

KPA

F (UK) LEX 405
REPROGRAPHICS
UNIVERSITY OF KY.
211 KING LIBRARY SOUTH
LEXINGTON KY



40506-0039

Kentucky Press

Volume 72, Number 5 - May 2001

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

More Ky. papers make the 50-inch web switch

By mid-April, one-third of all Kentucky newspapers had made the switch to a 50-inch web.

The list includes all Landmark Community Newspapers, which switched to the smaller web size on April 1.

Newspaper executives say they're making the change in order to cut thousands off their budgets. Averages say most are saving in the neighborhood of 7 percent of the cost of newsprint.

Until now, most papers had a 54-inch web, which results in pages that are 13.5 inches wide. On a 50-inch web, each page is an inch smaller at 12.5 inches. The web is the paper that travels from the newsprint roll to the press. On a regular double-wide press, four pages get printed across the web.

By all accounts, the change has not had a negative impact on readership. Some reports even indicate that readers say they find the paper easier to hold, but for the most part, there has been

See SWITCH, page 12

Tennessee papers coming north for joint convention in Northern Ky.

By LISA CARNAHAN
KPA Member Services Director

For those of you thinking "it's about time," well, you're right. The Tennessee Press Association will bring its members to Kentucky for a joint summer convention next month in Northern Kentucky.

It's time for the Tennessee folks to reciprocate since Kentucky newspapers have traveled to Gatlinburg twice in the past six years. And, for those of you who really like to plan ahead, we're going back to Gatlinburg for the 2002 KPA Summer Convention.

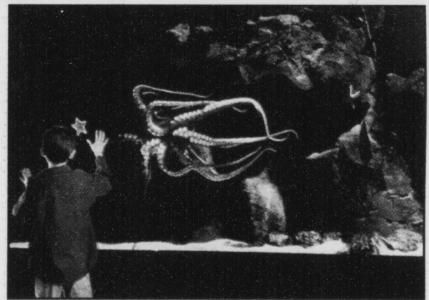
This year's meeting, June 21-23 at the Marriott in Covington, features all the things you've grown accustomed to in a summer convention: plenty of entertainment opportunities for the entire family and valuable training sessions for you and your staff — we've just planned more of it. And this time, everything will be joint (Kentucky and Tennessee participating) with the exception of the awards banquet on Friday evening. The Tennessee group will be headquartered next door at the Embassy Suites.

There are 11 different sessions, something for each segment of the

See CONVENTION, page 7



Top: The Northern Kentucky/Cincinnati skyline will make for an impressive view as convention-goers take a boat ride on the Ohio after the awards banquet Friday night. Right: The opening reception will be held Thursday evening at the Newport Aquarium.



KPA Journalism Boot Camp filling up fast

If you plan on attending or sending someone to the KPA Journalism Boot Camp, you better hurry. Slots for the camp are going fast.

The three-week session, dubbed a "boot camp" because of the intensive training over a relatively short period, is designed to provide additional training for inexperienced newsroom employees or allow newspapers to hire a

person from the community who has potential, but no journalism background. It's limited to the first 20 to sign up and pay registration fees.

This year's boot camp has been scheduled for July 16 through August 3 at Georgetown College, and some major changes have been made to the format over last year's proposed camp.

Attendees this year will be

given the option of either staying on campus or commuting daily to the sessions. Last year, it was a requirement that those attending stay on campus. Another change is the cost. This year's boot camp fee is \$995 for those staying on campus and \$595 for commuters. The \$995 fee includes lodging in a college dormitory, three meals a day, all materials and handouts for the

See CAMP, page 12

What's Ahead

June 21-23: 2001 KPA/TPA Joint Summer Convention - Northern Ky.

Inside

- Pg. 2: People, Papers in the News
- Pg. 3: English isn't easy language to master
- Pg. 8: Exemptions to Open Records Act being overused
- Pg. 10: Worry about sentence structure first

Kentucky people, papers in the news

Franklin Favorite names Sheroan as new publisher

Ben Sheroan was named publisher of the Franklin Favorite in March, replacing interim publisher Tammie Carey, who resumed her role as radio station manager.

Sheroan is a 43-year-old native of Hardin County. He began working at newspapers at age 16, writing sports for The News-Enterprise in Elizabethtown. His career also has included newspapers in Owensboro and Nashville plus work as a reporter at WBKO-TV in Bowling Green. He comes to Franklin from Athens, Ala., where he was publisher of the daily newspaper there.

"There's no place like home, and Kentucky has always been home from me and my family," Sheroan said. "We're excited about this opportunity and excited about becoming part of such a vibrant community as Franklin."

In addition to his role with the Franklin Favorite and its commercial printing operation, Sheroan has responsibility for WFKN radio and the Portland Leader.

Ezell hired as sports editor in Hopkinsville

Sam Ezell, a veteran of more than four decades of sports and news reporting for daily and weekly newspapers from Alabama to California, was appointed sports editor of the Kentucky New Era in

late March.

"The perspective that Sam has brought to the newspaper is very gratifying and one of total professionalism," said New Era editor David Riley. "There's not a sports competition or situation that he hasn't covered."

Ezell, 65, joined the paper in June 2000 as a copy editor after serving as sports editor and later managing editor of the Bogalusa (La.) Daily News.

He moved to the news department as a reporter, and in the beginning of March he was named interim sports editor.

During his journalism career, Ezell has served as sports editor of daily papers in Selma, Ala., Huntsville, Ala., and Natchez, Miss., and at weekly papers in Winnsboro, La. and Oakdale, Calif. He has served as editor or managing editor of daily papers in Selma and Natchez and at weeklies in Winnsboro, Tucumcari, N.M., Lemoore, Calif. and Solvang, Calif.

degree in business administration from Northern Kentucky University.

Bartley joins office staff at Herald-News

Ramona Bartley was hired in March as the new office manager assistant at the LaRue County Herald-News. Her duties include assisting customers with subscriptions and classified ads, typing submitted news and other general office work.

Bartley is a veteran of the United States Army, where she worked as an administrative specialist.

Patton appoints Broker to Humanities Council

Gov. Paul Patton appointed Louisville Voice-Tribune social columnist Carla Sue Broker to the board of directors of the Kentucky Humanities Council Inc.

As one of five gubernatorial appointees on the 23-member KHC board, she will serve a four-year term on the council, which every year sponsors more than 400 public humanities programs reaching communities in every Kentucky county.

Ohio Co. Times-News launches online edition

Ohio County Times-News readers now have another way to read the paper — on the internet.

The newspaper went online on March 1, at www.octimesnews.com.

"Anybody, anywhere can see whatever we have to offer in this county," said Editor Don Wilkins.

The site, which is updated weekly, offers a home page with a synopsis of front page stories and links to sports, opinions pieces,

See PEOPLE, page 10

The Kentucky Press

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Periodical-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.

Officers and Directors
Kentucky Press Association

President
Marty Backus, Appalachian News-Express

President Elect
Dave Eldridge, Jessamine Journal

Past President
Teresa Revlett, McLean County News

Vice President
David Greer, The Kentucky Standard, Bardstown

Treasurer
Sharon Tuminksi, Winchester Sun

District 1
Alice Rouse, Murray Ledger & Times

District 2
Jed Dillingham, Dawson Springs Progress

District 3
Ed Riney, Owensboro Messenger Inquirer

District 4
Charlie Portmann, Franklin Favorite

District 5
Teresa Rice, Lebanon Enterprise

District 6
Dorothy Abernathy, Oldham Era

District 7
Kelley Warnick, Gallatin County News

District 8-9
Ken Metz, Bath County News Outlook

District 10-11
Jerry Pennington, Ashland Daily Independent

District 12
Stephen Bowling, Jackson Times

District 13
Glenn Gray, Manchester Enterprise

District 14
David Thornberry, Commonwealth-Journal

District 15-A
Don White, Anderson News

District 15-B
John Nelson, Danville Advocate-Messenger

State at Large
Keith Ponder, Glasgow Daily Times

Mike Scogin, Georgetown News-Graphic

Jack McNeely, Morehead News

Associates Division
Armando Arrasti
Kentucky Department of Education

Advertising Division
Elaine Morgan, Owensboro
Messenger-Inquirer

News Editorial Division
Chris Poore, Lexington Herald-Leader

Circulation Division
Kriss Johnson, Lexington Herald-Leader

New Media Division
Tim Hurst, Benton Tribune-Courier

Journalism Education
Buck Ryan
University of Kentucky

General Counsels
Jon Fleischaker and Kim Greene
Dinsmore & Shohl

Kentucky Press Association
Kentucky Press Service Staff
David T. Thompson, Executive Director
Bonnie Howard, Controller
Lisa Carnahan, Member Services Director
Larry Brooks, Advertising Director
Reba Lewis, Research/Marketing Coordinator
Jeff Stutesman, INAN Account Executive
David Spencer, New Media Director
Jacinta Feldman, News Bureau Director
Sue Cammack, Administrative Assistant
Buffy Sams, Bookkeeping Assistant
Rachel McCarty, Advertising Assistant
Holly Stigers, Tearsheet Coordinator

Three named to posts at Danville newspaper

Three people were named to posts at The Advocate-Messenger in Danville in March.

