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## Looking Ahead

**November 2-3**  
KPS Board Fall Retreat,  
Verland Falls State Park

Periodical  
Room

Does Not  
Circulate

**November 7**  
General Election Day

**November 23-24**  
Thanksgiving Holidays  
KPA Central Office Closed

**December 3-6**  
Newspaper Association  
Managers Legislative Issues  
Conference

**December 22**  
12 Noon - KPA Central Office  
Closes

**December 25**  
Christmas Day  
KPA Central Office Closed

**December 29**  
12 Noon - KPA Central Office  
Closes

### 1996

**January 1**  
New Year's Day  
KPA Central Office Closed

**January 2**  
1996 Kentucky General  
Assembly Regular Session  
Begins

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

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

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

## Advertising Ideas

Need we remind you?

The holiday season is fast approaching. To your advantage, there are five weekends between Thanksgiving and Christmas, giving your advertisers, and ad department, one more week to hit up those Christmas specials.

And then comes the "After Christmas Sales" that helps advertisers rid the shelves of Christmas stock. (Before you know it, Spring merchandise begins to appear.)

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NOV 1995  
November, 1996  
Volume 66, Number 11  
The Official Publication  
of the Kentucky Press Service

# THE KENTUCKY PRESS

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## Paducah Sun purchases baler to recycle ONP

By David Fraser  
The Paducah Sun

The Paducah Sun's newest machine handles newspapers, but not the just-off-the-press copies sent out fresh every morning.

A baling machine takes care of "used" papers that are returned for recycling, and the baler heralds a change in the Sun's four-year-old recycling program. The baler compresses newsprint that formerly was transported loose in boxes to compacted bales weighing 1200 pounds.

"We bought the baler to better serve the community in recycling efforts," production manager Larry Sholar said. "Now we are equipped to handle more paper, and we would like to see more coming to us from the community. We want to provide the

Continued on Page 4

## 17 papers selected for 1996 interns

Seventeen Kentucky newspapers have been selected to receive paid interns for the summer of 1996 through the Kentucky Journalism Foundation.

KPA Past Presidents met October 18 in Frankfort to select the Host Newspapers for 1996. Although original intern program plans called for 14 interns to be placed in 1996, the committee felt that the number of quality applications from newspapers and available funding made it attractive to schedule 17 interns for 1996.

Newspapers selected include the Union County Advocate, Bath County News Outlook, Benton Tribune Courier, Cadiz Record, Appalachian News Express, Mt. Sterling Advocate, Kentucky Standard, Oldham Era, Citizen Voice and Times, Jessamine Journal, Tompkinsville News, Danville Advocate Messenger, Owensboro Messenger Inquirer, Elizabethtown News En-

Continued on Page 2



Paducah Sun employee Tommy Campbell ties a bundle of old newspapers in the Sun's new baling machine.

## Forums 'sell out' but only half the ticket takers show up

The general public didn't take long to gobble up the more than 600 tickets to the two KPA-sponsored forums with the gubernatorial candidates. But by the time the forums came, only half of those requesting tickets showed up.

In Lexington, all 388 seats were to be filled in the UK Singletary Center for the Arts. About 125 tickets had been requested by the UK Law School, UK Journalism Department and faculty and administration. About half of the audience was UK students and faculty but less than 200 total made the trip to UK. Moderator Ferrell Wellman, an assistant journalism professor at Eastern Kentucky University, found time while keeping the forum moving to

take a head count. Wellman said he counted 182 in the audience. There were some 200, then, who didn't show up.

The October 9 audience in Paducah did a little better percentage-wise. Seats were available for 256 and the Information Age Park should have been filled. But an estimate by Jack Brammer of the Lexington Herald-Leader put the crowd at 150.

If attendance at both is accurate, less than half of the 644 who called KPA to reserve tickets, took advantage of the free ticket offer.

"If we do these again in four years, we'll charge something to get the people to use the tickets," said KPA Executive Director David Thompson.

# People and Papers in the News

**Anita Baker**, reporter/photographer for the Princeton Times Leader, has been named the 1995 recipient of the Kentucky Farm Bureau's communication award to a writer. Her selection was based on her coverage of agricultural and agribusiness news in the Caldwell County area.

**Darrell Jordan**, a 1994 journalism graduate from Eastern Kentucky University, has joined the staff of the Citizen Voice and Times in Irvine as sports writer/photographer. While at EKVU, Jordan worked as a staff writer and sports co-editor for the Eastern Progress.

The Central Kentucky News Journal in Campbellsville has added two staff members. **Bethney Jo Foster**, a junior at Campbellsville College, has

joined the staff as a part-time writer. Foster served this past summer as an intern with the Russell Springs Times Journal through the Kentucky Journalism Foundation internship program. While in college, Foster has also been a correspondent for the Central Kentucky News Journal. **DeWayne Wilson** has been hired by the CKNJ as a part-time typesetter and courthouse records clerk.

