorial and advertising staffs work well together and have accepted the idea of a paid space running on the front page where it was once considered taboo.

"Having been on the editorial side of it was hard for me to put advertising on the front page at first," Newman said. "It is important for newspapers' advertising and editorial departments to come together. It is the money that pays the bills."

These newspapers are seeing success that The Kentucky Standard in Bardstow failed to see.

"The truth is we just haven't had much success with it," said Bruce Cook, advertising manager. "We had one client that ran on a continuous basis and if we don't get another one we will probably take it away."

Cook said they began offering the space a little over a year ago and advertisers have never really warmed up to the idea.

"Local advertisers just don't see a real value in it," Cook said. "It is six inches of space and they don't feel like they can get all the information they need in that space."

Advertisers wanting to inform readers of company name changes seem to like the spot, but other advertisers seek bigger spaces inside, he said.

"I think the sales staff really has to see a value in it," Cook said. "I'm not sure that our sales staff has really approached it correctly. It is a good thing for some areas, but I don't think our advertisers are ready for it."

# Newspaper provides Spanish speaking residents with news link

By DANA EHLSCHIDE  
News Bureau Director

For many reading the newspaper is a top of the morning daily ritual, but imagine what it would be like if the hometown newspaper was printed in another language.

That's the problem many immigrants face. With the Latin American population growing in Shelby County as well as around the state, the publisher and editor at *The Sentinel-News* in Shelbyville thought it was time to come up with a way for the Spanish-speaking residents to keep up with the news.

In the summer of 2000, the management at *The Sentinel-News* began printing two to four pages of their 7,600

publications in Spanish once a month for the Hispanics in the area. The goal was to provide the approximately 5,000 to 8,000 Spanish-speaking residents in and around Shelby County who were "unserved" with news and information, said Publisher Jim Edelen. "It just didn't catch on," Edelen said. "Most of them didn't know it was in there and it wasn't getting to the places it needed to be where they would have access to it."

Last summer the bi-weekly newspaper began publishing a totally Spanish publication *Hoy en Las Americas*, which translates as Today in the Americas. They began by publishing approximately 1,500, 12-16 page tabloid size publications once a month and this June that grew to a 28-36 page tab published twice a month. The tabloid is

distributed in seven counties and southern Indiana. Jefferson County, which according to the 2000 census, has the largest Hispanic population in Kentucky is included in the Kentucky distribution area.

The paper contains stories of Hispanic interest in *The Sentinel-News* translated into Spanish. There are also original stories written by other writers contracted through *The Sentinel-News*. They also have a summer intern who is a Spanish major on staff as well as picking up AP stories of interest. The tabloid contains stories of both national and local news as well as tips on health, family and finance.

Edelen said the papers are given away in areas where the projected market would most likely respond.

These places include the Kentucky State University Student Center and several Mexican restaurants in the area. Distribution date is Friday.

"The Hispanic population seem to have responded well to the concept," Edelen said. "We just have to find out where to give them away. There are selected markets. It is a different niche."

The tabloid has a variety of advertisers including grocery stores, realtors, restaurants and car dealerships and Edelen said they don't have a problem obtaining advertisers for the tabloid.

Edelen hopes to continue to find markets where the free publication can be distributed and continue to increase circulation.

## INTERNS

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miles away - and tie them to the local factory workers. I learned to take national news and make it the news of the residents of Simpson County. I've taken away from my internship, exactly what I thought I would.

In addition to learning to localize news, I've met interesting people. From county judge-executives to convenience store owners to college football coaches, I've found them all in the community served by the Franklin Favorite.

**Erica Osborne**  
Junior  
Bellarmine  
University  
The LaRue  
County Herald



As I stood in the middle of the woods in an area known simply as "Wonderland," I tried unsuccessfully to swat away the bugs flying around my head. I looked down and noticed that my feet, barely covered in open-toed sandals, were sinking into mud.