Kent Brown, who was the chief photographer, was promoted to online editor. He will oversee reconstruction and maintenance of the newspaper's Web site, www.amnews.com, and its sister site, www.golffy.com.

Joining the paper as chief photographer is Clayton Jackson. He has a degree in photojournalism from Western Kentucky University and has done freelance work for the Advocate for about two years while working full time at a photo studio in Lexington.

Stella Plummer joined the newspaper as business manager. Prior to coming to the Advocate, she worked for Ephraim McDowell Regional Medical Center. She has a

Newspaper carrier dies from car crash injuries

A western Kentucky newspaper carrier died March 12 of injuries sustained in a car crash five days earlier while he was driving his delivery route in Lyon County.

Kevin Nichols, 28, of Paducah, died in the trauma unit of Vanderbilt University Medical Center in Nashville, Tenn.

Nichols was injured along with passenger Diana Watson, 51, of

Paducah, in a wreck near Eddyville.

The two Paducah Sun carriers had just finished delivering the paper when their car left the road and overturned several times, ejecting Nichols, according to the police report.

Watson was taken to Baptist Hospital in Paducah, where she was released March 9.

Viewpoint

To the editor:

KHSJA: 'most progressive thing' KPA's done in years

Dear Editor:

KPA's decision in 1997 to form the Kentucky High School Journalism Association was the most progressive thing the organization has done in years. I hope KPA board members — and journalists across the state — realize that.

I have volunteered with the association for the last three years, speaking at the annual convention and helping director Lisa Carnahan line up other presenters. I am dedicated because I

was one of those students, working on my newspaper at Bourbon County High School in the late 1980s under the direction of my great teacher, Lynda Umfress. I wish the high school association had existed then,

This year, more than 800 students attended the high school convention in Louisville — the largest crowd yet.

I applaud Lisa's work — and KPA's vision.

Chris Poynter,
reporter *The Courier-Journal*

Recruiting local talent best remedy to ease staffing woes

By **JOHN HATCHER**
Center for Community Journalism

No crystal ball is required to predict the immediate future for community newspapers. The challenges of tomorrow are the ones facing us today. The most pressing issue is staffing. At no time in recent memory have papers so agonized over the dearth of talent.

Gone are the days when a stream of resumes from journalism schools flowed in from which managers could fish out ambitious candidates willing to work hard for little money. Today, community newspapers find it daunting to compete against the paychecks and prestige offered at larger newsrooms, online publications and specialty magazines.

That's bad news. And it's probably not a surprise to most. The good news is that some enterprising editors have discovered a new place to search for talent. A hint: it's right under your nose. Local talent takes an initial investment, but has great potential for long-term payoff.

The staff shortages now beginning to plague even metropolitan weeklies are nothing new to the Patriot and Free Press in Cuba, N.Y. The paper is located in a rural county in western New York where the median income is low and illiteracy is high. Publisher John Arden Hopkins simply doesn't have the resources or the amenities to entice young journalists. So, he doesn't even try to recruit them. Instead, he relies on local talent. The pages of his paper are filled almost exclusively with stories written by local residents who work as stringers — freelance writers paid by the story.

Unlike the college graduate who may see a first job at a community newspaper as an internship that must be endured in the move onward, local talent won't move the first time a big-city daily calls.

John Hatcher

Center for Community Journalism

And it works. The Patriot's circulation continues to climb, and the paper has won the Stuart C. Dorman Award for overall excellence from the New York Press Association.

Whether they are correspondents paid by the story or local talent brought on as permanent staffers, relying on local talent is a trade-off. Most of these reporters have no formal training in journalism. They require editors and publishers who are willing to commit to becoming teachers of their profession.

Already overworked editors and publishers may not relish the thought of starting from scratch in the education of a reporting staff, but there are benefits to investing in local talent. True, local talent may not know how to write using an inverted pyramid or know what the AP stylebook is, but that can be taught.

Here's the payoff: Unlike the college graduate who may see a first job at a community newspaper as an internship that must be endured in the move onward, local talent won't move the first time a big-city daily calls.

(Reprinted from the Kansas Press Association Bulletin.)

A bare bear, pare a pair of pears; English isn't easy

On Second Thought

By **David T. Thompson**



I take neither credit nor blame for this month's column. It was sent to me in e-mail form by former KPA President Celia McDonald.

And it shows why copy editors have to be on their (or is it they're or there) toes when editing copy.

Reasons why the English language is so hard to learn:

- 1) The bandage was wound around the wound.
 - 2) The farm was used to produce produce.
 - 3) The dump was so full that it had to refuse more refuse.
 - 4) We must polish the Polish furniture.
 - 5) He could lead if he would get the lead out.
 - 6) The soldier decided to desert his dessert in the desert.
 - 7) Since there is no time like the present, he thought it was time to present the present.
 - 8) A bass was painted on the head of the bass drum.
 - 9) When shot at, the dove dove into the bushes.
 - 10) I did not object to the object.
 - 11) The insurance was invalid for the invalid.
 - 12) There was a row among the oarsmen about how to row.
 - 13) They were too close to the door to close it.
 - 14) The buck does funny things when the does are present.
 - 15) A seamstress and a sewer fell down into a sewer line.
 - 16) To help with planting, the farmer taught his sow to sow.
 - 17) The wind was too strong to wind the sail.
 - 18) After a number of injections my jaw got number.
 - 19) Upon seeing the tear in the painting I shed a tear.
 - 20) I had to subject the subject to a series of tests.
 - 21) How can I intimate this to my most intimate friend?
- Let's face it — English is a crazy language. There is no egg in eggplant nor ham in hamburger; neither apple nor pine in pineapple. English muffins weren't invented in England or French fries in France. Sweetmeats are candies while sweetbreads, which aren't sweet, are meat.
- We take English for granted. But if we explore its paradoxes, we

find that quicksand can work slowly, boxing rings are square and a guinea pig is neither from Guinea nor is it a pig.

And why is it that writers write but fingers don't fing, grocers don't groce and hammers don't ham? If the plural of tooth is teeth, why isn't the plural of booth beeth? One goose, two geese. So one moose, two meese? One index, two indices?

Doesn't it seem crazy that you can make amends but not one amend. If you have a bunch of odds and ends and get rid of all but one of them, what do you call it? If teachers taught, why didn't preachers praught? If a vegetarian eats vegetables, what does a humanitarian eat?

Sometimes it seems all the English speakers should be committed to an asylum for the verbally insane. In what language do people recite at a play and play at a recital? Ship by truck and send cargo by ship? Have noses that run and feet that smell? How can a slim chance and a fat chance be the same, while a wise man and a wise guy are opposites?

You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down, in which you fill in a form by filling it out and in which an alarm goes off by going on. English was invented by people, not computers, and it reflects the creativity of the human race (which, of course, isn't a race at all). That is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

I do add some thoughts to this, many along the same line. In August, 1999, as a member of the Georgetown College Board of Trustees, I was asked to give the speech welcoming students to a new school year.

I assured them that GC professors were educated enough to answer the following questions: Why do we drive on a parkway and park on a driveway? On the driver's license of a completely bald man, what does the clerk write down for hair color? If quitters never win, and winners never quit, why do we say quit while you're ahead. Why do you press harder on a remote control when you know the battery is dead? If it's zero degrees outside and it's supposed to be twice as cold tomorrow, what's the temperature going to be? How come abbreviation is such a long word?

NAA study: Newspapers best source for credible information

Consumers get news and information from a growing multitude of sources, but they see newspapers as more credible than TV, radio, magazines or the Internet, according to findings from a Newspaper Association of America study, "Leveraging Newspaper Assets: A Study of Changing American Media Usage Habits."

Respondents also cite newspapers as their primary source for information in areas including local news, local entertainment information, business news and personal finance information.

Newspapers are consumers' top source of advertising information, and an overwhelming number of those surveyed cited newspapers as their number-one resource for employment opportunities, homes and new and used cars for sale.

The report provided a foundation for discussions during NAA's Annual Convention, held April 29-May 2 at The Fairmont Royal York Hotel in Toronto.

"Even in this era of increased media competition, this study shows us that newspapers continue to be one of the most trusted sources of information, as well as a top medium for advertisers to reach consumers," said John F. Sturm, NAA president and CEO.

"Newspapers are part of the fabric of our communities in a way that no other medium can match."

The study compared media usage in 2000 to benchmark figures established in 1997.

Although the results show a shift away from traditional media such as newspapers, radio and TV, and increased usage of the Internet, newspapers remain in a strong position relative to other media.

Newspapers were more highly rated than TV, radio, magazines or the Internet for credibility, ease of use and depth/seriousness of purpose, and newspapers' overall credibility rating rose 5 percent since 1997's survey.

The entire 102-page report, "Leveraging Newspaper Assets," can be downloaded as a PDF file from NAA's Web site at www.naa.org/marketscope/index.html.

Listen carefully to what your consultant says

Design is Everything

By Edward F. Henninger



Full-time consulting can be a tough business. There are the flight delays, the lonely hotel rooms, the over-long business dinners, the endless meetings, the pushy clients...