**J.T. Hurst**, publisher of the Middlesboro Daily News and the Clairborne (TN) Progress, has taken on additional responsibilities for American Publishing Company. Hurst has been named district manager for APC and will oversee the operation of The Observer-News in Newton, N.C., and the Corbin Times Tribune. American

Publishing Company recently purchased the Corbin Times Tribune, along with the Richmond Register, from Thomson Newspapers. Hurst's responsibilities include offering support services and overseeing the financial operation of both newspapers.

Corbin Times Tribune publisher **Joe Hardwick** has announced two promotions at the six-day daily. **Sam Milwee**, Newspapers in Education coordinator, has been named circulation manager. He replaces **Jerry Adkins** who is retiring after 43 years in the newspaper business. Milwee joined the

**About Jerry Adkins.** Jerry got his first job in the newspaper business at the age of 7, selling newspapers for the Herald Dispatch in West Virginia. At the age of 10, he had his first newspaper route. His interest in the industry took him to Arkansas, North Carolina and also to Somerset, doing everything from owning a weekly newspaper to managing the circulation department of three weeklies. In 1965, he helped combine two weeklies into today's Somerset Commonwealth Journal. While at Somerset he gave a job to Joe Hardwick, who became publisher of the Times Tribune, and returned the favor by naming Adkins as the circulation manager. In 1965, Adkins developed a circulation manual that is still used today to train carriers in the Times-Tribune circulation department.

Times Tribune last December after 10 years with the Kingsport (TN) Times-News. **Jay Stancil**, a 1994 communications graduate from Carson-Newman College, has been named sports editor of the Times Tribune. He joined the Times Tribune in July, 1994, and has also worked part-time with the Mountain Press in Sevierville, Tenn.

**Frank Batten Jr.**, former associate publisher of the Elizabethtown News Enterprise, has been named executive vice president of Landmark Communications, Inc. Batten left Elizabethtown in 1991 to become president and publisher of The Virginian-Pilot in Norfolk, Va.

**Karla Lanham**, a Bardstown native, has joined the advertising sales staff of the Kentucky Standard. She previously was a receptionist for a Bardstown car dealer.

Elizabethtown News Enterprise publisher, and former KPA/KPS Board of Directors member, **Mike Anders**, was the topic of conversation during Elizabethtown's Heartland Festival Parade. With the festival's parade theme "Farmland and Industry Working Hand-in-Hand in the Heartland," the News Enterprise float featured a food processing factory. N-E staffers dressed the part with **Lisa D'Alessio** as an ear of corn, **Sue Farmer** as a tomato and **Lisa Robertson**, **Donna White** and **Melissa Nalley** as cans of

vegetables. And Mike? Oh yeah, he was dressed as a carrot, making sure to stay away from horses and rabbits.

**Wade Holland**, a sportswriter

Continued on Page 4

## Journalism Foundation to begin faculty intern program in 1996

The Kentucky Journalism Foundation will begin a Faculty-in-Residence program during the summer of 1996 with the emphasis to be giving college and university journalism teachers on-hand experience in the newspaper industry.

The program was presented to the Kentucky Press Association/Kentucky Press Service Board of Directors at its August meeting and approved, requesting that at least two journalism teachers be placed during the '96 summer period.

The Kentucky Journalism Foundation Committee, composed of KPA/KPS Past Presidents, met October 18 to develop criteria and begin the application process.

Faculty members placed in the intern program will be expected to perform the same duties of other newspaper department staff members. Placement will be available in editorial, advertising sales, business, circulation, graphics/design and photography.

Participation in both the KJF student intern and the faculty-in-residence program will be limited to newspapers participating in the Kentucky Statewide Classified Program. Newspapers interested in joining the Statewide Classified Program should contact **Reba Lewis** at (800) 264-5721.

## 17 interns to be placed in 1996

Continued from Page 1

terprise, Winchester Sun, Murray Ledger and Times, and Henderson Gleaner.

In the first three summers of the program (1993 through 1995), 26 interns had been placed through the Kentucky Journalism Foundation.

The internship program, the first of its kind in the country though now modeled by several state, regional and national press associations, pays intern salaries for nine weeks of employment with member newspapers.

In 1993, the Kentucky Journalism Foundation began changing from scholarship-based to internship program to give students firsthand experience in real world journalism and to attract the students into a newspaper career after graduation.

By the end of next summer, the Kentucky Journalism Foundation will have placed 43 interns and paid newspapers \$107,500 for salary purposes since the program began in 1993.

