

KPA

THE
F (UK) LEX 405
REPROGRAPHICS
UNIVERSITY OF KY.
211 KING LIBRARY SOUTH
LEXINGTON KY 40506

Kentucky Press

Volume 70, Number 12 - December, 1999

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

Kentucky J-schools capture 3 Pacemakers

By LISA CARNAHAN
KPA News Bureau

College publications in Kentucky captured three national Pacemaker awards this year, the honor considered to be college journalism's Pulitzer Prize.

The Kentucky Kernel, the University of Kentucky's student paper, won a Pacemaker in the daily competition while Western's College Heights Herald and Murray's The Murray State News won in the non-daily division.

It was the first time since 1985 that the Kernel has won the coveted honor. The paper

was a finalist in the competition last year. This year's award marked the second consecutive win for the Herald and the seventh time the paper has received the honor.

It was also the second straight year for the Murray State News which has been a finalist five of the past nine years.

College newspapers across the country entered the contest sponsored by the Associated Collegiate Press Association and the Newspaper Association of America Foundation.

"It's a tough competition, I can't tell you

how happy I was," said Kernel adviser Mike Agin.

In the daily division, 12 finalists are chosen and then six are awarded Pacemakers. In the non-daily division, 25 finalists are picked and then 12 Pacemakers are awarded. The newspapers judged were from the 1998-99 school year.

"Three schools walked away with national Pacemakers in Kentucky...I just think that shows the quality of journalism education here," said Agin. "I also think it shows how

See PACEMAKERS, page 12

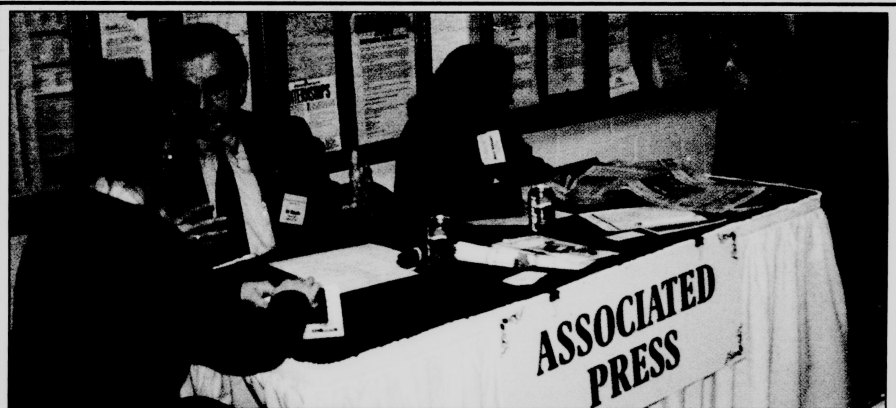
Paxton named Print Journalist of the Year

Fred Paxton, president of Paducah-based Paxton Media Group, was named the Western Kentucky University Print Journalist of the Year.



The WKU Print Journalist of the Year is an individual who made a significant contribution to journalism in Kentucky or a neighboring state during the year ending June 30, 1999. Awards also are given for practitioners in advertising, broadcasting, public relations and visual

See PAXTON, page 3



Successful Job Fair

The recent job fair at the UK School of Journalism and Telecommunications drew a large crowd of college students interested in pursuing a career in the media. Above: Kentucky AP Bureau Chief Ed Staats and news editor Ann Gibson talk to two students about a career in journalism.

Project will bring NIE tools to interested papers

By LISA CARNAHAN
KPA News Bureau

There's no longer a reason not to have a NIE program.

The KPA Circulation Division will distribute a free manual to Kentucky newspapers that will allow them to establish an NIE program in local schools.

The manual, "Ready, Set, Go" is customized to meet the educational standards of KERA and is

designed for newspapers to solicit sponsors to bring newspapers into the schools.

The Circulation Division has partnered with KNNIE (Kentucky Network of Newspaper In Education representatives) in the project.

"This was a major commitment for KPA," said Dave Eldridge, chairman of the Circulation Division and publisher of the

Jessamine Journal. "We felt strongly enough about this project to commit \$5,000 to it which will pay for customizing the materials and the initial press run."

The 16-page tabloid-sized guide, with color on the front and center, focuses on language arts and mathematics and activities using the newspaper. The guide lists for the teacher what KERA

See NIE, page 12

What's Ahead

• Jan. 20-21: 2000 Winter Convention
Marriott, Lexington

Inside

- Pg. 2: People, Papers in the News
- Pg. 4: Headline hierarchy one of the keys to page design
- Pg. 6: Former ADVO sales trainer to speak at winter convention
- Pg. 9: Recent challenges to press rights need comment from media

Kentucky people, papers in the news

Petros named to metro desk at Herald-Leader; Poore returns to paper

Liz Petros is the new metro editor at the Lexington Herald-Leader, replacing former city editor Mary O'Doherty, who left earlier this year for an assigning editor job at the Detroit News. Petros had been the Herald-Leader's regional editor/intern coordinator since April 1996.

She will be replaced as regional editor/intern coordinator by Chris Poore, who returned to the Herald-Leader Nov. 29 after a year and a half as Sunday & projects editor at the Herald-Leader's sister paper in Columbus, Ga. While at the Herald-Leader, Poore was regional reporter, development writer and computer-assisted reporting coordinator.

Petros is a graduate of the University

of Kentucky, where she was editor-in-chief of the Kentucky Kernel. Poore is a graduate of Western Kentucky University, where he was editor-in-chief of the College Heights Herald.

Jennings named to state communications' position

Mike Jennings, former reporter for The Courier-Journal, has been named director of communications with the state Cabinet for Families and Children. He replaces Cary Willis, another former C-J reporter, who resigned to accept a job as senior account manager for the public relations firm of Shandwick International.

Jennings received his bachelor's degree in psychology from the University of North Carolina and his master's degree in English from the University of

Virginia. He taught English at Duke University while he studied there for a doctorate and also taught English in Saudi Arabia for a year at North Carolina State University.

He began his career with the Courier-Journal as a Frankfort-based education writer and he's worked the past seven years in the newspaper's main office in Louisville.

Dzierzek honored for 25 years at Jackson Times

Jeanne Dzierzek, general manager and advertising director at The Jackson Times, was honored recently for 25 years of service to the newspaper. A reception in her honor was held at the Nolan Group Offices in Manchester. Managers and editors of the Nolan Group papers, Manchester, Beattyville Enterprise, Pineville Sun, Berea and Jackson were on hand for the celebration.

Dzierzek started work at The Jackson Times as a volunteer in 1974. She's worked in several positions at the paper including editor, publisher and reporter. Jackson Times' editor Stephen Bowling said, "Jeanne has earned great respect in the community through her consistency and through her dedication and loyalty to the Times. There are few in Jackson who are so greatly admired and appreciated."

Spencer Magnet sponsors paper for local high school

The Spencer County Magnet is sponsoring the local high school's newspaper the "Bearly News," named for the school mascot.

The idea for a 'real' newspaper had been discussed between Kim Rich, general manager of the Magnet, and the school's principal, for a few years. The

school paper was previously a photocopied newsletter with few graphics and no photos.

The school's journalism class increased this fall from 10 to 40 students.

"We decided it was time to do something," said Rich.

As part of the cooperative program between the newspaper and school, the students will write news, feature and sports stories as well as take the photos for their monthly newspaper. The school already had cameras and some scanning equipment and QuarkXpress was ordered. Magnet staff members helped train the students and teachers on its use. The Magnet is currently handling production but by February or March, the students will handle those responsibilities as well. The newspaper is inserted into the Magnet with 1,000 extra copies printed for free distribution at the high school. The Magnet sold sponsorship ads on the back page of the four-page tabloid and with the school color of royal blue thrown in, most of the ads were sold by first printing.

Mitchell named to top position at Cadiz Record

Vyron Mitchell has been named general manager of the Cadiz Record.

Mitchell, who replaces longtime GM Jan Witty, comes to Cadiz from Dyersburg, Tenn., where he was news editor of the Dyersburg News/Dyer County Tennessean. His professional experience includes owning a weekly newspaper and working in the industry for a number of years. He and his wife owned and operated the Dyer County Tennessean for 16 years and sold the business to Rust Communications in 1997. He previously worked for the Sumter County Times and the St. Cloud News in Florida, the Bardsdall Times in

See PEOPLE, page 10

Martin resigns from CNHI

(AP) — Ralph Martin, who in three years used \$1.2 billion in Alabama pension funds to buy more daily newspapers than any other media group in the country — including 5 in Kentucky — has resigned as chief executive of Community Newspaper Holdings Inc.