Feeling sorry for me yet? I didn't think so. And I wouldn't either, if I were you. There's not one consultant I've met yet who really wants to be doing anything else.

And some consultants are just, well, downright arrogant. They have forgotten the lesson that real consulting lies in our ability to teach — and that the best teaching occurs when we learn from each other.

Some day, you'll work with a consultant — because a good consultant can help you to find the answers to questions that are critical to your work. When you do, listen to the consultant — but also listen for those tell-tale sentences that let you know you've got a problem. I've listed some of my favorites.

Perhaps you have some of your own. If so, let me know.

Words you don't want to hear from your consultant:

"I'll have that done in no time."

"There's nothing too big that we can't handle for you."

"Don't worry about that."

"We'll fix it when I get there."

"You're not ready for that level yet."

"If I told you, you wouldn't understand."

"It's more complex than you could appreciate."

"This is worse than I thought."

"If you had called me sooner, it wouldn't have gotten this bad."

"What made you think you could fix this without my help?"

"The answer is there — you just don't know where to look."

"The answer is easy — just look in your manual."

"There is no answer."

"I'm sorry — you'll just have to wait until I get there."

"You're my most important client."

"When we give you a date for installation, you can count on it being done."

You want
that when?

"You want that when?"

"That's not in our contract."

"Let me think it over. Then I'll tell you what you should do."

"Why don't you just leave that all up to me."

"We'd have to add to your fee for that."

"This is the way we've done it for all of our clients."

"Why would you want that?"

"We've found that our method works best for all clients."

"We prefer to do it ourselves. Then we can give it to you."

"If we let too many people in on the project, they'll just have too many questions."

"The more we let people know, the more confused they could become."

"Planning is not important. Training is important."

"Training is not important. Planning is important."

"Training is not important. Planning is not important. Getting this project done on time is important."

"Getting this project done on time is not important."

And this last one is my absolute favorite. Without doubt, the two words you never, ever want to hear from a consultant are:

"Trust me."

(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: go2omnia@aol.com)

American Profile searches for America's recipes

American Profile is seeking time-tested recipes from across America. Readers are invited to send in their favorite recipe, along with a photo of the person who is submitting the recipe, a short summary on where it came from and why it is a family or hometown favorite.

"Sharing recipes is an

American tradition and including some of those recipes in American Profile is just another way we can celebrate the heart and soul of hometown America," said Peter Fossil, vice president and executive editor of American Profile.

All submitted recipes will be reviewed and tested by the American Profile food editor and

staff. The best recipes will be featured in a section called America's Recipes.

Due to copyright laws, recipes must be original and not previously published by others.

Recipes can be sent to: Hometown Recipes, 341 Cool Springs Blvd., Franklin, TN, 37067.

Apologies to Henderson Gleaner

Our apologies to the advertising staff of the Henderson Gleaner for misfiling its entries in the KPA Ad Contest. The Gleaner's entries were mistakenly put in the wrong division when the contest was judged

by the South Carolina Press Association.

"The entries are handled three times and none of the three processes caught the mistake this year," said KPA Executive Director David T. Thompson. "Usually, the judges catch any entry that's misfiled but with the entry tabs on the backside of the tearsheets in the KPA Ad

Contest, it's not as obvious when a mistake is made.

"It's very unfortunate and we apologize to Steve Austin and his staff. I'm certain the Gleaner's staff was looking forward to the awards presentation because it does well in the ad contest and usually comes away with one of the three general excellence awards."

'10 Commandments of Shooting Pictures' promises overall visual improvement for your paper

Fire off 100 pictures from the hip and chances are you'll get a decent shot or two in the batch. But who wants a 2 percent success rate?

Rather than leave photography to chance, realize that most of the work involved in producing good images is done before you ever click the shutter.

Follow these 10 commandments of shooting pictures, and guarantee that not only will your photography improve, but the overall visual impact of your newspaper too.

1. Thou shalt thinkest before thou shootest.

Think of your brain as the first viewfinder. That's where composition should begin. See the picture in your mind before you shoot it.

To help you do this, think what the picture needs to depict. What needs to be the focal point of interest? What elements support and detract from the main point of interest? If a plant in the background is making Star Trek ears on your subject, either the plant of the subject needs to be moved.

2. Thou shalt showeth the world from an interesting perspective.

After you get a "picture" in your brain, the next trick is to compose it in your viewfinder. The main variable that affects your photos is the point of view. Where do you get to bring out the main point or points of interest?

Never be afraid to be creative. Some of the most compelling shots are those that show readers a glimpse of the world from a different and interesting perspective.

3. Thou shalt moveth closer to thy subject.

Getting closer to your subject is quite possibly the simplest thing you can do to improve your photographs. If you shoot a picture of the governor shaking hands with a youngster at school, does anyone care what sort of shoes they are wearing? Get closer! Show faces. Show character. Show action.

4. Though shalt shooteth lots of pictures and bracketeth.

If you shoot only one or two shots for an assignment, you could discover that your great photo has a nasty light leak across it. Someone's eyes might be closed. Furthermore, if you take only a couple of shots, you probably haven't discovered the best viewpoint.

Also, vary your exposures. Bracket. The lighting might be tricking your meter. Besides, over or under exposing by a couple of f-stops might cause a more dramatic effect.

Assuming you're not digital, film is one of the cheapest items in the operation of a newspaper. Shoot lots of it.

5. Though shalt carryeth thy camera with thee.

Live with your camera. Many of the best photo opportunities present themselves when you're off work. If you don't have your camera with you, you won't get the picture. It's that simple.

6. Thou shalt maketh sure thou hast film.

Some of the best photographs in the world have been shot with empty cameras or with improperly loaded film. Hey, I know.

Make it a habit. Keep film in your camera. As a part of the same commandments, always carry extra film and batteries.

7. Thou shalt turnest the heads of thy subjects.

We all have to pose some photographs, but they don't have to look posed. The best way to prevent this is to have your subjects looking away from the camera, interacting with each other or looking at what they are supposed to be doing. This also helps your subjects feel more relaxed.

OK, I confess. Sometimes you can't do much more than shoot grip-and-grin shots. Sometimes having lined up subjects look away from the camera doesn't work, but most of the time it does.

8. Thou shalt not be shy.

Candid shots, when your subjects are unaware of you, are the best, but this doesn't always happen. Usually you have to interact with your subject, so you can't afford to be shy. Even if you are, it's simple enough to chat a bit. Smile. Disarm your subjects (before you shoot them). Get their attention away from the camera.

9. Thou shalt stopeth, turneth around and goeth back.

I am often driving down the road, happen upon a scene or event begging to be shot, but zip on past. Maybe I'm in a hurry. Maybe I feel shy that day. Maybe it's raining. But something says, "Hey, fool, go back and shoot that." Listen to that voice. It will lead you to some of your best shots.

10. Thou shalt knowest thy camera.

Not to overstate the obvious, but knowing your camera's abilities and limitations enables your to control the image you produce. If you don't know how it works, a \$2,000 camera system isn't worth a roll of film full of light leaks.

(Reprinted from the Nebraska Press Association.)

Photoshop 6 leads Adobe's march toward dominance

Technology

Tips

By Kevin Slimp



It's time for a test. Can you name four or five software releases for design and layout professionals that have dominated the media over the past few months?

Let's see, there's Acrobat 5, Photoshop 6, Illustrator 9... Are you starting to notice a trend? No one has ever dominated the layout market like Adobe over the past year. The webmaster on our staff came by my office last week to tell me how excited she was about using the new Premier 6, a video production software product by Adobe. I'm starting to wonder if we're moving to a one-company dominance of software related to media professionals.

Recently Adobe released version 6 of Photoshop. Adobe set the standard over 10 years ago with its release of Photoshop 1.0 and it doesn't look like they'll be turning over their title any time soon. Not since the upgrade to version 4 several years ago have I heard so many oohs and aahs as when I taught a Photoshop 6 session in New York a few weeks ago.

From the moment the program opens it's obvious the user is in for some serious changes. Across the top of the screen a new "Options Bar" is immediately noticeable. Instead of palettes lined up on the right side of the screen, each tool has a set of options lined up across the top which are much more intuitive than previous palettes.

Hello Vector Support

The most important change, in my opinion, to folks in our industry is the addition of vector capabilities.

In the past Photoshop has been a strictly "bitmap-based" program, meaning all images were processed as bitmapped data (as opposed to vector data) which meant, unless printed at a high resolution, jagged edges were bound to appear in small text and shapes. This new vector capability allows vector information to be stored within a file, meaning "goodbye" to jagged text.

Support is also provided for paragraphs and typographic controls. If the user is skilled in Illustrator or InDesign the type control window will seem very similar. Quark and FreeHand users should have no trouble quickly adapting to Adobe's typographic features.

Such features as kerning, tracking, leading and spacial adjustments are immediately available through the Character Palette. No more working with type layers to edit text, as in Photoshop 5.

In addition, Layer styles make it easy to create special effects with type such as drop shadows, beveled edges and much more. The "Warp Text" feature is invaluable to the user as a simple way to create text on curves as well as editing text to distort both horizontally and vertically. When the user begins to mix and match these different tools it's simple to curve text, apply bevels and create special effects in a snap.