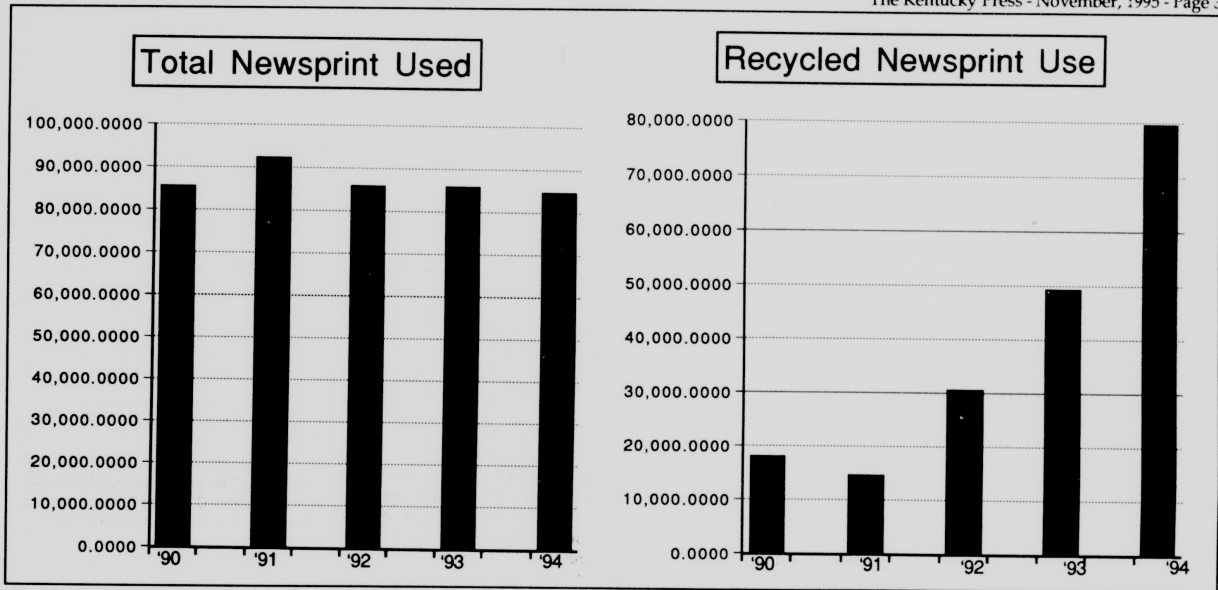
## The Kentucky Press

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

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Newsprint levels used by Kentucky newspapers from 1990 to 1994 showed a fairly consistent level. But levels of recycled newsprint increased drastically in the past five years. The charts were part of a presentation before the House and Senate Natural Resources Committee on October 11 by KPA Executive Director David T. Thompson and Russ Barnett, Deputy Commissioner of the Kentucky Department of Environmental Protection. The two presented a report from the Kentucky Newsprint Recycling Task Force, formed by the 1994 Kentucky General Assembly. The charts show that newsprint levels have remained in the 85,000 to 90,000 tons per year range since 1990 but recycled newsprint levels have increased from 21.25 percent in 1990 to 93.8956 in 1994.

## Newsprint recycling report may stave off mandate to do more

By Mark R. Chellgren  
Associated Press

Cooperation by the newspaper industry in Kentucky in using recycled newsprint may have staved off a mandate to do even more, a legislator said.

Unrest in the 1994 General Assembly almost boiled over into a requirement that Kentucky newspaper use a certain amount of recycled material in their newsprint.

"We started out with kind of a 'Let's stick it to the newspapers,'" said Rep. Mark Brown, D-Brandenburg, chairman of the Subcommittee on the Environment.

Brown complimented the industry October 11 for its willingness to research the issue and voluntarily use more recycled materials.

Of the 84,918 tons of newsprint used by Kentucky publishers in 1994, nearly 94 percent of it included some recycled material. That percentage varied with some newspaper using paper that was completely made from recycled newsprint.

Overall, recycled materials made up about 29 percent of the newsprint used in Kentucky in 1994 (on an aggregate fiber ton level). That figure is up from about 23 percent in 1993, according to David Thompson, executive director of the Kentucky Press Association.

Thompson said the goal stated in the 1994 legislation that created a news-

print study committee of having at least half of all Kentucky newsprint

*"I think we could help you cut back on the amount you use by letting us edit some of your stories," said Rep. Mark Brown.*

made of recycled materials on the aggregate level is unrealistic right now.

Only five of more than 20 newsprint manufacturers are even capable of making newsprint with 50 percent recycled product, said Russell Barnett, deputy commissioner of the Department of Environmental Protection.

The cost of newsprint and, coincidentally old newspapers for recycling, has risen dramatically since 1994.

The cost of a ton of newsprint has nearly doubled in a year and old newspapers that once sold for \$30 a ton flew to \$200 a ton, but has now settled at \$80 to \$90 per ton, Thompson said.

Barnett said it is still important to keep old newspapers out of landfills, where they make up about five percent of the weight of trash.

Thompson said Kentucky newspapers have voluntarily agreed to try to use newsprint with 40 percent recycled content by the year 2000.

Brown had a suggestion about how the industry can use less newsprint in an era of rising prices.

"I think we could help you cut back on the amount you use by letting us edit some of your stories," Brown said.

## Nomination time

Deadlines approaching for UK Hall of Fame, Lexington Herald-Leader's Ed Templin Award

The University of Kentucky Journalism Alumni Association is soliciting nominations for its annual induction of outstanding journalists into the Kentucky Journalism Hall of Fame.