CNHI's board of directors elevated Mike Reed to CEO from chief financial officer after Martin informed the board in mid November that he was resigning to pursue other interests.

Martin did not say what he would do next. But David Bronner, the head of the Retirement Systems of Alabama, said Martin wanted to look for opportunities elsewhere in the rapidly changing communications industry.

Martin's interest in radio, televi-

sion and the new technology was an apparent sticking point between him and Bronner, who oversees a \$22 billion retirement fund that has significant investments in radio and TV as well as the newspapers owned by CNHI.

In Kentucky, CNHI owns the Richmond Register, Middlesboro Daily News, Harlan Daily Enterprise, Somerset Commonwealth-Journal, Glasgow Daily Times, The Times-Journal, Wayne County Outlook, Carlisle Mercury, Menifee County News, Grayson Journal Enquirer, Greenup County News-Times, Grayson County News-Gazette, London Sentinel-Echo, Morehead News, Olive Hill Times, Russellville News Democrat & Leader, McCreary County Record and Floyd County Times.

See CNHI, page 12

— 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
Tom Caudill, Lexington Herald-Leader

President Elect
Teresa Revlett, McLean County News

Past President
Guy Hatfield, Citizen Voice & Times

Vice President
Marty Backus, Appalachian News Express

Treasurer
David Greer, The Kentucky Standard, Bardstown

District 1
William Mitchell, Fulton Leader

District 2
Jed Dillingham, Dawson Springs Progress

District 3
Ed Riney, Owensboro Messenger Inquirer

District 4
Charlie Portmann, Franklin Favorite

District 5
David Greer, The Kentucky Standard, Bardstown

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
Bennie Ivory, The Courier-Journal

Teresa Mullins, Berea Citizen

Taylor Hayes, Kentucky New Era

Associates Division
Ed Mastrean,
Kentucky Educational Television

Advertising Division
Larry Brooks, Lexington Herald-Leader

News Editorial Division
Mark Neikirk, Kentucky Post

Circulation Division
Dave Eldridge, Jessamine Journal

Journalism Education
Jo-Ann Huff-Albers
Western Kentucky University

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, News Bureau Director
Reba Lewis, Research/Marketing Coordinator
Sue Cammack, Administrative Assistant
Buffy Sams, Bookkeeping Assistant
Rachel McCarty, Advertising Assistant
Holly Stigers, Tearsheet Coordinator
Karen Martin, INAN Account Executive
Tina Shryock, INAN Bookkeeping Assistant

Freedom Forum picks Kentuckian

Albers named Administrator of the Year

Jo-Ann Huff Albers, director of the School of Journalism and Broadcasting at Western Kentucky University, has been named The Freedom Forum's Journalism Administrator of the Year.



The award recognizes outstanding administrative leadership in the advancement of journalism education. The honoree receives a medal accompanied by a \$10,000 award and a matching \$10,000 grant to the honoree's school or department.

Albers was named head of WKU's journalism department in 1987. In July, the school's journalism and broadcasting and mass communications departments were merged and Albers was named director.

Under her leadership, WKU's photojournalism program has attained national recognition winning the William Randolph Hearst Intercollegiate Championship 10 years in a row.

"I'm almost speechless....It's quite an honor, something I never ever thought I would receive so I'm thrilled," said Albers.

Albers plans to spend the award money on a much-needed retreat for her family.

"I'm going to take my family...including my four grandchildren, my mother and I hope, my mother-in-law, on a trip of some kind. Maybe a cruise or renting a cabin in the mountains," she said. "I just want my family together for a solid week. That would be a real treat for me."

Albers has been involved with the Accrediting Council on Education in Journalism and Mass Communications for 19 years. She served as national president of ASJMC and as chairwoman of the Professional Freedom and Responsibility Committee for AEJMC.

In 1992, the Kentucky Press Women named her Communicator of Achievement. She was awarded the Bingham Freedom of Information Award by KPA in 1989. She is the journalism education representative on the KPA/KPS Board of Directors in 1998-99. Before her academic career, she spent 20 years at The Cincinnati Enquirer. In 1979, she was appointed Kentucky executive editor for the newspaper. She later served as editor and publisher of the Sturgis (Mich.) Journal and The Public Opinion in Chambersburg, Pa. She also worked as a general news executive for Gannett.

Ours is a noble profession...

(Editor's note: The following remarks by Fred Paxton were made when he accepted the 1999 WKU Print Journalist of the Year Award and are reprinted with permission.)

I accept this award in the name of all my colleagues at The Paducah Sun and Paxton Media Group, and in honor of my father, Edwin J. Paxton; my brother, Ed; and my nephew, Jack, all of whom set the standards for the journalism we practice today.

They have asked us to limit our remarks to five minutes, which is not a lot of time, but an allocation which I'm sure our audience appreciates. I would like to put a couple of points before you, but first let me tell you a little about our operation.

Our company has been blessed by continuing growth. When I meet with an employee group of a newly acquired newspaper, I tell them they are part of a noble profession.

I remind them that we live in the greatest country in the world, made so by its people and its government. If we don't like our leaders, we can throw the rascals out and go get some more. If we don't like their successors we can repeat the cycle.

The process is slow, sometimes glacial, and usually painful, but over time it produces a government that is more in touch with its people and more in step with the times. But this process can work only if the people know what's going on around them — who's doing what, and how it's working. That's where our job as journalists comes in. We provide them with the information they need to cast intelligent ballots.

In addition to telling them about their government, we let them know what's happening in their school, their churches and the economy. We give them health advice, tell them how to cope, give them tips on managing their finances.

Nor is it all drudgery. We show them how to enjoy themselves in their leisure time with features on sports, entertainment, travel, hobbies and such.

That's our job, and how well we do it determines in no small measure the quality of life of our readers.

I must say I am anguished by the way some of the members of our profession are performing their task.

For instance, strip party labels off this story and listen to how The Washington Post recently portrayed Senator Mitch McConnell in a news story dealing with campaign finance reform.

The second graf of the story describes him as the gray man with the bloodless lips. It says he resembles many of his colleagues — the ones in the oil portraits from 75 years ago.

The story goes on for 50 inches on this complex and important national issue, to the best of my knowledge with no inaccuracies. But the reader's mind is poisoned by the insulting, demeaning description of the senator's countenance at the top of the article. Is this an accident? What do you think?

What possible relevance is the color of the man's skin, or the amount of blood or lack thereof in this lips, to the important issue of campaign reform? What then was the purpose of including these descriptions?

The same newspaper has recently printed a series of news stories about the charges of radioactive contamination of workers, waste materials and ground water in Paducah. It is an important and vital subject, deserving of the highest level of attention and remediation.

But the Post articles left many readers with the impression that the air around the plant is rife with deadly radioactivity and that the storage areas, the landfills and the ground water were worse, and that all of this was done by greedy plant managers who knowingly placed people in jeopardy in the interest of increasing profits.

And what was the source of these charges? A whistle-blower lawsuit that will bring millions to the plaintiffs if they are successful. We all know what the claims in such a lawsuit look like.

And what did the newspaper do for balance: get a rebuttal statement from the plant managers? This was impossible, because the lawsuit was

a sealed document and had not been served on the managers. It had been leaked to the Post.

So consider the situation. The Post was in possession of a lawsuit which was not on the public record. The people leaking it surely had a motive for doing so, one which was not hard for the Post to figure out.

Most of the information in the Post story, by the way, had appeared in the pages of The Paducah Sun over the years, but typically with balancing comments from state government inspectors, properly framing the problems and dangers involved. It is important information, vital to public safety, and many issues remain unresolved. But the information is only credible if it is handled in an even-handed, dispassionate way.

The point of these two examples is that advocacy journalism practiced in the news columns pollutes this noble profession to which we are called.

It exacerbates where it should clarify.

It agitates where it should educate.

It distorts what it should explain.

In the process, it endangers us all. When journalists become cynical, readers become jaded.

When we become spin doctors, our readers get dizzy.

When we erode our profession's credibility, we become indistinguishable from the grocery store tabloids.

What we do is important, indeed vital. I say to the journalism students at Western Kentucky University and to my colleagues in the news business: We should put all public activities under the searing searchlights of truth. We should expose the warts in our system. We should help to find solutions.