The vector capabilities go beyond text. Adobe added vector shapes to Photoshop 6, allowing the user to create shapes which will print out with sharp edges and detail.

Shapes can even be created with texture fills and patterns. For fun I created a star shape on a photo, beveled the edges, then filled the star with a pattern of me

See PHOTOSHOP, page 6

Need technical advice?

Got a problem with your Mac?

Call KPA's newest member service:

The Dr. Tech Hotline!

Hotline Numbers

1-800-484-1181
code:7076

859-623-3880
859-624-3767

Cell phone:
859-314-5146

email:
tjones9692@aol.com

FAX:
859-624-9893

WKU breaks ground on new media, technology hall

Western Kentucky University broke ground April 6 for a state-of-the-art building that will house the School of Journalism and Broadcasting and the Division of Information Technology.

When it opens in the fall of 2002, Media and Technology Hall will become the home for two of Western's premier programs, WKU President Gary Ransdell said.

"Western has long been recognized as a leader in journalism, broadcasting and communications disciplines and our commitment to providing a strong information technology infrastructure is well-documented," Ransdell said.

"When we talk about Western's School of Journalism and Broadcasting, we're talking about the

nation's finest," Ransdell said. Last year, Western won its first-ever overall title in the Hearst Journalism Awards competition ahead of Florida, Missouri, Northwestern and Syracuse.

"Western is proving that a university in Kentucky can indeed be the best in the nation in an academic program," he said.

Ransdell thanked members of the Kentucky General Assembly for providing the support and funding for Western. The facility was made possible by a \$18.5 million appropriation from the General Assembly in 1998.

House Speaker Jody Richards and Senate President David Williams delivered remarks during the groundbreaking ceremony.

Media and Technology Hall

See WKU, page 7



WKU Photo by Sheryl Hagan-Booth

Western Kentucky University broke ground April 6 for Media and Technology Hall, a three-story facility that will house the School of Journalism and Broadcasting and the Division of Information Technology. From left are Rep. Steve Nunn, Rep. Roger Thomas, Student Government Association president Cassie Martin, Sen. Brett Guthrie, House Speaker Jody Richards, Chair of WKU Board of Regents Kristen Bale, WKU president Gary Ransdell, Senate President David Williams, Director of the School of Journalism and Broadcasting Jo-Ann Albers, WKU faculty member Mary Ellen Miller, Director of Network and Microcomputing Services David Beckley and Rep. Rob Wilkey.

Photoshop

Continued from page 5

(patterns are areas of photos which are designated as "patterns" which can be used like a color for filling, painting, etc.).

Web Support in Photoshop 6

Adobe continues to add more functionality from ImageReady into Photoshop. A substantial set of tools for web designers are available in version 6. One feature newspaper webmasters will appreciate is the new "Slicing" tool. Slicing is a process by which an image is divided into distinct zones. This allows a large image to be "cut up," which enables faster downloads.

The Bottom Line

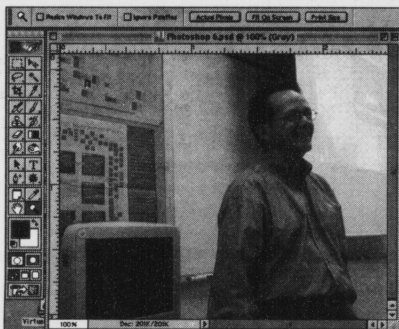
Is the upgrade to Photoshop 6 worth the price? For most users the answer is clearly "yes." If your newspaper uses Photoshop only to scan, edit and save photos for editorial photos you probably won't see much benefit in upgrading. The vast majority of newspapers, however, use Photoshop for a lot more than just scanning photos. It's almost scary to see how easy it's become to create quality ads and special effects using Photoshop. If it gets much easier you won't need me around to teach classes anymore.

Most mail order dealers are selling the upgrade to Photoshop 6 for around \$180. For more information, go to Adobe's website at www.adobe.com.

DoubleTalk Offers Alternative for Connecting to PC Networks

A few months ago I reviewed a great product from Thursby Software called DAVE which allows users to connect a Mac to a PC network. I recently had the chance to try out a new product by Connectix called DoubleTalk which works very similarly to DAVE.

DoubleTalk allows access to fileshares, transfer of files to and from Windows workstations, printing to networked printers and peer-to-peer networking. DoubleTalk sets up very quick and easily.



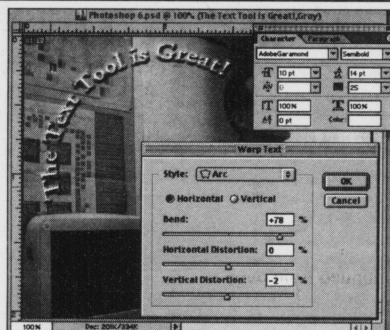
Top: Users will notice several new tools in the Photoshop 6 toolbox. Bottom: The slice tool divides a photo to assist in faster downloads via the web.



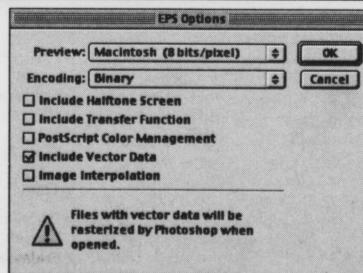
For more information concerning DoubleTalk go to the Connectix website at www.connectix.com. Most retailers sell DoubleTalk for around \$89.

Next Month . . . Acrobat 5

I've been getting a lot of requests for information concerning the new version in Acrobat 5. Next month we'll take a look at some of the new features — and there are many — in this major upgrade.



Top: The Warp Text function allows for creating text that wraps around a curve and more. Below: The new Shapes Tool allows for the creation of vector-based shapes in Photoshop 6. Bottom: Photoshop 6 allows for embedding color profiles, saving layers in tiff files and saving a copy of a file from a single dialog box.



What is a 'bulldog edition'?

A bulldog edition is the earliest edition of a morning newspaper, published the preceding night. A bullpup is the first edition of a Sunday newspaper, generally published at an earlier hour during the week and sometimes printed in full or part before Sunday.

The words probably originated in the 1890s when the New York World and other morning newspapers published early editions to catch the mail trains and the newspapers fought like bulldogs to make their deadlines. Another alleged origin holds that in 1905, William Randolph Hearst urged the editors of his New Yorker American to write headlines that would bite the public like a bulldog.

(Reprinted from *The Nebraska Press Association*.)

WKU

Continued from page 6

"will be another jewel in Western's shining crown," said Richards, a Democrat from Bowling Green and a former journalism teacher at Western.

"I am indeed delighted to be here today. It's a pleasure to be here and be part of this groundbreaking ceremony for a building that I have hoped for, yearned for and sought for more than 37 years," said Richards, who was adviser to Western's student newspaper from 1964 to 1970.

Jo-Ann Albers, director of the School of Journalism and Broadcasting, has been seeking a new building since 1987. "I'm just thrilled that our students and our faculty are going to get the kind of facility that they've earned," Albers said.

Star Construction of Madisonville is building Media and Technology Hall at a contract price of just more than \$10 million. The three-story, 94,400-square-foot structure will include general classrooms, electronic labs, computer labs, distance learning classrooms, a teleconferencing center, central computer lab, faculty and staff offices, a conference room and a meeting/training room.

Media and Technology Hall will be built on Normal Drive near the Academic Complex and Tate Page Hall.

Convention

Continued from page 1

newspaper business from circulation to editorial.

Things get started on Thursday with a trip to the Cincinnati Zoo. Then we'll cool things down with the opening reception at the Newport Aquarium. We'll have private admission into the aquarium so be sure to include the family for this outing.

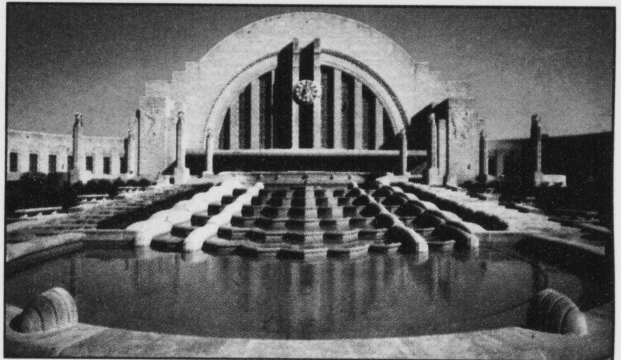
On Friday, we've switched things around a bit, with activities in the morning and training sessions in the afternoon. In the morning, you'll have a choice of golf at Boone Links Country Club, one of Northern Kentucky's finest golf courses, or a trip to Paramount's King's Island amusement park. While spouses, guests and children can stay at King's Island through the afternoon, you'll want to come back early for the first program sessions.

Ticket prices to the Cincinnati Zoo, Newport Aquarium, Golf and King's Island include bus transportation to and from the site. In the afternoon, the programs are at 2:30 p.m. and 4 p.m. More sessions are planned for 9 a.m. and 10:15 a.m. on Saturday.