Established in 1980, the Journalism Hall of Fame, includes newspaper, radio and television journalists. Kentucky newspaper representatives in the UK Journalism Hall of Fame include Don Towles, David Hawpe, Russ Metz, Creed Black, Henry Watterson, Barry Bingham Sr.

The purpose of the Journalism Hall of Fame is to recognize persons who have made significant contributions to the industry. Selection is made from individuals, living or dead, who are Kentucky natives or who have spent a substantial part of their careers in Kentucky.

Nominations should be received at UK's School of Journalism no later than Friday, January 12, 1996. Inductees will be honored a special recognition program in April.

Nominations should be sent to Buck Ryan, UK School of Journalism, Grehan Building, University of Kentucky, Lexington, KY, 40506. For more information, contact the Journalism School at (606) 257-4360.

### Templin Award

Nominations are also being accepted for the 1995 Edwards M. Templin Award, sponsored by the Lexington Herald-Leader.

Templin was promotion director of the Lexington Herald and president elect of the Kentucky Press Association at the time of his death in 1967.

The award recognizes outstanding community service by a Kentucky newspaper person.

Nominations should include a brief description of the community service performed by the nominee.

Nominations should be mailed by November 27, to David T. Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, KY., 40601.

For more information, contact Tom Caudill, Lexington Herald-Leader, at (606) 231-3100.

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## People and Papers

Continued from Page 2

since 1987 for the Harlan Daily Enterprise and then sports editor of the Corbin Times Tribune, has been named sports editor of the Georgetown News-Graphic.

Louisville attorney S. Russell Smith Jr., a partner in the law firm of Smith and Smith, has joined the board of directors for News Publishing, Company, publishers of the Bowling Green Daily News. Smith joins John Gaines and Pipes Gaines who are co-publishers of the Daily News. Smith, husband of Molly Gaines Smith, succeeds Ann C. Gaines, as a director. She was a director for an interim period after the death of her husband, J. Ray Gaines, who was a long-time director and editor of the Bowling Green Daily News.

Tonia Frye, a 1988 communications degree graduate from the University of Kentucky, has joined the Wayne County Outlook staff as news writer and advertising sales representative. Frye previously served as editor of a national bass fishing magazine and as a communications specialist for Manhattan National Life, a subsidiary of Pioneer Financial Services, Inc.

Park Newspapers has a new vice president, Ralph J. Martin, who spent the last 18 years with Thomson Newspapers, Inc. His appointment was announced in late September by Wright G. Thomas, president of Park Communications. Park publishes 30 dailies and 24 weekly newspapers in 12 states, including one daily and nine weeklies in Kentucky. Martin joined Thomson at its Salem, Ohio, newspaper and moved to the company's corporate staff in Des Plaines, Ill., in 1983. Martin also served three years as metro division vice president, overseeing Thomson's largest U.S. dailies and was then named president of Thomson's eastern group.

John Kelly, who has worked the past four months as a news reporter for the Richmond Register, has taken over as sports editor of the Madison County daily. Kelly replaces Nick Nicholas who has been named sports reporter at the Myrtle Beach, S.C., SunNews. Kelly served as assistant sports editor and sports editor of The Kentucky Kernel while attending the University of Kentucky. He has also worked as a news assistant for the sports department of the Lexington Herald-Leader and was a sports correspondent for the Bowling Green Daily News.

Don Stringer, who has been with the Bowling Green Daily News since 1964, has resigned as managing editor, effective November 21, to pursue other interests. Stringer joined the paper in '64 as news editor but soon became city editor. He later was named executive editor of the newspaper and was a frequent contributor to the editorial page. Stringer joined the Daily News after newspaper stints in Nashville, Atlanta and Hattiesburg, Miss. He graduated from Southern Mississippi. Stringer's wife, Carolyn, is an associate

professor of advertising at Western Kentucky University and daughter, Donna, a former Daily News staff writer, is now editor-in-residence for a government agency in Washington, D.C.

## Obituaries

### Kinner

Delia Webb Kinner, a retired weekly newspaper publisher, died October 10. She was 88.

She was publisher of the Licking Valley Courier, Wolfe County News and Elliott County News and a retired registered nurse.

She also served as business manager of the Courier Publishing Co. and became publisher of the three newspapers following the death of her husband, Earl Kinner Sr., in 1980. The company established The Elliott County News in the late 1940s and purchased the Wolfe County News in 1956.

Survivors include a son, Earl Kinner, Jr., of West Liberty, who is the publisher of the Licking Valley Courier, Wolfe County News and Elliott County News.

### Jennings

Dorothy Hagen Jennings, 81, retired publisher and author, and was an owner of the former Murray Democrat, died October 10 in Murray.

Jennings and her late husband, Kerby Jennings, co-wrote "The Story of Calloway County."