Any other time, such conditions would have made me miserable. But on that hot July afternoon, I was having the time of my life.

All around me were thousands of tall, green marijuana plants that were being chopped down by the Kentucky State Police troopers that had spotted the illegal crop by helicopter. I was sent to the scene to cover the story, all the while trying to swallow my mixed feelings of anxiety and excitement.

I quickly set out to get all the details of both the bust and the arrests that had taken place only hours earlier, scribbling notes as I questioned

numerous KSP officials. Remembering the camera I had brought along, I began to snap several pictures as the troopers worked to gather all of the plants.

When I was finished, I rushed back to the office to tell my editor, Linda Parker, all what I had seen. As I relayed all the details, I doubt she could understand everything that I was saying because I was talking so fast.

When I set out to research the biggest story I had ever covered, I suddenly wondered why I was chosen for the assignment. Linda could have gone to cover that story. She was the editor, after all. I was only the intern; she certainly did not have to send me.

But because she let me have all the glory, I not only got to see my article and pictures on the front page of the newspaper, I also got the chance to make a lasting memory. Further down the road, when the time comes when I wonder why I ever wanted to be in this profession in the first place, I will be able to remember the excitement I felt as I covered that story. I'll be able to remember why I have the best job in the world.

And I will always have Linda to thank for that.

**Anne Marie Clinton**  
Sophomore  
Western Kentucky  
University  
Madisonville  
Messenger



When I began my internship at *The Messenger* I had no idea what to expect.

At first I was timid because of my lack of experience. I grew to love it quickly though. Overcoming my timidity became necessary because for most of the summer, *The Messenger*

was without a lead reporter.

I had several interesting experiences this summer including interviewing the Lieutenant Governor and his wife, a former Miss America.

Before I began my internship, I had a few doubts about whether journalism was what I was supposed to be doing with my life. I now know it is what I love and where I am supposed to be.

I learned many things during my internship including how to talk to people I didn't know and how to work under deadline.

I will be entering my sophomore year at Western Kentucky University this fall and am looking forward to furthering my career in journalism.

**Laura Coleman**  
Sophomore  
Centre College  
McLean County  
News



Baby pageants, flower farms, and structures pieced together by elderly retirees; reports of governmental conspiracies in 1938, and at least one letter to the editor supporting a controversial commentary - such are the novelties that spice up small town journalism.

Some may consider an internship to report on events in a county the size of McLean (approximate population - 10,000) mundane, but I disagree. My KPA internship has been a valuable lesson in ethics, freedom of press, and preserving the art of communication.

During my 10-week stay at the *McLean County News*, I wrote feature articles about many locals. I also wrote several commentaries. My job was rewarding, and the experiences were priceless. Local flavor endeared me to the job even more.

Through careful critique and scrutiny of my colleagues at the News, my writing has improved. Above all, however, I value the lesson that journalism isn't always exciting or glamorous on its own; regardless of the subject matter, however, the amount of enthusiasm a reporter puts in while writing an article is often equal to the amount the reader receives by the time he puts the paper away.

**Stacie Meihaus**  
Junior  
University of Kentucky  
Grant County News

My 95-year-old great-grandmother worked for a newspaper. Her job was to lay out the metal letter tiles that made up the "pages" sent to the press. When I told her about my internship, she smiled knowingly. "Oh," she said. "You're a news gatherer."

At the Grant County News, I was able to gather many different news and feature stories.

I attended a meeting of the Northern Kentucky Independent District Health Board for a very controversial vote concerning women's health funding. Out of the many reporters present, I was the only one from a weekly newspaper. When the vote tied and came down to a decision from the Grant County representative, I was the reporter to get an in-depth interview the next day.

My internship also included a ride-along with both the boat patrol on Williamstown Lake and the Meals on Wheels program. I put pages together and took pictures with a camera I could use to pay for a semester of my tuition. I even covered a baseball game.

My summer as a "news gatherer" passed quickly. It was a wonderful experience.