But we should do it in a balanced way. Only then do we serve our readers, serve our profession and become noble.

I would like to thank Western Kentucky University for selecting me as this year's recipient, but more importantly for setting up these awards which encourage the best performance of all who toil in the vineyards of journalism.

Paxton

Continued from page 1
journalism.

With several acquisitions in 1998 and 1999, Paxton's third-generation, family-owned business now owns 26 daily newspapers in the South and Midwest with over 1,800 employees. In May 2000, he will turn over the company presidency to his middle son, David, chief financial officer of Paxton Media.

Paxton started his career as associate editor, sports writer and reporter for the Paducah Sun-Democrat. He became managing director of the family-owned

WPSD-TV in 1961, president of WPSD and publisher of the Sun-Democrat in 1972 and president of the parent corporation, then Paducah Newspapers, in 1974. His oldest son Jim is editor of The Paducah Sun and his youngest son Richard runs the TV station.

Paxton sits on several boards that support education, business development and the performing arts. He was the 1998 recipient of the Lewis Owens Community Service Award.

Bill Luster, picture editor at The Courier-Journal, was honored as the 1999 Visual Journalist of the Year 1999.

Previous winners with connections to Kentucky newspapers are:

1998: Jamie Houchins Sizemore, New Ventures manager, Landmark, Advertising Practitioner of the Year; Bill Estep, state general assignment reporter, Lexington Herald-Leader, Print Journalist of the Year.

1997: Donna Stinnett, features editor, The Gleaner, Henderson, Print Journalist of the Year; C. Thomas Hardin, retired photo editor, The Detroit News and The Courier-Journal, Visual Journalist of the Year.

1996: Al Cross, political writer/reporter, The Courier-Journal, Print Journalist of the Year.

SND annual design contest calls for entries

The Society for News Design (SND) has issued its call for entries for the annual newspaper design and graphics creative competition.

The 21st annual Best of Newspaper Design competition is open to all general circulation newspapers — daily or non-daily, broadsheet or tabloid — published anywhere in the world. All entries in this juried competition must have been published in 1999. U.S. entries must be received no later than Jan. 12, 2000, while international entries must be received no later than Jan. 19, 2000.

Entry fees have been restructured to encourage smaller newspapers to submit entries. Single-page entries are \$12 for newspapers under 49,999 circulation, and \$15 for newspapers over 50,000. Multiple-page entries are \$25 and \$30 respectively. The 21 categories include news sections, breaking news and regularly appearing news pages, page design, redesigns, art and illustration.

Entrants to the 21st competition must enter the Overall Design category.

This mandatory category has no entry fee. The category honors the "World's Best-Designed Newspapers." Entries are evaluated on writing, visual storytelling, and illustration.

See DESIGN, page 7

Headline hierarchy important to page design

Design is Everything

By Edward F. Henninger



Headline hierarchy is the simplest method you can use to indicate to readers the path they should take on a news page. It requires no color. It requires no photographs or artwork. It requires no exhaustive planning.

Most page designers think of headline hierarchy in terms of size alone: start with a larger headline at the top and work down the page with headlines that decrease in size. Those heads at the bottom are the smallest on the page.

But that's not entirely true.

First, it doesn't always work to have the smallest headline at the bottom. That may be OK on inside pages with ads, but on open pages it's a good practice to place a bit of a larger head at the bottom to give the page balance and bring some impact to the bottom of the page. No, you don't want to use a headline that might compete in size with the lead head on the page. But if you're using, say, a 60 point head on the lead it might work for you to use a 42 point headline at the bottom.

Second, the impact of your headlines is determined by more than their size.

What typeface are you using?

Are you using italics?

Are you using bold?

Some heads are higher on the page

Some are in a heavier face

Some headlines are used in more than just one line

And some heads are wider than the rest

Are you using a heavier typeface for your lead news headline?

How high on the page is the headline placed?

How many lines deep is the headline?

How wide is the headline?

All of these are factors in headline hierarchy that you should consider when designing your page.

If you want to use a feature story at the top of your front page, for example, you can place that story under a headline that's 42 point in a face like Times italic. But the lead news story — the one you want readers to understand is the most newsy or the most important — can go below that feature story with a head that's in a heavier face, like Helvetica Black.

Readers will catch on that the

story in the Helvetica Black is the one you don't want them to miss. But they'll also get the message that the feature story is well worth their time, too. Why else would you have placed it at the top of the page?

Where you can, use the various fonts within your headline typeface. If you use the bold font of your headline face in every headline, well, that works for the sake of consistency but it obviously limits the typographic color you can bring to the page. And it makes it more difficult for you to point the way for readers.

For sure, a headline that's three lines deep is going to have more impact than the same head in the same size that's only one line deep. And the longer head will stand out

See HEADLINE, page 7

PLG-TV, Kentucky Standard partner to cover Nelson County

Who says television and newspapers make strange bedfellows?

November marked another milestone for PLG-TV, the cable television operation part of Standard Communications in Bardstown, the company that also includes The Kentucky Standard tri-weekly newspaper.

The November General Election saw the station provide Nelson County's first-ever local TV election coverage. It also demonstrated the cooperative spirit between the newspaper's newsroom and the station's staff.

"I'm not sure PLG-TV could have carried it off without the assistance of the newspaper's staff — largely because the paper's staff is so much larger," said Standard Communications publisher David Greer. "It would also be difficult for PLG-TV to do its nightly newscast, for example, without its affiliation with The Kentucky Standard."

In June, PLG began broadcasting a nightly 15-minute local newscast, News 13. That newscast marked another landmark in local broadcasting history. Greer only

knows of two other small towns in Kentucky — Hopkinsville and Hindman — that have local TV newscasts, productions normally found only in large cities. This fall, the station also started covering a high school game of the week featuring play-by-play and color commentary. The coverage is rotated among the three local high schools and will continue into basketball season as well.

As can be imagined, it's quite an unusual scene, the two newsrooms competing on one hand and working together on the other.

"It does make for an interesting situation," said Standard editor Jan Witherspoon. "We are competitors, but we make sure to inform each other of events going on in the area and when spot news happens. Tom Isaac, PLG-TV operations manager, does the entire newscast and newsgathering by himself. There have been times when he's given his video camera to one of the paper's reporters and had them shoot footage for him. If he catches something on the scanner, he's quick to let us know about it, too. There's



PLG-TV news anchor Kim Huston interviewed Nelson County Schools Superintendent Dr. Jan Lantz on election night.

really no animosity and a lot of cooperation. Naturally, we feel a little bad when something gets on the air before we have it in the paper. It can sort of rub you the wrong way when you've worked hard on a story and it gets on TV first and you don't come out until the next day. I'd be worried about them (reporters) if they didn't feel at least a little bad. It's part of the business. But we

realize that here, we're one entity."

On election night, the staffs really pulled together.

"We had the results hauled to us and Kim (Kim Huston, PLG-TV station manager) was gathering information. A reporter here kept a running tab and we watched Kim on the air giving the results," said Witherspoon. "It was all made much easier because of the cooperation."

Mac OS9 offers good, useable features and smooth operating

Dr. Tech Hotline

Tim Jones



Mac OS9

What about the new version of Macintosh operating system?

Mac OS9 is running on my PowerMac and here are some reactions. Sherlock 2, the Mac OS search program has a new look with graphics for each of its functions. It can be used to search your hard drive or search the internet.

The "Multiple Users" feature might be helpful if you need more than one person using a single computer with the need for security and privacy. Each user will use the computer by entering a password and then will be greeted by his own desktop and assigned options. Limits can be setup for certain files and programs.

The voiceprint password is a nice feature. It will accept your voice as a password. However, any other sounds in the room may interfere.

Keychain is an attribute which will combine all your user identifications and passwords to be opened by one password.

Apple updates will be automatic with the Auto Updating feature. This means if a new update is available and you are out of date, it will download the file for you.

File encryption is a new feature which will let you encrypt the file and give it a password. This file can only be opened and viewed by the person who has the password.

These programs will work well under Mac OS9: BBEdit Lite 4.1, Microsoft Works 3.0, Photoshop 3 & 4.0, Pagemaker versions 4.2, version 5 and 6.5, Quark Xpress 3.2. America on Line version 4, Global Village Fax software and Netscape Communicator 4.5 are compatible with OS9.