### Sun buys baling machine

Continued from Page 1

means to recycle newsprint. If the demand from people who want to recycle their newspapers is there, we will expand the hours we are open for receiving papers."

Because compressed, baled papers create more storage space, additional material can be handled and processed. The Sun recycled 628,000 pounds of newsprint in 1994, and could double that thanks to the new mechanical efficiency.

Newspapers are accepted in the drive-through behind the Sun building from 7:30 a.m. to 5:30 p.m., Wednesday and Thursdays, and 7:30 a.m. to 12:30 p.m. Fridays. A worker is on duty during those hours to help unload papers.

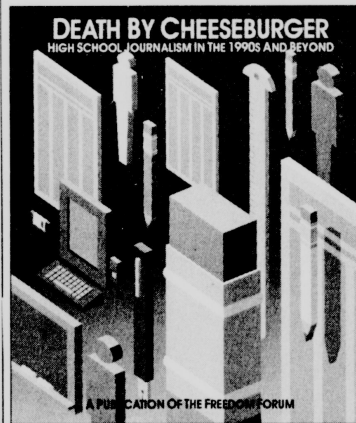
The newspaper's recycling efforts began about four years ago.

"We took an interest when we saw we were throwing more than 30,000 papers every morning and most of them were ultimately just ending up in the landfill," promotions manager Steve Rich said. "Recycling was the responsible step for us to take."

After the newsprint is compressed and baled, trucks haul it to Kimberly-Clark Corp., a paper manufacturer in Coosa Pines, Ala.

Rich said the process works best when newspapers are returned in grocery-type bags, loose and unbound.

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

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

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

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

## Careers in Newspaper

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

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

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

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

Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

## Deja vu all over again for judging with West Virginia

On May 18, several Kentucky newspaper editorial staff members were scheduled to judge the West Virginia Press Association contest in Lexington. Just as judges started arriving, severe storms hit the Central Kentucky area and a tornado ripped through Jessamine County High School. Although the weather delayed some of the judges, everything went off without a hitch.

On October 5, West Virginia editorial staff members reciprocated that judging for the KPA Fall Newspaper Contest. The night before, Hurricane Opal came ashore in Florida and forecasters predicted Opal would move up the Appalachians with high winds and torrential rains. It was scheduled to hit Charleston about 2 p.m. Judges awoke that morning to heavy rains and some wind but still made it in for the judging, much as KPA members had done just a few months before.



**Ben Sheroan, former KPA State At-Large Board member, showed up at the West Virginia Press Association headquarters October 5 to help judge the Kentucky Press Association Fall Newspaper Contest. Ben, who worked in Kentucky with the Elizabethtown News Enterprise and the Owensboro Messenger-Inquirer, is now editor of the Parkersburg (W.Va.) News. He was getting around with the help of a cane, a necessity after undergoing recent knee surgery.**

## Rising costs= rising prices

Add the Maysville Ledger-Independent, Crittenden Press and Bowling Green Daily News to the growing list of newspapers who have increased circulation rates in the past year.

All three Kentucky papers announced hikes in the past month.

The Ledger Independent increased its subscription rate and at the same time changed its billing process. Publisher Bob Hendrickson told LI subscribers that the northeastern Kentucky daily was joining the process of other daily newspapers by charging for subscriptions on a weekly rather than monthly basis. At the same time, Hendrickson announced the weekly subscription rate would be \$2.25 beginning October 1. The increase amounted to a 25-cent per month rate increase.

Under the weekly method, subscribers will also be able to purchase subscriptions for 13, 26 and 52 weeks. Senior citizens receive a discount.

Hendrickson said enormous increases in newsprint are the major reason for the increase.

At the same time, Hendrickson announced some changes in the newspaper's format, including discontinuing publishing the daily grid of evening television shows.

"We are going to be more careful about how we use the space available to us," he said. "Local and regional news coverage will get priority. The television grids run weekly in TV xtra, so repeating them daily is a waste of newsprint we simply can't justify."

Crittenden Press publisher Nancy Mick told readers that in past years her weekly newspaper had absorbed many of the increased production costs but "in the past 12 months, the costs of newsprint and postage have gone up markedly. This time, we felt there was no alternative other than to raise our price."

Although Mick expects the newspaper to increase advertising and printing costs, the October announcement was to inform readers that the single copy price for The Press was being increased from 35 to 50 cents on October 12.

Also in October, Bowling Green Daily News co-publisher Pipes Gaines announced an increase in home delivery rates, from \$2.05 per week to \$2.30.

Gaines said the increase was the first home delivery increase since 1993 for the Daily News and only the second rate hike in the past six years.

Noting, too, the increased newsprint costs, Gaines said, "Industry sources indicate that you have to go back to 1920 to find a period when increases in paper costs were comparable to the last few months."

## API to offer 3 seminars for weeklies

The American Press Institute will offer three, week-long seminars specifically designed for weekly newspaper executives during 1996.