Another shift in the traditional summer convention schedule is this year's wrap-up event, a luncheon and keynote speaker. Walter Anderson, chairman of Parade Magazine, will give the keynote speech. The luncheon will conclude the convention, at approximately 1:30 p.m., but don't think you have to leave then. There are numerous sites in Cincinnati that we can't include in our convention schedule so you're encouraged to stay in Northern Kentucky Saturday afternoon and night to see even more of what the area offers. You can check out the Northern Kentucky Convention and Visitors Bureau website at www.nkycvb.com to find out what's available on both sides of the



Above: After the awards banquet on Friday evening, it's time to board a riverboat for a moonlight cruise on the Ohio River. Below: One of the many other attractions in the Northern Ky./Cincinnati area is the Cincinnati Museum Center, home to the Cincinnati History Museum, the Museum of Natural History & Science, the OmniMax Theatre and The Cinery Children's Museum - all inside historic Union Station.



Ohio River.

Unfortunately, unless you come into town early, you won't get a chance to see the Reds play. The team's in town through Wednesday, June 20, with a Businessman's Special. So if you want to see Griffey (or Sanders), Larkin and the Reds, you'll need to arrive early on Wednesday, June 20. You can order tickets for that game online at www.cincinnatiareds.com.

We've posted all of this information on the KPA website — www.kypress.com. Keep watching that site for additional information

and reminders about the KPA Convention. You can also print out registration and reservation forms for additional staff members by going to the KPA website.

If you have any questions about the convention, give us a call at (800) 264-5721. But remember, the important thing right now is to make your hotel reservations with the Marriott RiverCenter by mailing or faxing the reservation form you received in the mail. The room reservation deadline is May 30. Deadline to register for the convention is June 14.

KPA/TPA 2001 Summer Convention June 21-23, Northern Kentucky

Kentucky headquartered at Marriott RiverCenter, Covington

Tennessee headquartered at Embassy Suites, Covington

2001 KPA/TPA Summer Convention Schedule of Activities and Programs

Important Dates to Remember:
* Wednesday, May 30 - Room reservation deadline with the Marriott RiverCenter
* Thursday, June 14 - Deadline for registering for KPA/TPA Convention.

Highlights at a Glance:

Thursday, June 21

Cincinnati Zoo

Newport Aquarium

Friday, June 22

Golf (morning)

King's Island Amusement Park

Speakers (afternoon):

•Vickey Williams, CNHI, Director of Editorial Services - "Making An Issue of Ethics"

•Bob Scaife, Newspaper Association of America - "Big Ideas for Smaller Market Newspapers"

•Ken Bronson - "Make Your Newspaper Exciting, Compelling and Unpredictable!" and "Motivating Your Ad Sales Staff"

•Mike Blinder - "Making Money Online"

•Ron Crouch, Kentucky State Data Center - "Deciphering the Census Numbers"

KPA Awards Banquet/Moonlight cruise
Saturday, June 23

Speakers (morning):

•Mary Wynne Cox, Linear Publishing - "The Nuts and Bolts for an Internet Presence"

•Panel Discussion - "Making the Switch to 50-Inch Web"

•Dave Gray, Society for News Design - "Better Typography, Design and Other Good Stuff"

•Best Ad Ideas Exchange

•E.B. Eiselein, A&A Research, Kallispell, Montana - "The Need to Do Research, and How to Do It"

•Keynote Address, Closing Luncheon - Walter Anderson, Chairman, Parade Magazine

LEGAL NEWS & VIEWS

Exemptions to Open Records' law being abused

By **KIM GREENE**
KPA General Counsel
Dinsmore & Shohl



Every once in awhile questions to the Hotline come in clumps. Over the last couple of months we have received several questions about agencies which have denied records requests on the basis of exemption (h), the so-called law enforcement exemption. It seemed, therefore, a good topic for this month's column. And then along came the Attorney General's very timely open records decision concerning Lt. Gov. Steve Henry.

Very recently, the Attorney General decided that the Cabinet for Health Services violated the open records law when it denied several requests for records of Medicare and Medicaid payments to Lt. Gov. Steve Henry. The Cabinet said it couldn't turn over those records because a federal grand jury was investigating matters related to those payments to Henry, an orthopedic surgeon.

Since Federal Rule of Criminal Procedure 6(e) makes grand jury proceedings secret, both exemption (h) and exemption (k) (allowing a state agency to withhold records when federal law prohibits disclosure) justified the denial,

according to the Cabinet.

Sound familiar? Many of you have made records requests to various state agencies only to be rebuffed because a grand jury was looking into a subject related to the requested records. And if not a grand jury, some law enforcement agency (not the agency to which you made your request) was conducting an investigation. So, your agency hid behind someone else's investigation to shield it from producing public records you're entitled to see.

When the Cabinet for Health Services withheld Lt. Gov. Henry's Medicare and Medicaid payment records on this basis, the Attorney General's office ("OAG") put its foot down. There is a three-part test an agency must satisfy to justify denying you records on the basis of exemption (h).

First, the agency must establish that it is a law enforcement agency or an agency involved in administrative adjudication. Clearly, the Cabinet for Health Services is neither in this case. Sometimes, according to the OAG, an agency might be able to withhold certain records at the request of an agency with "concurrent jurisdiction" which is conducting its own investigation. The OAG gave the example of the Cabinet for Public Protection and Regulation denying a request for records it had turned over to the Attorney General's office as part of an

investigation of one of that Cabinet's own departments. Again, that was not the case here.

Second, the agency must establish that the requested records were compiled in the process of detecting and investigating statutory or regulatory violations. Once again, that was not the case with the Medicare and Medicaid payment records. Those records were generated in the ordinary course of the Cabinet's business. When generated, they had nothing whatsoever to do with any investigative process.

This requirement makes sense. An agency should not have license to withhold records simply because it is aware that another agency is investigating the subject of those records. That's true even if the requested records were among records subpoenaed from that agency by a grand jury or other agency investigating a third party. If they were records generated and maintained in the ordinary course of an agency's business, they should be subject to public review. It's good to have the Attorney General reiterate that principle for us.

Third, the public agency must demonstrate that disclosure of the information would harm it by revealing the identity of informants not otherwise known or by premature release of information to be used in a prospective law enforcement action. Of course, this did not apply here

See **EXEMPTIONS**, page 9

Media outlets win appeal to get Henry's records

The Cabinet for Health Services released records in April detailing Medicaid and Medicare payments made to Lt. Gov. Steve Henry during the last decade after the attorney general's office said the state had violated the Open Records Act in withholding them.

Three media outlets — the Lexington Herald-Leader, WHAS 11 in Louisville and The Courier-Journal — requested copies of the records on March 13, after learning the federal government had requested the same information.

Assistant General Counsel John H. Walker denied the requests, saying that the Cabinet was told that a federal grand jury was being empanelled. He said under Federal Rules of Criminal Procedure, the Department for Medicaid Services did not have the authority to release the documents until the work of the grand jury was completed. He also argued that under the exception found in KRS 61.878(1)(h), grand juries are assured secrecy, and any disclosure of the information "could compromise the integrity" of the proceedings.

All three media outlets appealed the denial to the attorney general's office, which found that

the Cabinet for Health Services did not meet its burden of proof to use the exemption.

In the decision, Assistant Attorney General Amye Bensenhaver wrote that in order to use KRS 61.878(1)(h), an agency must satisfy a three-part test: first, the agency has to establish that it is a law enforcement agency, or involved in administrative adjudication. Second, it must establish that the requested records were compiled in the process of detecting and investigating the violations and lastly, it must demonstrate that disclosure of the information would harm it by revealing information contained in the records.

The Cabinet for Health Services, Bensenhaver wrote, failed all three parts: it is not a law enforcement agency or acting in administrative adjudication, the documents were generated in the normal course of business and it did not offer sufficient description of how the release of the records would harm the agency.

The argument that because there was a grand jury empanelled, federal law prohibited the Cabinet from releasing the records was also rejected by the attorney general's

See **MEDIA**, page 9

Richmond denies record requests, claims harassment

By **FRED LUCAS**
Richmond Register

The City of Richmond denied its critics access to open records twice in March, saying that the requests were meant to harass city employees and disrupt city business.

Richmond resident Jim "Crazy Snake" Blake requested that the city provide him with records of every check written from every city department between Nov. 1, 1999 and Nov. 30, 2000, which Garrett T. Fowles, legal counsel for the city,

said would be extremely time consuming for city officials to compile.

In a letter to the state attorney general's office, Fowles said that the records Blake requested were made "in a mean spirited and low-minded effort to smear the reputations of various city and other officials, and to disrupt city government."

The denial came one week after the city denied open records to Burnside resident Dwayne Roaden, who has made numerous

See **RECORDS**, page 9

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

Hotline Attorneys

Jon L. Fleischaker
(502) 540-2319
Kimberly K. Greene
(502) 540-2350
R. Kenyon Meyer
(502) 540-2325
Cheryl R. Winn
(502) 540-2364
Dinsmore & Shohl, LLP
Switchboard:

Laurel Co. Magistrates, FOI attorney disagree on legality of meeting

By NITA JONES
Laurel News Leader

Despite allegations of illegal meetings between the Laurel County Fiscal Court and members of the rescue squad in March, those involved say that there is "nothing to report."

"There was no illegal meeting," said County Judge-Executive Jimmy Williams.