Some non-apple printers may need updates, SoftWindows 98 will not run under this system. Changes in the sound setup cause a problem with ixmicro TV software. Both software companies are aware of the problems and are dealing with them.

One nuisance is a little yellow warning box that pops up

Hotline Numbers

606-623-3880

606-624-3767

1-800-484-1181

code:7076

Cell phone:

606-314-5146

email:

tjones9692@aol.com

FAX:

606-624-9893

on the screen to remind me that I must be connected to the internet to use an internet application.

In conclusion, the leading publishing software, Pagemaker, Quark Xpress and Photoshop seem to run well with Mac OS9. Before you run out and buy this new package, be sure to check with your software vendors about any known conflicts.

SCSI problems

This may seem like an old problem, but I have received a few calls in recent months on this problem. If you have turned on your Mac and nothing happens except a question mark on the screen, you might think it is time to panic.

The first action to try is disconnect the external cable from the SCSI port.

If the computer starts normally, then the problem is in the external SCSI devices. Check the identification numbers of all devices. Two devices cannot have the same number settings.

It helps to remember that your SCSI hard drive is factory set at zero and the CD ROM Drive has a setting of three. Your scanner or external drive must have a different settings. A Zip Drive only gives you a choice of 5 or 6. Zips also have a termination switch. If the Zip is the last item connected to the chain of devices, then termination should be on.

If other devices are connected to the back of the Zip Drive then termination must be off. Check to see if a terminator is in place.

Please call with your questions. I have changed the 800 number to ring to my cell phone. Any computer user can call.

Confidence is best cure for intimidation ailment

Ad-libs®

By John Foust
Raleigh, N.C.



You may have heard the story about the farmer who discovered that someone had smeared green paint all over his favorite mule. Furious, he stormed into the local community store, slammed his fist on the counter and shouted, "Somebody painted my mule green. And they'll have to answer to me!"

As a hush fell over the room, Big Bubba stepped out from the crowd. He stood six feet, eight inches tall and weighed as much as a Buick. He walked over to the farmer and snarled, "I painted your mule. Now what were you sayin'?"

The farmer looked up at Big Bubba and said, "I just wanted to let you know that the first coat is almost dry."

Intimidation is no fun. But everyone in sales has felt intimidated at one time or another. Maybe it was early in your career, when you were learning the ropes. Perhaps it was the first time you pitched a client who had a huge advertising budget. Or maybe it was when you dealt with a client who behaved like a playground bully.

When intimidation rears its ugly head, there are a couple of

steps to take:

1. Analyze the source. Is the intimidation deliberate? Or do you simply feel overwhelmed by the situation? When I was selling newspaper advertising, a certified intimidator called late one afternoon and said he wanted to put a sizable ad in the next day's paper. I explained that it was past the deadline and suggested that he run the ad two days later.

"That's outrageous," he screamed. "If you want to keep my business, you'll put this ad in tomorrow's paper." Then he demanded to talk to the head of the department. "If Russia dropped a bomb on Hawaii," he argued, "would it be in the paper tomorrow?"

"Of course," the manager said.

"Well, I've got news for you. That's not gonna happen, so put my ad in the space that story would occupy."

The manager didn't give in. And after he hung up, he told me not to worry about people who tried to throw their weight around. At 22, I had learned a valuable lesson.

2. Take action. I believe the cure for intimidation - whether the source is external or internal - is confidence. The Big Bubbas of the business world can't intimidate you without your consent.

By confidence, I'm not suggesting arrogance. I'm referring to the quiet faith that you know what you're doing. It's a two step

See CONFIDENCE, page 6

Video workshop can help your staff create better ads



At last... a program that is tailor-made for newspapers! *Basics of Layout and Copy* is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start—working on layouts, getting ad ideas and writing more effective headlines.

Find out how to train your staff the quick and easy way. Write today for free brochure.

John Foust Advertising Seminars
PO Box 10861, Raleigh, NC 27605, ☎ (919) 834-2056

©Copyright 1987 by John Foust. All rights reserved.

Can small business be big business? You bet!

Marketing Insights

By Lisa Dixon



Are you overlooking a lucrative niche in your local marketplace?

Consider this, many analysts attribute the nation's current economic expansion — which began over eight years ago — to the drive and phenomenal growth of small business. Small business owners and entrepreneurs are the engines pushing the economy forward.

Nationally, from 1994 to 1998, enterprises with 20 or fewer employees generated nearly 9 million jobs — about 80% of the positions created. Small businesses with 100 or fewer workers spend \$2.2 trillion annually, just a bit less than big companies, which spend \$2.6 trillion. Small companies with 500 or fewer employees account for about 51% of the U.S. gross domestic product.

Locally, what does this mean for you?

It means there's a potentially lucrative growth opportunity when you tap into and cultivate this growing national trend at the local level. Plain and simple, your newspaper should be the most valuable business partner and resource in your community.

First, it's imperative to be aware of and understand local economic trends and growth patterns. For instance, is there a growth trend in your market in a particular business category (i.e. home-based businesses, service-oriented businesses, women-owned businesses)? Is there a population growth pattern in specific geographic locations in your market that will attract and foster the growth of supporting businesses and services? Identifying emerging opportunities is vital to your current growth and future success.

Where to find this information? There's a wealth of current and projected economic and market infor-

mation available at no cost from various statewide and regional governmental resources. Call your local Office of Economic Development, regional Zoning and Housing Authority, your Small Business Administration (SBA) district office or Small Business Development Center (SBDC) for starters. It may take some time gathering and analyzing this information, but it's essential for your business planning, forecasting and ultimately, your competitive edge.

Assess your existing products and services. Will they meet the needs and expectations of these new customer segments and markets? Or will your current products and services have to be changed? Improved? Is there a need to develop totally new products and services to tap into emerging local growth opportunities? For instance, is there a need for a local business-to-business publication? A need to develop an anchored weekly page or section of topical or geographical interest? A need to develop adver-

tising rates and services designed specifically for the small business advertising budget? A need to develop Internet products and services designed for the newly designated "click-and-mortar" businesses in your market?

In this expanding competitive landscape, it's extremely important to become even more customer-focused and driven. Delivering value is key to your future success, as well as your customers. Customer expectations have risen sharply in this go-go economy and numerous consumer choices and options abound. You must clearly identify your customer's needs and expectations in order to provide them with the products and services that will deliver the desired results.

Become more visible and involved in your business community. Be pro-active. Take the initiative to educate local businesses about how your products and services can help them compete and grow.

See BUSINESS, page 7

Former ADVO sales trainer to speak at KPA convention

Joe Piergrossi, president of PIER Associates in Alpharetta, GA., will be conducting the Advertising Division breakout session at the 2000 KPA Winter Convention and Trade Show.



The convention is scheduled for Thursday and Friday, Jan. 20-21, at the Marriott Resort in Lexington.

Piergrossi will be doing two advertising breakout sessions on Friday, Jan. 21. His first session, "How to Change a Sales Culture," will be from 1:30 to 3:45 p.m. The session presents a clear and direct approach to moving a sales culture and salespeople from "order takers" to "solves persons."

The content includes nine typical assumptions made about newspaper sales cultures; a six-step

process on how to change a sales culture; and, exercises and ideas to stimulate thinking about and planning for sales culture change.

His second session, from 3:45 to 5 p.m., will be "Buyers, Sellers and Advertising." This session focuses on the evolution of buyers, how sellers must change the way they "sell" and how advertising must be modified to respond to these changes.

For six years, Piergrossi was national sales training manager for ADVO where his emphasis was to train ADVO's sales people and sales managers to compete with and take business away from newspapers.

But in 1993, Joe reversed his field and began training newspapers on how to change sales culture to improve sales productivity, increase customer satisfaction and compete more effectively with all the competition.

Need technical advice?
Got a problem with your Mac?
Call KPA's newest member service:
The Dr. Tech Hotline!
1-800-484-1181; code: 7076

Confidence

Continued from page 5

process. First competence, then confidence.

Competence grows out of preparation. A friend once told me, "When you're not prepared, you will never travel alone. Fear will be your constant companion." So instead of worrying, start preparing. Practice what to say and do, just like an athlete practices before a big game. Arm yourself with knowledge.

Then seek opportunities to communicate your knowledge to others. As they accept your recommendations, your confidence will grow. And the likelihood of being intimidated will diminish.

It'll be like getting a new coat of paint.

© Copyright 1999 by John Foust. All rights reserved.

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.)