**Editing the Weekly and Community Newspaper**, scheduled for January 28-February 2, is a high-impact program in strengthening editing and newsroom management skills in order to deliver a quality news package. Participants will learn about new approaches to an exciting news mix, avenues to clear and effective writing and editing, ways to produce a visually appealing newspaper, and keys to becoming a more effective newsroom leader.

**Advertising Marketing Strategies for Weekly Newspapers**, May 5 - 10, will focus on the unique revenue opportunities for weekly newspapers. Included will be successful and practical strategies to grow market share -- from gathering and analyzing critical market intelligence to developing new partnerships with advertisers.

**Management of the Weekly Newspaper**, October 13 - 18, is a comprehensive seminar for newspaper executives who need to step back from daily pressures and examine winning strategies for building revenues, decreasing expenses and exploring opportunities for growth in existing and new markets. Participants will learn strategies for publishing a superior

news package, ensuring sound financial management, building advertising market share and positioning the newspaper for the future.

A major element of the programs will be an in-depth critique of each participant's newspaper. Meeting in small, peer-group review sessions, members will discuss their newspapers' strengths, opportunities for improvement and operational/management challenges.

Tuition for each program is \$850.

Participants should register by November 27, 1995, for the Editing the Weekly and Community Newspaper; by March 4 for Advertising Marketing Strategies for Weekly Newspapers; and August 12 for Management of the Weekly Newspaper.

Further information about these programs may be obtained by calling API associate director Carl Ann Riordan at (703) 620-3611.

## Cost-saving tips will more than pay KPA dues for a few years

Membership dues to the Kentucky Press Association will be mailed to newspapers and Associate members in the next few days.

A couple of cost-saving tips could more than pay for your KPA dues through the end of this century, and even leave you with enough to join the National Newspaper Association.

The first concerns Kentucky's sales tax on circulation. Regulations governing the tax allow for postal costs to be exempt from state sales tax. Newspapers with a second class mailing permit can deduct the amount paid to the U.S. Postal Service to deliver those subscriptions, in state, from the income on those in-state subscriptions. By using this tax saving method, newspapers pay the six percent state sales tax on the difference between the income and postage costs, not on the full subscription income tax.

KPA By-Laws stipulate that member newspaper dues also include mailing four copies of each issue to the Kentucky Press Association. By packaging those four issues together -- with a rubber band or other packaging method -- newspapers will pay only for one piece being mailed to KPA, not on four individual pieces.

If your newspaper is not taking advantage of these opportunities, call David T. Thompson at KPA at (800) 264-5721 for more information.

# The First Annual Jeopardy/ Wheel of Fortune Challenge

Who will serve as Kentucky's Lieutenant Governor -- 1995 through 1999?



Final decision will be made November 7 by Kentucky voters.

## Photoshop 3 blends two pictures into one

Photoshop 3.0 will allow you to easily blend two pictures into one. You might use this technique for all sorts of special ads.

\* Open the two pictures in separate Photoshop windows. If you must, resize the pictures.

\* Select the Move tool. Hold down the shift key and drag the photo you want on top over to the other picture and drop it on it. Move it into position.

\* Select "Add Layer Mask" from the layers palette.

\* Use the paintbrush to share off the edges of the forward picture.

\* When done, use the flatten command. Finally, save the combined picture as a "pict" file.

\* Place the pick into PageMaker and add any border or text elements you desire.

## Single copy bar codes available

More and more, retailers are requiring newspapers to obtain a bar code so the retail price of the newspaper can be scanned at the automated check out station.

One such retailer is Wal-Mart, which in various parts of the country, allows newspapers to sell single copy editions inside their stores. Arrangements can be made sometimes to sell inside these stores without a bar code, but as technology continues to become more of a part of the operations of these businesses, newspapers will need to stay up with the times.

Obtaining a bar code requires working with several different organizations. The first place to contact is the Uniform Code Council at (513) 435-3870. The Uniform Code Council is a non-profit membership corporation which was founded in 1972 to administer the universal product code (UPC). To obtain the UPC code, an application has to be completed, and a fee paid which is based on the newspaper's annual gross sales in dollars. Bob Brown, sales and marketing manager of the Tampa Tribune, worked with the Uniform Code Council which assessed the fee based on circulation revenue only, not the entire earnings of the newspaper company. Once the applications is approved, and fee paid, the Uniform Code Council will issue the newspaper a five-digit manufacturer identification number. This number is assigned to all products produced by the newspaper company.

Once the Uniform Code Council has issued the manufacturer identification number to the newspaper, contact would need to be made with the Council for Periodical Distributor As-

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# MACTIPS

By Phil Bynum  
Oklahoma Press Association  
won't print.

## Drop Caps

Create some vivid drop caps using the program Type Twister. The great thing about Type Twister is that with just a click or two on buttons, you can make all the variations you might want.

## Speed Doublor

Another utility designed to rev up your PowerMac. Our impression? Ho hum. Save the money. It makes PageMaker 5.0 (non-native) unusable.