Williams said he and members of the fiscal court met, two magistrates at a time in half-hour increments, to talk with Brian Reams, the Emergency Services coordinator and rescue squad member, and Larry Vanhook, chief of the rescue squad, about why the squad requested additional money for its operations each year.

"We discussed what we could do to help the rescue squad, and no action or no vote was taken on anything, and at no time were there more than two magistrates in the room," Williams said.

Early in his administration, Williams received considerable criticism about an illegal gathering in which all six magistrates met in the judge-executive's office

to discuss county business. Williams admitted to such a meeting and offered a public apology, stating that he was unaware of the law prohibiting such meetings and vowing never to do so again.

"I made that mistake once, and that's why I've been very careful not to do it again," he said.

Louisville Attorney Kim Greene, general counsel for the Kentucky Press Association, said that any meetings between magistrates and individuals in which business was discussed is questionable under the state's open meeting law.

"Such a meeting falls into the gray area of that law," Greene said. "There is a clause in the law that states that educational or informational meetings are acceptable, but the question would be why that issue couldn't have been discussed in an open meeting."

Greene said that the open meetings statute states that a series of meetings between the public and less than a quorum of magistrates to discuss the use of public money or business as a means to "avoid an open meeting" would qualify as an illegal gathering.

Records

Continued from page 8

ethics complaints against Mayor Ann Durham, accusing her of using the office for personal profit. All of the complaints were dismissed by the city's ethics board.

Blake said he wanted to see the checks to see how much city money was spent on businesses owned by Durham.

The Kentucky open records law says that "if the application places an unreasonable burden in producing public records, or if the custodian has reason to believe that repeated requests are intended to disrupt other essential functions of the public agency, the official custodian may refuse to permit inspection of the public records."

Kenyon Meyer, general counsel for the Kentucky Press Association, said government bodies are rarely successful in using the exceptions

for disruption in open records disputes. However, he said, Blake's request for every check written for the past year could be considered overly burdensome.

"It would depend on how hard it is to do it," he said. "If it disrupts essential functions, the burden is on the city to prove it does."

The city has lost one records decision to Blake already this year.

In January, the attorney general's office ruled that the city violated the Open Records Act by having a delayed response when Blake requested a copy of the check registry for 2000 on Nov. 16. The law requires an agency to respond within three days. It was four weeks before David W. Smith, then legal counsel for the city, told Blake that the city employees were too busy and the check records wouldn't be available until Jan. 16.

The Attorney General's Opinion said that "a delay of this duration was not reasonable."

Media

Continued from page 8

Office.

Bensenhaver wrote that, although the Cabinet for Health Services said it had been notified that a federal grand jury had been empowered to examine Medicare payments made to Henry, its records regarding the issue had not been subpoenaed.

But even if the records had been subpoenaed, she wrote, the agency would still have to prove that disclosing them would violate the secrecy of the hearing.

Quoting a previous opinion, she wrote: "Physical evidence, such as a document, does not become secret merely because it has been presented to a grand jury, if it was created for purposes other than the grand jury investigation and its disclosure does not reveal matters occurring before the grand jury."

Exemptions

Continued from page 8

since the Cabinet for Health Services was conducting no law enforcement action. The OAG, therefore, did not even need to discuss this element.

Likewise, the OAG shot down the Cabinet's reliance on exemption (k) and Federal Rule of Criminal Procedure 6(e). That rule, according to the OAG, is aimed at preventing disclosure of such documents as grand jury subpoenas and immunity orders which may reveal details of grand jury investigations, particularly witnesses and targets. However, Rule 6(e) does not relate generally to documents produced pursuant to a grand jury subpoena, according to the OAG.

Some agencies have routinely attempted to withhold records behind the dark and heavy curtain of Rule 6(e). Once again, the Kentucky Attorney General has told those agencies it's not that simple.

In another development, the OAG is letting agencies know that it doesn't intend to turn a blind eye when they flout the open records law's deadlines or other more technical requirements. How many times have you made a request and not received a response of any kind within the three working day period set out in the law? Or you get a response that says, in essence, "we'll send you documents when we get around to it."

True, there has long been a provision in the open records law allowing an agency to take additional time to provide records that are "in active use, in storage or not otherwise available." Many of you have experienced agencies that have apparently — and erroneously — interpreted that to mean that they could put you and your request off indefinitely.

Recently, the OAG emphasized that was not so. The OAG addressed Kentucky State University's January 31, 2001 response to a January 24, 2001 records request. KSU, already a little late on its three working day deadline to respond, told the requester: "The university will make every effort to comply with this request by February 6, 2001."

KSU didn't, and the requester appealed to the Attorney General, giving the OAG an opportunity to address the time limitations imposed on agencies.

It is KRS 61.872(5) that allows a public agency to take additional time for producing records in active use, in storage or not otherwise available. That is additional time for the production of those records, though. The agency must still respond to the request within three working days.

The response given by KSU, however, was deficient because it failed to comply with the rest of the KRS 61.872(5). The law says an agency seeking more time to produce public records must provide an explanation for the delay. In fact, it must give "a detailed explanation of the cause, for further delay and the place, time, and earliest date on which the public record will be available for inspection."

Here, KSU failed to provide any explanation, much less a detailed explanation, of the cause for the delay. In addition, it failed to state the place, time, and earliest date certain on which the records would be available.

The OAG emphasized that KSU was responsible for giving a date certain, and not merely a promise to try to produce the records on some speculative date.

This particular records request to KSU revealed another action the OAG has been taking lately with regard to some requests. In 1994, the General Assembly added a new section to the Open Records Act. In this section, KRS 61.8715, the General Assembly recognized the essential relationship between the intent of the open records law and the intent of the law dealing with public agencies' management of their records.

The legislature explicitly stated that public agencies must manage and maintain their records according to those statutes for two reasons: to ensure the efficient administration of government and to provide accountability of government activities. If the records of an agency's activities are so poorly organized that they cannot be retrieved in response to an open records request, then that agency is violating the open records law.

The open records law has always made clear that a public agency cannot furnish copies of records that do not exist. However, since the 1994 amendment, it is incumbent upon an agency to at least offer some explanation for the nonexistence of the records. In this case, KSU offered no such explanation in its response.

And because some of the records requested and not produced were known to exist, the OAG was concerned that KSU was not adequately maintaining the documentation of its essential transactions. Therefore, the OAG referred the matter to the Department of Libraries and Archives.

Perhaps that Department, which is charged with ensuring that state agencies properly maintain their records, can help agencies improve their records maintenance procedures.

If you have comments or questions about this or any other subject covered by the Hotline, don't hesitate to call.

People

Continued from page 2

obituaries, classified ads and information on how to contact the newspaper. There is also a direct link to the Ohio County Board of Education.

Windhorst joins at Sentinel-News

Lou Ann Windhorst is the new community news writer for The Sentinel-News, Shelbyville. She is replacing Jeanie Willard, who retired.

Her duties include writing about church news, weddings, campus, obituaries and births for the newspaper. She will also occasionally write other articles and will work in the paper's Newspaper in Education program.

Before coming to The Sentinel-News, Windhorst served as director of the Shelby County Humane Society for two years. She is also a 15-year veteran of the mental health field, where she worked as an office manager for several psychiatrists and was an administrative assistant at Our Lady of Peace Hospital.

News-Democrat hires Spencer for newsroom

Rachel Spencer is the new editorial assistant at The News-Democrat, Carrollton. The Carroll County High School junior said she plans to major in either print or broadcast journalism at Western Kentucky University.

Spencer is also involved in her high school's volleyball and dance team.

Lebanon pays tribute to LCNI's Coffey

Lebanon's mayor proclaimed March 8, 2001 Larry Coffey Day in the town, to honor the retiring Landmark Community Newspaper

Inc. president. Coffey started his newspaper career at the Lebanon Enterprise stuffing inserts when he was in high school.

Coffey's retirement is effective in August. He's served as president of LCNI for 24 years. Under his leadership, the chain grew to 48 paid newspapers in 12 states.

New website offers Metcalfe Co. news

The Edmonton Herald-News launched its new website, www.theherald-news.com, in April.

The website offers viewers the top news stories of the week, along with the regular sections — Obituaries, For the Record, Metcalfe Memos and Sports.

Viewers will also be able to check on local weather, subscribe to the Herald-News or submit news items via the internet.

"This is an exciting addition to our coverage of Metcalfe County news," said publisher and editor, Clay Scott. "Now, no matter where you are in the world, you can click on theherald-news.com 24 hours a day and find out what is news in Metcalfe County."

Oldham Era undergoes redesign; plans web site revamping

The Oldham Era underwent a slight redesign in early April, getting new headline styles, page headings and body type. The paper is also working on an updated design for its website, which should be complete by mid-May.

Classified assistant hired in Bardstown

Wynda Mattingly was recently named the new classified assistant at The Kentucky Standard in Bardstown.

She has lived in Nelson County for 12 years, and has worked at Luckett & Luckett Insurance in Bardstown for five years.

Knight-Ridder announces cuts

Knight Ridder plans to eliminate jobs at most of its 32 daily newspapers, including the Lexington Herald-Leader, in the face of plunging advertising revenue and rising newsprint prices.