Register at the KPA 2000 Trade Show to win a

FREE iMac!



Apple iMac computer

- 333 mhz
- 32 MB Ram
- 6GB Hard Drive
- 24X CD Drive
- 6 MB Video
- 15" Built-in Monitor
- USB & Ethernet
- 56K Modem
- Keyboard & Mouse

Provided by
Parts-Plus and Tim Jones, Dr. Tech Hotline
Parts-Plus, Inc.
112 Quality Drive, Richmond, KY 40475
606-624-3767

Alliances: Never say 'never,' even to competitors

Interactive Insider

By Peter M. Zollman



Never say "never," especially when it comes to prospective alliances.

After all, who would have believed the Dallas Morning News and the Fort Worth Star-Telegram, two of the most aggressively competitive newspapers in the United States, would work together online?

If you had asked them a year ago, they probably would have said "never!"

But now they run DFW.com jointly.

Then there are the Globe and Mail, Toronto's up-market daily, and the Toronto Star, the mid-market broadsheet. They certainly wouldn't have predicted a year ago that they would cooperate on an alliance.

You might benefit from joining or creating an alliance, too. Before we review several alliances, let's consider smart reasons for an alliance.

- When one partner has something the other wants — in-depth text news coverage, for example, or strong video coverage.

- When both partners have strengths, and an alliance will help them develop a much stronger service than either could create individually.

- In parallel markets, where there are similar needs that neither partner can develop by itself.

- To develop a regional service combining the strengths of multiple properties.

Here's a brief look at four alliances — some cooper-

ative endeavors between competitors, some between non-competing media.

DFW.com: This regional portal is designed to become the top local online service in the Dallas-Fort Worth area. It's a 50-50 partnership by the Dallas Morning News, a Belo Corp. newspaper, and the Star-Telegram, a Knight Ridder property. The papers' online services are operated, in turn, by Belo Interactive and KnightRidder.com (which will be spun off in the first quarter of 2000 by Knight Ridder).

DFW.com participates in KnightRidder.com's Real Cities network. Its content partners include the two newspapers; WFAA-TV, the premier local television news station, and several radio stations. The site links to CareerPath, HomeHunter.com, Apartments.com, NewHomeSearch.com, Classified Ventures' Cars.com, and dozens of others. What makes it unusual is the intensity of the newspapers' competition on the print side while both participate evenly (and willingly) in the online partnership.

MySanAntonio.com: This is a partnership between KENS Television, the CBS affiliate owned by Belo, and the Hearst-owned San Antonio Express-News. It uses AltaVista technology to provide a local portal incorporating strong news content from each partner. It's hiring an outside CEO to run an independent organization, separate from either company. MySanAntonio.com competes with SanAntonio360.com, the Cox Interactive Media site that is affiliated with six Cox radio stations in the market. SanAntonio360.com, which is managed and maintained out of Cox's Austin offices, carries limited local news.

Globecareers.com: This is a brilliant partnership between two aggressively competitive newspapers in Toronto — but don't look for it at this URL for

too long, because as part of the deal the site will take on a more neutral identity. The deal valued the site at \$42 million. Thomson Newspapers, which had invested \$5 million to \$7 million into Globecareers.com, retained 60 percent of the business, while Torstar Corp., owner of the Star, paid cash and advertising commitments for its 40 percent share. (Within a month of the announcement, globecareers.com bought yet another Canadian regional job site, CareerBridge, from e-Cruiter.) By aggregating employment ads from the two papers with other Canadian job postings, this site will be tough - if not impossible - to beat in Canada's online job market.

ClassifiedsChicago.com: Three competing newspaper groups in metro Chicago, shut out of the Classified Ventures juggernaut by the Chicago Tribune's exclusivity, have joined forces to create this site. It combines classifieds from more than 90 dailies and weeklies owned by Copley, Hollinger International and Paddock Publications. Ads will come from the Sun-Times, Daily Herald and The Herald News, among others. The alliance negotiations took six months — but once all three companies agreed to proceed, a deal was struck quickly, even though a lot of loose ends remained.

© 1999, Peter M. Zollman

(Peter M. Zollman (pzollman@group-aim.com, (407) 788-2780) is founding principal of Advanced Interactive Media Group, L.L.C., a consulting group that works with newspapers and other media companies to develop successful interactive services. He provides alliance development support; strategic planning; advertising training and development sessions; electronic classified consulting and workshops; and other services.)

Design

Continued from page 4

use of resources, execution, photography, graphics, headlines and "voice," as well as the newspaper's overall design.

Winning entries receive an Award of Excellence and judges may also choose to award Silver or Gold medals for outstanding work. All entrants and winners are invited to attend the awards dinner during the SND annual workshop and exhibition, Aug. 30-Sept. 21, 2000 in Minneapolis, Minn.

As usual, the full set of rules and forms for entering the contest can be viewed, printed and/or downloaded

from SND's web site at <http://www.snd.org>.

The book, 272 pages with full color on the oversized 9" x 12" pages, is available from SND for \$45, which includes postage. The book contains judges comments in both English and Spanish.

A set of the 20th Edition "World's Best-Designed" 35mm slides, 185 in all is available from the office at \$125 each. A 20-minute video tape of the awards ceremony is also available. Price is \$19 for the VHS version.

For more information on SND's Best of Newspaper Design competition, contact David Gray, Executive Director, SND, 129 Dyer St., Providence, RI 02903-3904; Phone: (401) 276-2100; Fax: (401) 276-2105; or e-mail at snd@snd.org.

Headline

Continued from page 4

from the shorter one. The by-play between these factors helps you to create just the look you want on the page — and helps you to guide readers where you'd like them to go.

You begin to master the art of headline hierarchy, however, when you realize that it's not only what you do with a particular headline — but also the headlines around it — to create a pathway for your readers.

If you want them to pay particular attention to headline C, for example, give some thought to how you are going to treat headlines B and D. Should they be smaller?

Lighter? Italics?

Eventually, of course, other factors will also have their effect. The size and placement of visual and typographic elements as well as the use of negative space all can increase or lessen the impact of a nearby headline.

But the practice of simple headline hierarchy — knowing just which headline to make larger and which smaller can be much like good news writing: easy to follow but difficult to master.

(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)

Business

Continued from page 6

Partner with your local SBDC or bring in outside speakers to conduct educational business seminars for your current and potential advertisers. Make sure your sales reps are top-notch and know their stuff. Provide your reps with the on-going training and sales tools they need to help them service current and potential clients.

Remember, local businesses are interested in how your products and services will help their business survive and thrive. The more value customers feel they are getting for their money, the more they are apt to use your products and

services.

Are you doing all you can do to tap into and cultivate the growing small business sector in your local market?

(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas, TX. She conducts seminars nationally on behalf of newspapers for their small business advertisers and has spoken nationally and internationally at press association conferences, API and NNA. Newspapers nationwide customize and use her Basic Business Builders small business advertiser newsletters. Call today for your free newsletter copy and for information on her small business advertiser seminars. She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com.)

Job Shop



Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail: carnahan@kypress.com.

Sports reporter

The Messenger news department has an opening for a full-time sports writer. Applicants should have a minimum of a BA or BS degree, or equivalent experience. Writer must have knowledge of a wide variety of sports, ability to operate Macintosh computers and relevant pro-

grams, and some experience with pagination through either QuarkXpress or Pagemaker. Interested applicants should submit resume and cover letter to Jeff Anderson, Sports Editor, Box 529, Madisonville, Ky., 42431, or by e-mail to sports@the-messenger.com

LEGAL NEWS & VIEWS

Speak up! You can help protect your rights!

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



The old saying 'when it rains it pours' has been especially true lately. Within the last week or two, we have learned of two fresh, new efforts to restrict the traditional rights of news organizations (and, of course, the public which relies on them).

These challenges are coming from two directions. First, the United States Department for Health and Human Services (HHS) has issued Proposed Standards for Privacy of Individually Identifiable Health Information which could severely limit your access to certain information. Second, several Kentucky newspapers and one broadcaster have been the subject of administrative complaints related to editorial endorsements in November's election.

HHS Standards

Since the use of computers became widespread — and particularly since the Internet has made information so universally available — concerns about privacy have been mounting. Many people are very worried about the ease with which others can learn personal information about them. This is particularly true when it comes to information about an individual's health or medical care.