## Power PowerBooks

The PowerPC engined PowerBooks have finally arrived. Yes, they are awesome creatures. Three new base models, the 2300 Duos, 5200 and 5300. Prices range from \$2300 to an incredible \$6800!

Also introduced is what will probably be the last of the Quadras, the PowerBook 190, \$1700.

Watch for prices on the current line of PowerBooks to start their fall.

## Field tips...

Our roving computer consultants tell me there are some very common problems out there among newspapers. The consultant's notes are below in italic...

*\* Three computers in the office, one running PageMaker 2.0, the second using version 3.02, and on the last computer, PageMaker 4.2*

You have got to be kidding. They should all be using the same version,

ideally 4.2 Using three different versions is going to drive your laser printer crazy with being reinitialized every time you print, not to mention that computer A cannot read any files created by the other two. B can only read files from A. And, computer C can only read files from computer B!

*\* Another newspaper, on ONE computer, has PageMaker 2.0, 3.02, 4.2 and version 5.0.*

And the attic probably has a copy of every issue of the National Geographic in it, too. Theoretically, you can keep many versions of a program without trouble, but there are some programs, of which PageMaker is a good example, that store some of its vital files in the System Folder. PageMaker creates its own "Aldus Folder" in there, and stores files, like "Aldus Prep" and its spelling dictionaries in it. Installing version 3 will wipe out the Aldus Prep version 2 put there. Version 4 wipes out the files of 3, and so on. You'll find eventually that only the last one you installed will work properly. No wonder you can't get PageMaker 3 to print anything!

*\* Every computer in the place was full of junk and corrupt files.*

And we wonder why they seem to operate so slowly!

*\* File sharing wasn't working. Someone had trashed the file "File sharing setup."*

Duh!

*\* Fonts look great on the screen but*

Screen fonts without their companion printer fonts are the cause. This problem shows up a lot when people change from version 7.0 to 7.1 because the fonts MUST be stored in different places.

*\* One paper thought they had a great idea. Buy one copy of each program. Put all the programs on one file server and let everyone else access them from there.*

Great idea. Saves lots of bucks. Unfortunately, the network traffic load will slow you down so bad your daily will turn into a weekly right before your eyes.

*\* New device at some papers. An Iomega Zip Drive. One tiny disk (\$20) holds 100 mb. Unit costs \$200.*

Sounds like a bargain for archiving.

## Questions

*My computer won't start up. I just kept getting the flashing question mark.*

Since you are lucky enough to own a CD-ROM and have a System 7.5 master CD disk, just insert the CD and restart your computer while you hold down the "c" key on the keyboard. That tells the computer to start-up from the CD-ROM player and not to look for the hard disk. You can then reinstall the system software.

*How can I get the correct foot and inch marks?*

Type the regular curled marks, then pick the font Symbol.

# It's Okay to Exaggerate, If ... Kentucky Standard becomes partner in local cable advertising service

By John Foust  
Raleigh, N.C.

Ad-libs (c)

One of the most important rules of advertising is "don't exaggerate." I agree 100 percent. If we care about the ethics of our profession, we should cringe when we see ads containing deceptive claims or misleading information. Thank goodness, there are laws protecting consumers from merchants who deliberately lie to sell their products.

But what about those little exaggerations which sneak their way into our language. While most advertisers wouldn't dream of lying to their customers, they think it's perfectly harmless to describe their prices or products as "lowest" or "best." At first, these claims seem innocent enough, because they are so common. And since they are so vague, they can't be labeled as outright lies. But they aren't exactly true, either - unless they can be proven with specific evidence.

Yes, it is risky to use exaggerations in advertising. But like many other rules, this one has an exception. In special situations, exaggeration can be an effective advertising technique. The key is to make the exaggeration so outlandish that there is no way your reader could take it literally. Instead of stating the exaggeration as fact, you use it as a tool to dramatize the product. This elevates exaggeration above deception and turns it into hyperbole.

Webster defines hyperbole as "extravagant exaggeration." In other words, hyperbole is exaggeration taken to extremes. It winks at the reader and says, "Fasten your seat belts. We're going to stretch things to make a point."

For example, imagine that you are working on an ad for a riding lawnmower. And let's say that one of

its benefits is that it cuts grass faster than push mowers. To make the point, you could depict it as a race car with racing stripes, a roll-bar and a number on the side. To embellish it even more, the driver could be wearing a crash helmet.

Due to its extravagance, this visual image would not deceive anyone. The reader would immediately know that it's an exaggeration. A low key approach just wouldn't work as well. If you tried to make the same point by adding only a racing stripe to the lawnmower, readers might miss the racing analogy altogether. Or worse yet, they might be fooled into thinking that the lawnmower actually has a racing stripe.

Hyperbole's strength is in visual images. And there is a heavy emphasis on the simile, by saying or implying the words "like" or "as." For instance, the headline of our lawnmower ad might read, "Mowing the lawn can be LIKE driving in the Indy 500."