The nation's second-largest newspaper company did not specify how many jobs will be lost in the reorganization or where the cuts would occur. San Jose, Calif.-based Knight Ridder employs about 22,000 workers.

Knight Ridder chief executive Tony Ridder said in a statement released in late April that the number of jobs lost will vary from

paper to paper, based on local market conditions. Knight Ridder will offer early retirement packages in an effort to avoid layoffs.

"This is a difficult time in so many ways, but in no way greater than having to disrupt the lives and trust of Knight Ridder people with whom we have worked so closely. But I do feel we have no choice," Ridder said.

In Lexington, Publisher Timothy M. Kelly said the newspaper had taken steps beginning in the fourth quarter of 2000 to reduce its work force and costs.

See CUTS, page 11

First work on good sentence structure, rest will come

Coach's corner

By Jim Stasiowski



As the French philosopher Voltaire lay dying, someone asked him to renounce the devil.

Voltaire responded, "This is no time for making new enemies."

I am not qualified to judge whether his decision was spirituality wise, but I know enough about writing to say: That's a man who knew how to compose a sentence.

Most of the reporters I have worked with are diligent reporters and careless writers. We glorify the gathering of facts, but we don't take enough care with how we present them.

Today, I'm going to take you on an adventure through a sentence. I find I spend the biggest portion of my time repairing sentences of the type that probably killed Voltaire.

And yet, in most of my columns, I focus on the big issues: the preparation for interviews, the reporting, the choice of theme, the structure of the story. This column is more basic. I'm not going to explain how to build a house, I'm going to show you how to put one stud in place.

A business writer wrote, in the middle of an excellent story about a software company: "Stasikowak Inc. offers free software that can be downloaded from its Web site that allows computer users to create designs."

That sentence has four problems, and we'll go through them chronologically.

First, the actions in the first two clauses overlap: "Stasikowak Inc. offers free software that can be downloaded from its Web site ..." If a company both has a Web

site and offers free software, then probably users may download the software from the site. I should need only one clause to say that.

Second, "can be downloaded" is a passive-voice verb.

Third, when either the pronoun "that" or the pronoun "which" is in a sentence, it should immediately follow its antecedent.

Notice, the antecedent of "that" is "software," but eight words are between "software" and "that." And because "that" follows "Web site," the reader may assume incorrectly the Web site is what allows computer users to create new designs.

Fourth, the sentence has two clauses beginning what "that," an annoying repetition.

I tell writers: Pick the biggest problem and work on it first.

Here, the biggest problem is the lack of clarity. "(S)oftware" must come immediately in front of "that." Rewriting, I came up with: "... software that will allow computer users to create designs."

Now that I know how I want the sentence to end, I'm going to work on the second biggest problem: the overlapping of actions in the first two clauses.

To compress two actions into one clause, I have to think: Do both of the actions need verbs, or can I describe one of them without a verb?

Look at the two actions: "downloaded" and "offers free." Hey, wait a minute. The verb "offers" probably isn't necessary, as I can use "free" as an adjective to modify "software."

Thus, we start: "Free software can be downloaded from Stasikowak Inc.'s Web site ..."

Uh-oh. By using "Free software" after the start of the sentence, I can't use it immediately in front of "that." But wait! I hate "can be downloaded" anyway, as it is passive voice, so what if I turn

See SENTENCE, page 11

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

METRO

CREATIVE GRAPHICS, INC.

LouAnn Sornson
REGIONAL MANAGER
lsornson@metrocreativegraphics.com

Metro Newspaper Service
Sales Spectaculars
Classified Dynamics
Holiday Advertising Service
Plus Business
Metro Publicity Services

33 West 34th Street • New York, NY 10001 • toll-free 800.223.1600

Sentence

Continued from page 10

the sentence around?

Houston, we have a sentence: "Computer users may download from Stasikowak Inc.'s Web site free software that will allow them to create designs."

Notice that without even trying, I also got rid of the second "that" clause.

As I tinkered, I came up with another option: "Stasikowak Inc.'s Web site offers free, downloadable software that allows computer users to create designs."

Of the two, I prefer the first because it doesn't require the ugly word "downloadable," but the second sentence is slightly shorter. Both are shorter than the original 20 words and three clauses. The first is 18 words, two clauses; the second is 15 words, two clauses.

Crafting sentences is no different from building a bookcase or doing a jigsaw puzzle. You have pieces that fit perfectly in certain places. If you put a piece in the wrong place, both the bookcase and the puzzle look goofy, and so does a sentence.

Yes, readers can look at the original sentence and decipher it. Readers are smart. But reading is a chore, and when we add to its complexity, we invite readers to stop reading.

Think of a sentence as an architect thinks of a building: Both the reporter and architect are trying to convey a message, and when we mess up the form, we mess up the function.

The architect Miles van der Roche said, "God is in the details."

That, too, is an excellent sentence, and he didn't have to die to come up with it.

THE FINAL WORD: If you took Latin in high school, you know that "via" means "way," but in a very restricted sense: A "way" was a road or route, a physical connection between points.

So when "via" came into English, it meant the way to get somewhere: "Frank went from New York to Paris via Copenhagen." That meant Copenhagen was a stop en route.

Because we language users tinker endlessly, and because we tend to like words that sound exotic, we have mangled useful, specific little "via" into meaning "by means of": "They transmitted the signal via a fiber-optic network." That's an incorrect usage.

Use "over" or "on" in that situation. Save "via" for describing a stop on a journey.

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

Major daily wins unpopularity contest

Pressing Issues

By Randy Hines and Jerry Hilliard



If a popularity contest for daily newspapers had been held this spring, the Orlando Sentinel would undoubtedly be near the bottom of the rankings. NASCAR fans, of course, were incensed with the paper's actions when it asked for an inspection of the Dale Earnhardt autopsy photographs.

Stock-car racing's most popular driver was killed Feb. 18 at the nearby Daytona 500 race that kicked off the equally popular 36-race Winston Cup season. His No. 3 car hit a wall almost head on during the last lap.

NASCAR, drawing 25 percent more viewers on Fox this year compared with last, has a solid legion of diehard devotees. To them, 24 is not a number between 23 and 25. It's none other than the multicolored Dupont Chevrolet driven by Jeff Gordon.

The same can be said for all the other cars and drivers on the circuit.

The enraged fans bombarded media outlets — call-in shows and letters to the editor — with vile comments about the Orlando daily's intentions. The paper itself received thousands of phone calls and e-mails, many of them death threatening. The public perception was that the Sentinel wanted to run the close-up photos on the front page.

Latching onto a hot story, many media around the country conducted informal polls, asking for input on whether the Orlando paper should invade Teresa Earnhardt's personal grief for her husband.

As we did, perhaps you, too, saw examples on local television news and the front pages of dailies asking what citizens thought of printing autopsy photos of the seven-time Winston Cup champion in the Orlando daily and on the Internet.

Under Florida's liberal Sunshine Law, such pictures had been considered open records for years. That changed March 30 when Florida Gov. Jeb Bush signed a bill that removed autopsy photos from public record. Earnhardt's courageous widow stood next to the governor when he signed the legislation in Tallahassee. She was instrumental — along with NASCAR faithfuls — in the battle for the bill. Bush reportedly received more than 14,000 e-mails on the subject.

Although the new law is retroactive, a court mediator had previously allowed a medical expert to view the photos in behalf of the Sentinel's coverage of safety equipment for race drivers.

"Our first mission is to do good journalism focused on NASCAR safety," said David Bralow, attorney for the paper. "I feel that we've accomplished what our goals are, and Teresa Earnhardt will feel secure in the fact that the photos will never get on the Internet."

But now that the ink is dry on a bill restricting the media, an uproar over press freedom could continue for some time.

"It bothers me," admitted Barbara Petersen, executive director of the First Amendment Foundation, a Tallahassee-based watchdog coalition.

"The Constitution says we have a right of access, and any limitation on that right is very disturbing. Any time we agree to a limit on access, we set a dangerous precedent."

Randy Johnson, one of the bill's sponsors, said the Sentinel showed good intent in asking a medical examiner to determine the cause of the racer's death. "The purpose of the bill is not to exclude information to the media, but to respect the privacy of families," he added.

Thom Rumberger, Earnhardt's attorney, during a press conference asked the public to cease its negative attacks on the Orlando Sentinel. But the plea was a weak one and did not get publicized widely.

"We still feel their efforts were terribly untoward and very, very unkind," Rumberger said.

Even though the Sentinel editors promised that the paper would not copy, publish or have any staffers view the photos, they took lots of undeserved heat.

Unfortunately, some of that flak was the result of sloppy journalists who conducted those earlier "should print or not print" polls. There's also the possibility that seeing the constant crash replay on television was considered insensitive to the Earnhardt family.

We want to issue kudos to the professionalism of the Orlando Sentinel editors. Doing the right thing is not always easy, but it's always the right thing.

Meanwhile, if you're concerned with dwindling circulation figures, make it a point to publicize next spring's National TV Turnoff Week. (This year it was April 23-29.)

Who knows? Maybe someone will pick up your paper during that time. After all, the average U.S. home has the television set on for eight hours daily.