To respond to those concerns, HHS has developed a standard establishing privacy standards for individually identifiable health information. At this stage, this standard is merely a proposal, and HHS will receive comments from the public until January 3, 2000. Read on — you may decide that it's important for you to exercise your right to comment on this proposed standard.

The standard would prohibit disclosure of individually identifiable health information without the consent of the patient. The standard would apply to all health care providers who maintain patient information in a computer system. (Any health care provider which continues to keep its records solely and completely on paper, if such a bird still exists, is specifically exempted from the standard.) There are a few provisions for disclosure of health information without authorization of the patient, but none of the purposes listed to newsgathering or reporting.

There are stiff 'incentives' for health care providers to comply with the standard. They would be required to establish and apply sanctions — from a warning to termination — to any employee who gave out unauthorized health information. In addition, the federal law which authorized HHS to promulgate this standard, the Health Insurance Portability and Accountability Act of 1996, established criminal penalties for certain wrongful disclosures of protected health information as well as civil monetary penalties up to \$25,000 for each year that violations occur.

So how does this effect news organizations in Kentucky? Detailed information about an individual's health and medical treatment generally has not been available to news organizations, so why should we be concerned about this?

This rule is so broad that it would prohibit the current practice of many hospitals which routinely release patient condition information to news organizations.

It does not recognize the public interest in that information, particularly in cases of patients who are victims of violent crime, accidents or emergencies. What that would mean on a national scale would be that reporters covering tragic events like the recent bonfire collapse at Texas A&M University or the Atlanta day trader shooting would not be able to obtain the names of victims and information about their general medical conditions without the victims' consent.

Closer to home, the standard would have kept the news media from learning the condition of then Governor Brereton Jones after his helicopter crash, unless he expressly authorized the release of that information.

Think about it. You could no doubt open any edition of your newspaper and find at least one story for which this type of information was important. Perhaps it was not the intention of HHS to alter this widespread practice, but the rule will have that effect if it is enacted as proposed.

See **PROTECT**, page 9

Justices debate states' rights over license information

(AP) — Supreme Court justices seemed divided over whether Congress violated states' rights when it barred them from selling the personal information that appears on drivers' licenses.

Releasing drivers' license records harms motorists' privacy and is "the equivalent in terms of personal safety to being required to walk around all day with a sign" disclosing a person's name and address, Solicitor General Seth Waxman said Nov. 10 in asking the justices to uphold the ban.

But South Carolina Attorney General Charles Condon contended the case was one of state workers being unconstitutionally "pressed into federal service" to enforce a federal law.

State workers cannot be made "puppets of the federal government," Condon said. "We're simply saying let South Carolina be run by South Carolinians."

The 1994 Driver's Privacy Protection Act bars states from selling personal information on drivers' licenses, such as people's addresses and phone numbers. Congress enacted it partly in response to the 1989 slaying of actress Rebecca Schaeffer at her California home by a stalker who got her address from driver's license records.

Condon asked the justices to rule the law unconstitutional in line with recent Supreme Court rulings that reined in Congress' power in the name of the states' autonomy.

Justice Anthony M. Kennedy appeared willing to do that, comparing the case to a 1997 decision that said the federal government could not require state and local officials to conduct background checks on handgun purchasers.

As in the handgun case, Kennedy said, the drivers' license law "completely blurs that line" between state and federal functions.

Justice Antonin Scalia suggested to Waxman that states could say "state records and what a state does with its records are very much its own business." But Scalia also told Condon he did not see how the law commandeered state employees to do the federal government's work.

"All they're telling you is don't give out information," Scalia said. "Why is that hard to comply with?"

Justice Sandra Day O'Connor noted that Congress recently barred new state taxes on transactions conducted over the Internet.

Justice David H. Souter questioned whether Condon's argument also

would mean the federal minimum wage law could not be enforced against the states.

And Justice Stephen G. Breyer said many federal laws impose restrictions on states. "Are you asking us to set aside all that?" he asked.

Many states routinely sold drivers' license information to businesses and political candidates before the federal law took effect in most states in 1997. These sales earned millions of dollars for states each year.

The ban on releasing drivers' license information includes exceptions allowing disclosure to law enforcement officials, courts and sometimes to businesses.

The 4th U.S. Circuit Court of Appeals ruled the federal law unconsti-

See **LICENSE**, 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: (502) 540-2300
Facsimile: (502) 585-2207

Positive media relations require ongoing dialogue

By PAUL ELWYN

(Editor's note: The following article appeared in the Kentucky School Advocate, the monthly publication of the Kentucky School Boards Association. The information could be shared with your local school districts, in an effort to improve relations.)

Concerned about what the media does or does not do for your school district? Make sure your communications practices are not part of the problem. School communicators must take time to share their concerns and listen to the expectations of local editors, writers and photographers.

Danville Communications Director Rhonda Caldwell recently coordinated a media relations meeting for Danville Independent and Boyle County Schools personnel with Danville Advocate Messenger Managing Editor John Nelson and Photography Editor Kent Brown. Here are a few tips from that meeting that apply to all of us:

Don't expect every idea to be covered. "I won't always like the idea you pitch to me," said Nelson. "I won't always agree it's a good story, and you shouldn't be offended if we don't respond. Even if we don't cover that story, it may lead us to another story."

News releases must be journalistically sound. "Fluff" will be edited out. Focus on the human interest element and think of the needs of the audience, not the needs of the school district.

Expect a realistic approach to objectivity. Understand the media's responsibility to be skeptical. "Accomplishments are fine, but we also are interested in the failures," noted Nelson. "Schools are public, government-funded organizations. We have to expect that there will be some negative news at some point. We'll try to be fair, but there really is no such thing as true objectivity. We all have perspectives, backgrounds, and have to make choices. We can be fair and accurate and as

objective as we possibly can be. The best you can do is to be open with us. Your local media will listen 'off the record' to acquire an understanding, a better perspective. It's our job to be skeptical.

Trust works both ways. "It's important for media to be clear with interview sources about the nature of questions and the purpose of the story," said Nelson. "Clear dialogue about an incident between a media representative and interview source is important. Should we have a situation that requires authorities at school, we'll be interested in that. Sometimes we'll do a localized story related to a state or national story to bring local interest."

Interaction makes good photography. Nelson advised that newspapers seldom will send a photographer to a "grip and grin" photo setup with no meaningful interaction. Photographers look for action shots that depict something going on between the subjects or their work. A picture of a student working on

an art project is more engaging than a picture of a student standing beside his finished work. A group of people smiling at the camera offers no interaction.

Understand technical needs. Color negatives are better than prints. Digital images, unless from a professional-grade camera, generally are unsuitable for anything other than head shots no larger than one column wide. E-mail can speed processing and make life easier for the reporter, but users should secure prior consent and know which addresses can be used for attachments.

Provide appropriate advance notice. Call a week ahead, not the day before an event. Calling too early isn't effective, either.

Stay in touch. Positive media relations require on-going dialogue, so don't wait until you're in crisis mode to talk with media representatives.

(Paul Elwyn is the director of communications for the Boyle County Board of Education.)

Protect

Continued from page 8

There is a provision allowing the hospital to give out 'directory information,' without asking the patient's permission each time. The standard defines directory information as the name of the patient, the fact that the patient is in the healthcare facility, the room number or location of the patient in the facility and the general condition of the patient.

There are two limitations on this provision, however, which restrict its usefulness to the news media. First, the hospital still must obtain the patient's general permission to provide this information. That means, a patient could deny his or her permission. (In the case of a patient who is incapacitated, the hospital itself must decide on the patient's behalf.)

The second concern about the directory information provision is that the standard itself never mentions giving this information to the news media. Instead, the standard talks in terms of the patient's family members and friends. An ultra-cau-

tious hospital wanting to avoid the criminal and civil sanctions is likely to interpret the standard in the most conservative way and withhold this information from journalists.

Fortunately, there is still time to address this concern. This standard will not be final and enforceable until after the period for public comment. So you have until 5 p.m. on January 3, 2000 to send your comments to:

**U.S. Department of Health and Human Services
Assistant Secretary for Planning & Evaluation
Attention: Privacy-P
Room G-322A
Hubert H. Humphrey Building
200 Independence Avenue, SW
Washington, DC 20201**

Or, you can visit the website, review a summary of the proposed standard and submit comments electronically: <http://aspe.hhs.gov/admnsimp/>. Let them know what you think today.

Registry of Election Finance Complaints

The second attempt to restrict your exercise of your first amendment rights comes in the form of

enacted last month ties the restrictions to Congress' broader authority over spending, applying the ban to any state that receives federal transportation funds.