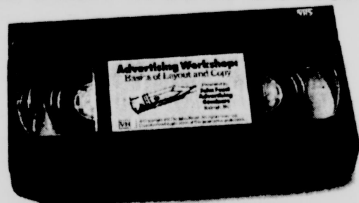
Hyperbole is a powerful tool to dramatize product features. So, the next time one of your accounts describes a product in superlatives, try an experiment. Encourage them to take their exaggeration to an extreme. Strive for a visual image which will make the product come to life.

Unlike garden variety exaggerations, hyperbole is not intended to deceive. Properly used, it can make the truth more apparent.

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

## Video workshop can help your staff create better ads



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The Kentucky Standard in Bardstown has added yet another venture into uncharted territory — advertising services on local cable television.

"Welcome the new kid on the block" shouted ads published in the Standard, generating a great deal of interest and questions about PLG, the name of the advertising service.

Publisher Steve Lowery described the cable TV business as another piece of the media puzzle, joining with his operation's FAX newspaper and audiotext system, to offer a complete communications package to the people of Nelson County. He said developing these other services can help protect the core business product, the newspaper, in the future.

PLG is owned by Gary Burtoff, president of Clear Cable; Tom Isaac, owner and manager of WBRT-WOKH Radio; and Landmark Community Newspapers, Inc., the Standard's parent company.

PLG was awarded the bid for a local cable access channel and ad service by the Bardstown City Council. The contract is for five years, with a mutual option in place for the next five years.

Lowery said PLG operates two businesses related to television. The first, the advertising service, is starting up now with commercials on CNN, ESPN, TNN and USA. The second begins later this year when the new channel begins operation. Viewers will be able to read local news, sports, obituaries, school news, community events, weather and other Nelson County information in a text-style format that's frequently updated. The station will also air local business commercials.

Lowery also reported that his audiotext system has received more than 30,000 calls since May and advertising space in his FAX newsletter, sent to some 350 area businesses, has had no advertising space available for new clients for the past six months.

### Appalachian News Express adds Sunday issue, deletes Monday

The three-times weekly Appalachian News Express in Pikeville, changed one of its publication days in mid-October to give retailers another weekend advertising opportunity.

Publisher Marty Backus announced the addition of a Sunday edition, beginning October 22. But the change also involved deleting its Monday edition.

The Appalachian News Express

now publishes on Sunday, Wednesday and Friday.

This is the Appalachian News Express' first publication date change since 1983 when it added the Monday issue.

### Economic Development group honors Advance-Yeoman

The Advance Yeoman in Wickliffe has been selected as an honored industry by Ballard County's local economic group and the Purchase Area Development District Rural Economic Development Council.

### Russell Springs Times Journal wins two awards from NNA

The Russell Springs Times Journal was the only Kentucky newspaper to receive contest awards from the National Newspaper Association. Presentations were made in late September during NNA's national convention.

The Times Journal won a second place for Best Spot News Photo and an Honorable Mention for Best Writing in 5000 circulation and less categories.

### Retail bar codes available

Continued from Page 6

sociation (CPDA). This organization can be reached by calling (212) 818-0234.

They will also send an application form in order for all titles of the newspaper publications to be listed. BIPAD numbers will be assigned for each title publication for which separate distribution records are to be maintained by wholesalers. Therefore, newspapers with different single copy rates between daily and Sunday issues would require a BIPAD for each price rate. If the newspaper company publishes other paid circulation newspapers, such as a weekly a separate BIPAD would be required because of the different title. However, BIPAD numbers are not required to be different for each edition of the newspaper.

The Council for Periodical Distributors Association also charges a fee based on the amount of BIPAD numbers being allotted.

Once the numbers have been secured from both organizations, the Uniform Code Council will recommend a list of companies which can be hired by the newspaper to prepare a film master of the bar code artwork.

In order for the scanner to read the bar code, the print on the newspaper must be of relatively high quality. If the newspaper presses are aging, one alternative is to have the bar code printed on adhesive labels for the newspaper delivery team to affix to the newspaper.

## West Virginia Press members judge KPA's Fall Newspapers Contest

Some 25 members of the West Virginia Press Association judged the Kentucky Press Association's Fall Newspaper Contest, October 5 in Charleston, W. Va. The KPA Contest set records for participating newspapers (71), number entries (2,982) and income (\$12,716). Awards will be presented Friday, January 26, at the Winter Convention Awards Banquet in Lexington.



Kentucky gubernatorial candidates Larry Forgy and Paul Patton took center stage October 9 at the Information Age Park in Paducah for the second of two public forums sponsored by the Kentucky Press Association. With Forgy and Patton on the stage is Mark Chellgren, of the Associated Press Frankfort Bureau, who served as moderator. At the lower left are panelists Frank Boyett of the Henderson Gleaner and Chip Hutcheson of the Princeton Times Leader. Other panelists were Al Cross of the Louisville Courier-Journal and Bobbie Foust of the Paducah Sun.

Photo by Barkley Thielemann / Paducah Sun