(Hines teaches journalism and advises *The Periscope* at Shorter College in Rome, Ga. Hilliard coordinates the journalism sequence at East Tennessee State University in Johnson City. Please send comments to them at randyhinesapr@yahoo.com.)

Cuts

Continued from page 10

They included a selective hiring freeze, a voluntary retirement program and the shifting of some circulation customer service operations to a Knight Ridder call center.

"But as the economy worsens here and elsewhere, those steps no longer are enough," Kelly told Herald-Leader employees April 27.

"We must take measures now to prevent more stringent steps later, if the downward trends do not improve.

"The Herald-Leader has historically been a lean operation, but we must become leaner. You and I know that won't be easy."

Steps to reduce the newspaper's work force further will be announced in the next few weeks, he said. Kelly did not disclose a specific number, but he said the newspaper would strive to avoid layoffs by reducing employment through attrition or voluntary buyouts.

The Herald-Leader has the equivalent of 528 full-time positions. There are also 600 carriers, who are independent contractors.

Other newspapers have also announced staff reductions recent-

ly. Dow Jones & Co., publisher of *The Wall Street Journal*, laid off 202 workers and eliminated 300 open positions, and *The New York Times Co.* cut jobs at its online unit and plans to offer buyouts to other employees.

Labor leaders representing Knight Ridder employees say the company already has eliminated jobs at two of its papers in the last few weeks the San Jose Mercury News and the Akron Beacon Journal in Ohio.

Earlier this month, Knight Ridder reported that first-quarter profits fell 31 percent, from \$68.9 million to \$47.8 million, excluding one-time gains or losses.

Camp

Continued from page 1

training and computer use. The commuter fee includes a continental breakfast and lunch each day, materials and handouts and computer use.

Both fees are substantially less than last year's boot camp registration of \$1,200. The boot camp scheduled for last summer was postponed due to scheduling conflicts and a drop in the number of registrants. One major obstacle was the on-campus requirement.

The instructor for this year's boot camp is Jim St. Clair, head of the journalism department at Indiana University Southeast. St. Clair's career in journalism began as a sports writer for his hometown newspaper.

While in the Army, he worked as a reporter for the Army Signal Corp and upon leaving the service,

worked as a reporter and editor for the Bedford Times-Mail. He's worked for business publications in Louisville and has co-authored two books and a number of screenplays.

Kentucky journalists and First Amendment legal authorities will also serve as guest instructors throughout the camp. Guest speakers include: David Hawpe, The Courier-Journal; Jack Brammer, Lexington Herald-Leader; David Greer, The Kentucky Standard, Bardstovwn; Ninie O'Hara, former Kentucky newspaper reporter and editor and now editor of Southeast Christian Church's newspaper; Jon Fleischaker, KPA General Counsel and FOI attorney; Teresa Revlett, McLean County News; and Kevin Hall, Georgetown News-Graphic.

Topics St. Clair plans to cover during the three weeks include: Understanding and Writing News, Spelling, Punctuation and Grammar, Conforming to Associated Press Style, Brainstorming Story Assignments, Meeting Stories, Feature Stories

and Photojournalism.

St. Clair plans for the class to produce a "Boot Camp Newspaper" during the final days of the session.

The boot camp will run Monday through Friday in each of the three weeks. Class times each day will be from 9 a.m. to 12:15 p.m., 1 p.m. to 4:15 p.m., and there will be meeting times available with St. Clair from 4:15-6 p.m. daily.

There will be one night meeting required of all students on Thursday, July 26, when the students will cover the Scott County Fiscal Court meeting for story assignment purposes.

We're offering the camp to KPA members first, but the camp is also being advertised to the general public.

Member papers have until July 3 to register an employee to attend the boot camp. The fees can be billed or deducted from KPS advertising checks to the papers.

For more information, contact KPA Executive Director David T. Thompson at (800) 264-5721.

Rice elected District 5 KPA board member

Teresa Rice, general manager of The Lebanon Enterprise, has been elected to the KPA/KPS Board of Directors. She will represent District 5 on the board.



The election was necessary to fill the vacancy created when David Greer, publisher of The Kentucky Standard in Bardstovwn, was elected vice president of KPA.

Rice's term on the board will run until January 2002. At that time, an election will be held for a full three-year term on the board.

A former editor at The Kentucky Standard, Rice has been GM at Lebanon since 1997.

Switch

Continued from page 11

no reader response to the conversion at all.

Teresa Rice, general manager of the Lebanon Enterprise, said her customers haven't noticed the change at all and staff reaction has been positive.

"We have not heard anything from our readers or our advertisers," said Rice. "Apparently nobody noticed which is probably good."

"The staff seemed positive about the change. The ad manager was a little concerned about what the reaction might be from a couple of advertisers. The others seem to like the new size and believe the paper is easier to read and to handle."

Rice predicts the newspaper will save about 9 percent in the cost of newspaper and notes the costs associated with the conversation were minimal.

"In the long run the savings that we will see will help our bottom line. It's nice to benefit from a cost cutting measure that doesn't diminish the quality of our product or cause any hardships on the staff," she said.

Donn Wimmer, publisher of The Hancock Clarion, also reported no reaction from readers or advertisers. His paper made the switch April 5 because it's printed by Landmark.

Wimmer said the main disadvantage he's seen thus far is ads still being received in SAU sizes.

Rice said her staff started talking about the conversion about a year ago and Landmark held meetings for its Kentucky papers about six months ago. Other meetings

were held in January to prepare the papers for the switch.

The Lebanon Enterprise began changing some of its ad sizes over in February to see what the consequences would be.

"Our biggest concern was the impact it would have on large real estate ads. We found that we were able to reduce the amount of white space between the listings and get the same amount of information into the same space. The best part was that the ads still looked good," she said. "We changed our page sizes a few weeks before the conversion and we reduced the size of our page headers and the leading of our copy. We had been running 10 point type with 12 point leading. Now we use 11 point leading."

Rice thinks the main disadvantage to the smaller web size is the limitations placed on design.

"The dominant photo and the headlines must be smaller to fit the space, which can be troublesome. I liked offering readers two lead stories - one on both sides of a dominant photo in some of our issues. I find the reduction of size is prohibitive to that type of layout," said Rice. "Other than that I see no real disadvantages. In our case, reducing the leading has allowed us to get the same amount of news into the paper every week that we did before with the larger size."

Mark Van Patten, general manager of The Daily News in Bowling Green, said his paper planned the conversion for about four months. He, too, reports no reaction from readers.

"There was none to the web size - but we changed the layout of the bridge column and crossword puzzle and had a lot of reaction: the bridge column was messed up a few days and the crossword puzzle won't fold to a quarter page," said

Van Patten.

As far advertiser reaction, Van Patten said, "We had only one serious complaint - most comments to ad reps were in a joking manner along the lines of: 'I guess you'll be reducing rates.'"

Van Patten sees several advantages to the smaller web size.

"It's easy money: cost savings and classified revenue enhancement (if the newspaper charges by the line.) Newsprint rolls are lighter for the press crew to handle. We can stack one more roll higher - increasing storage capacity," he said. "In the future, smaller plate sizes which will help the ink/water balance and reduce costs."

The only real disadvantages Van Patten sees are some inserts stick out of the paper now and tabs "look square."

"There are hassle factors, too," he said. "Converting standing ads - especially filler ads and headers in classified. We should have started changing sizes much earlier and floated them. Notifying advertisers - especially out-of-town companies. Calculating newsprint consumption to avoid leftovers was a challenge. Changing templates and standing materials in the newsroom. Trimming negatives - we didn't replace film punch so we're punching off center and the image setter supply boxes don't fit the new film size."

The 55 Kentucky newspapers that have made the conversion include:

- Anderson News
- Benton Tribune Courier
- Boone County Recorder
- Bourbon County Citizen
- Bowling Green Daily News
- Breckinridge Herald News
- Cadiz Record
- Campbell County Recorder

- Carrollton News Democrat
- Casey County News
- Central Kentucky News Journal
- Cynthiana Democrat
- Eddyville Herald Ledger
- Elizabethtown News Enterprise
- Elliott County News
- Floyd County Times
- Fulton Leader
- Grant County News
- Greensburg Record Herald
- Hancock Clarion
- Harlan Daily Enterprise
- Hazard Herald
- Henry County Local
- Hickman County Gazette
- Hickman Courier
- Kenton County Recorder
- Kentucky Enquirer
- Kentucky Post
- Kentucky Standard
- LaRue County Herald News
- Lebanon Enterprise
- Lewis County Herald
- Licking Valley Courier
- London Sentinel Echo
- McCreary County Record
- Meade County Messenger
- Middlesboro Daily News
- Oldham Era
- Owenton News Herald
- Paducah Sun
- Radcliff Sentinel
- Richmond Register
- Russell Springs Times Journal
- Sebree Banner
- Shelbyville Sentinel News
- Shepherdsville Pioneer News
- Somerset Commonwealth Journal
- Spencer Magnet
- Springfield Sun
- Sturgis News
- Trimble Banner
- Troublesome Creek Times
- Wayne County Outlook
- Winchester Sun
- Wolfe County News