After the president signed the new law, lawyers on both sides of the case suggested that the Supreme Court consider returning the case to lower courts for reconsideration in light of the new law. But the justices only briefly touched on that issue during the argument.

challenges to editorial endorsements. Most newspapers and many broadcasters endorse candidates in political races. In the aftermath of November's election, a group of citizens has filed a series of complaints with the Kentucky Registry of Election Finance concerning those editorials.

The complaints, lodged against several newspapers, KET, and the Patton-Henry Campaign, claim that the editorial endorsements of Patton's reelection amount to political contributions by a corporation. State law prohibits corporate contributions to a candidate for a public office. While not direct monetary contributions, these complaints allege, the endorsements amount to the newspaper company's in-kind contribution of political advertising.

Their argument is preposterous,

of course. The Supreme Court has recognized time and again that speech regarding elections and political campaigns is the speech most highly protected by the First Amendment. The courts have also recognized that newspaper endorsements of a political candidate may not be prohibited by state election finance laws.

After complaints are lodged with the Registry of Election Finance, the respondents (the newspapers and campaigns) have an opportunity to convince the Registry to take no action on the complaint. Those responses are being filed now. We will keep you advised of the Registry's action.

If you have any questions concerning these subjects or other topics covered by the Hotline, don't hesitate to call your Hotline attorneys.

License

Continued from page 8

tional last year. In October, President Clinton signed a new law intended to buttress Congress' authority to keep states from making motor vehicle records public.

The 1994 law was based on Congress' authority to regulate interstate commerce. The law

ADVERTISE IN THE KENTUCKY PRESS ASSOCIATION YEARBOOK & DIRECTORY!

Advertisers from all over the country, including more than 175 agencies, consult the directory. Your ad, promoting your newspaper and services, will be read by the people who make the major buys. And for just a few dollars more, put your name in front of millions of people that browse the World Wide Web daily!

To place an ad contact:

**Bonnie Howard or Buffy Sams
800-264-5721**

People

Continued from page 2

Oklahoma and the Murray Ledger & Times. His brother William Mitchell is publisher of The Fulton Leader and a member of the KPA/KPS Board of Directors and his father and grandfather were both in the newspaper business.

Herald-Leader launches new, improved web site

Kentucky Connect, the electronic version of the Lexington Herald-Leader that went online in 1995, made what company officials called a 'quantum leap' in early November. The newspaper relaunched its site renaming it Kentucky.com.

Computer users can still use Kentuckyconnect.com, but Kentucky.com has Internet director search capabilities. The new site also features free e-mail and a Kentucky guide to local and regional businesses. Other features of Kentucky.com includes: "Community Publishing" that allows non-profit groups to create a web site, the capability for advertisers to place electronic ads on computer pages under specific categories; and 24-hour news reporters from the Associated Press.

Asher, Powell join staff at Berea Citizen

Inness Asher and Opal Powell have joined the staff of The Berea Citizen.

Asher, who's been hired as a staff writer, has his bachelor's in journalism and master's degree in English from Eastern Kentucky University and earned his Ph.D from the University of Southwestern Louisiana. He's worked at several Kentucky newspapers as a staff writer, photographer and editor and has also worked as a freelance writer in Louisiana. He is also an experienced web site developer and designer.

Powell, who's been hired as a sales representative, is a native of Jackson County and is a former business owner in Berea where she's lived for the past seven years.

Spencer Magnet receives Centennial Business honor

The Spencer Magnet has been recognized by the State Centennial Business Program. The newspaper was inducted into the program Nov. 4 along with 42 other businesses across the state.

The Spencer Magnet was founded in 1866 by a Confederate Army veteran, William T. Burton. It was called the Spencer Journal until the mid 1870s when it became the Spencer Courier. The name was later changed to the Spencer Magnet. Claude and Dolly Brock owned the newspaper the longest. They purchased it in 1948 and after Mr. Brock's death in 1990, sold the paper to Landmark Community Newspapers, Inc.

Cross elected to SPJ post

Al Cross, political writer for The Courier-Journal, has been elected to sec-

retary-treasurer of the Society of Professional Journalists. He will serve a one-year term before seeking the position of president-elect. If successful, he would lead the organization and its more than 10,000 members in 2001.

A native of Clinton County, Cross is a graduate of Western Kentucky University. He joined the C-J in 1978 first as a bureau reporter then as a city desk reporter before being named political writer in 1989. Before the Courier-Journal, Cross worked at a now defunct paper in Wayne County, the Logan Leader/News-Democrat in Russellville and The Leitchfield Gazette.

3 promoted at Floyd Co.

Angela Lynn Judd, Nick McCoy and Heath Wiley have been promoted to department head positions at the Floyd County Times.

Judd was named business manager and will oversee operations at the front office of the newspaper.

McCoy, a resident of Prestonsburg, came to the newspaper in May and was recently promoted to distribution manager. He's married to the former Tiffany Conn, a circulation supervisor at the paper.

Wiley was promoted to composing director. His duties include overseeing full-page layouts, preparing the paper for print, ad compositions, special design projects and darkroom and computer operations.

Daily News receives AP citation for photos

The Bowling Green Daily News was recently honored by the Associated Press Managing Editors Association for outstanding contributions to the AP.

The Daily News received one of 305 citations given in three categories for photos submitted to the AP.

Cowan named ME at Russellville paper

Kathy Wilcutt Cowan has been appointed managing editor of the News Democrat & Leader in Russellville.

Cowan, who's worked for the paper for five years, will be responsible for the daily operation of the newsroom. She recently participated in the Mountain Workshop, an internationally-known workshop for photojournalists. She's attended Western Kentucky University where she first majored in sociology with an emphasis in criminology and later journalism.

Smith named GM/ad manager at Carrollton

Jeff Smith has been named general manager/advertising manager at the Carrollton News Democrat. Before joining the paper's staff, Smith was marketing director for Woods of Distinction in Carrollton. He also has four years of sales experience. He's lived in the Madison, Ind./Carrollton area most of his life and served in the U.S. Navy for six years.

Know when to stop writing

Coach's corner

By Jim Stasiowski



No story is complete. Look at the longest story you've ever written. Notice that, with every paragraph, you could come up with more questions, more angles to pursue.

We are obsessed with the trend story, the project story, the story that explains everything and includes everybody, the one that has a chance to win a contest. Thus we ignore a simple fact: Readers read good short stories, but they often ignore long stories, even good ones.

I recently praised a reporter on a solid 15-paragraph story that ran inside. She had found one person who illustrated the plight of many others. His quotations were insightful, colorful, sardonic. In ways direct and subtle, he helped me understand the story's central conflict.

But she pooch-pooched the short story. She wanted a topic worthy of prominence on Page 1, not burial on an inside page. Then she handed me printouts of two stories she had written. She wanted me to read them. One was 99 paragraphs, one 97. I smiled and said, "I will." And I plan to. Some day.

At another newspaper, I saw a story about a high school going through tough times. The ethnic blend at the school was causing mistrust and divisiveness. Students, teachers and administrators were struggling with how to defuse tensions.

Good idea for a story. But someone — an editor, the reporter himself, I don't know who — said, "Hey, if this problem exists at High School No. 1, we better also check High School No. 2." The problem wasn't severe at No. 2, the reporter used six paragraphs to explain. Those six paragraphs ruined the flow of an otherwise good story.

I ran into a reporter at a seminar. She was very eager, very aggressive. She told me she consistently finds herself working a good local story, then thinking, "Hey, I wonder what's happening in the state on this same topic, I wonder what's happening across the country?" She is always trying to turn simple, local stories into universal-issue stories.

As a consequence, she spends days on a simple story, making it longer.

Reporters are afraid to write one short, simple, clear, direct story. We fear someone will say, "Hey, why didn't you call So-and-so?" From fear, we call more sources, then we think, "Now I have to include this information, not because it helps the story, but because I asked for it."

Editors, too, react as if every story is the ultimate test of their journalistic acumen. Off with the head of any editor who doesn't foresee the complaints from anyone the story leaves out.

Better to be long and safe than short and criticized, is the modern motto.

I have a different motto: Tell one good story every day.

We're scaring ourselves right into disaster. We listen so intently to our critics that we forget our goal is to get people to read a story.

The reporters who write project-length stories are the newsroom stars, and I join in congratulating them on pursuing the deep and dirty stuff people are trying to hide.

But I think I'm safe in saying more people read the 12-incher about the missing python than the 45-incher (with three sidebars) about cost overruns on the sewer project.

I am not advocating we forsake projects and investigative stories. We have to uncover those cost overruns, and we have to explain them in detail. I am simply saying we need the wisdom to value highly the story that achieves a modest goal. Forget for a moment the

See WRITING, page 11

THE MONEY MAKING SOURCE FOR ADVERTISING IMAGES & IDEAS™

M E T R O

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

Writing

Continued from page 10

Pulitzer Prize; concentrate on winning the only prize that matters: readers.

That requires us to fall back on something we don't often enough, our news instincts.

We're so busy surrendering to what Donald Murray, the esteemed writing coach, calls "the chorus of editors and censors who haunt us all," we don't hear the storytelling angel in our heads, the one who says, "Hey, maybe this is just a nice, short story about an engaging topic."

How do you decide what should be short and what should be long?

I use what I call the story-vs.-information test.

News people too often think the information itself is the point; readers, on the other hand, crave a well-told story that has both a conflict and at least an attempt at resolution.

No formula exists that says, "This is part of the story, but this is sheer information." That's why we have to listen to our instincts. You don't need a coach to explain how to tell a story to a friend over lunch. Your instincts take over. You know what to put in and what to leave out.

Use those same instincts when you write or edit. Does the detail you worked so hard to get help or hurt the story's rhythm? Answer honestly, then make a tough decision.

I know, you want better advice. Well, like every story, no column is complete, either.

THE FINAL WORD: As we enter a presidential-election year, I think we should ponder one of the oft-misused words of the second half of the 20th century: "charisma."

Writers will write about the relative charisma levels of the several candidates for president, and I wish to offer respectfully that none of the candidates I have seen has it.

"Charisma" does not merely mean grace, charm, good looks, etc. It refers to a divinely inspired gift or skill, an ability not merely to charm people, but to lead them through the force of one's own will.

You either have charisma or you don't. People don't have relative amounts of it.

Some people with charisma: Winston Churchill, Mohandas Gandhi, Franklin Delano Roosevelt, Dr. Martin Luther King Jr. Some people without: Just about everyone who has run for president since FDR. I'll listen to arguments that maybe John F. Kennedy had it.

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

Internet provides new tools for newsgathering

By JIM HIGHLAND



It was Friday afternoon, and the news director of the local television station was seeking information from a rural county coroner and the local sheriff about the results of an autopsy on the death of a child.

"The sheriff won't talk," she said, principally, she believed, because of an earlier story her television station had run on two other unrelated deaths in that community.

The sheriff was mad that the television station had not waited until he had a chance to talk to some family members about the details in that case.

In the more recent case, the news director had talked to the local prosecuting attorney who hinted that an indictment could be forthcoming, and the autopsy report was "juicy."

The prosecuting attorney and the coroner took the position that the document containing the autopsy results were the sheriff's document to release.

File an open records request, and that sheriff had three days to comply. If he refused to release the report after three days, then the news organization could appeal to the Kentucky attorney general's office.

The news organization could ultimately win, but the story would be history, not news.

The answer turned out to be simple; talk to family members surrounding the case who reportedly had a copy of the report or talk to people who lived near the family about what they knew.

The news director had only one question: Could her station run material from a photocopied autopsy report obtained from a family member or friend of the family?

The answer was obvious, but when you are relatively young and new at your job, sometimes you just need to ask.

Problems like this occur every day, and sometimes the answers are not easy. But the internet has given us a new set of tools to gather information.

You are on deadline, something is going on, you don't know what it is, but you need to find out fast.

Al Tompkins of the Poynter Institute, who recently spent a week with us at Western Kentucky University has the answer.

Got to www.infospace.com which is a people finding resource, he said. Look under the white pages section and click on REVERSE LOOKUP, scroll down to the address section and fill in the address you heard over the scanner, where all the action is. Click the find button.

The search will spit out who lives at that address, Tompkins said, but maybe you should not call there right now.

Hit the "back" button to return to REVERSE LOOKUP. This time don't type the house number, type in the street and city and state.

The engine will send you all the neighbors who live near the house where the action is, he said.

You are new in town and don't know how to get to the scene of a breaking story. Most reporters have already

used this website, but try www.yahoo.com/py/maps.py. Type in the address you are looking for, click GET MAP, then click DRIVING DIRECTIONS (type in where you are, i.e. your newspaper), and the site will spit out how to get where you want to go.

Tompkins pointed out that this makes the job so much easier for reporters new to a big city. But it also comes in handy for reporters planning summer vacations who have no idea how to get to their cheap New Orleans motel.

Almost everyone knows about the Internal Revenue Service Form 990 which every nonprofit corporation taking in more than \$25,000 has to file each year.

These forms have been available from regional IRS service centers, like the one for Kentucky located in Covington, and some university libraries keep them on CD rom.

As Tompkins pointed out, "They are the motherload of information, and they are open for your inspection." Go to your charitable solicitations board, sometimes your secretary of state, or now online.

A new site www.guidestar.com has thousands of these forms on file, Tompkins said. They are constantly updated and soon will include millions of the forms.

For a more complete list of websites, check the Kentucky Press next month.

(Jim Highland is a professor of journalism at Western Kentucky University and is the WKU Society of Professional Journalists campus chap-

To my KPA friends:

Hello to all and hope you have had a good year. Wilma and I retired from the newspaper business last year after 50 years of working with hand-set type, hot metal type, paste makeup and computers...to retirement. But all didn't work as planned.

We moved November 1998 from Hazard to Flemingsburg to be closer to family, then on April 21 Wilma underwent surgery for removal of a kidney and tumor (not malignant.) She is recovering fine.

On May 19, I fell while working on a deck at our new home in Flemingsburg, suffered a spinal cord injury and now I'm paralyzed from the chest down. After spending three months in care of Lexington Cardinal Hill Therapy Hospital, I am at home, a paraplegic in a wheelchair. But my attitude is good and other than being homebound, I'm feeling fine. Although we did attend three

UK football games this year — our season ticket seats were moved to the wheelchair section.

Since leaving Cardinal Hill, I have been treated at the Veterans Affairs Clinic in Lexington. They have supplied me with wheelchairs, exercise and other equipment (being a World War II vet), plus medication and medical care. Everyone has been super during my rehab.

When the doctors at UK Hospital told me I would never be able to walk again, I must have cried for three days...then came to my senses when I remembered the story of the man who complained about not having any shoes to wear until he saw another man with no feet.

Happy Holidays!
Jack and Wilma Thomas
235 Mills Avenue,
Flemingsburg, KY. 41041





KPA joins in job fair

Associates Chairman Ed Mastrean talked with an applicant for the KPA intern program during the recent job fair at UK.

CNHI

Continued from page 2

CNHI earlier this year listed ownership of 96 dailies and 100 weeklies, mostly in the South and Midwest. Gannett Co., the largest U.S. publisher in terms of circulation, has nearly 90 dailies.

Using a concept called "clustering," Martin purchased mostly smaller, community papers in close proximity, allowing them to share printing and production operations and increase profits.

"When we buy these papers, we buy them to keep," Martin said in January. "We try to own papers in a 40-mile proximity to each other and as many as we can get."

When CNHI used \$475 million from the RSA last year to buy more than 40 papers from Hollinger International, Bronner said the pension fund would get between 9 percent and 10.42 percent on its loan.

Bronner, whose pension fund belongs to state government employees, teachers and judges,

said after Martin's resignation that CNHI has met its financial obligations.

While critics have questioned whether the company was expanding too fast, Bronner said CNHI's growth was not a problem to him.

Rob Hammond, CNHI vice president and division manager, said Kentucky newspapers won't be affected by the CEO change.

"I think we'll move forward with our day-to-day operations which are basically in the hands of the local publishers," said Hammond whose division includes CNHI papers in Kentucky, West Virginia and Tennessee.

"Several of my publishers have been through two or three changes in ownership recently and people in our industry especially are pretty resilient to change," Hammond said. "We'll stay focused on our jobs. When I first heard of Ralph's decision to leave, my thought was, my role and the role of the rest of us who work for Community Newspaper Holdings hasn't changed...come Monday morning, we'll go back to work. We still have the same assignment."

NIE

Continued from page 1

academic expectation is being met by using each activity. A list of the academic expectations and the corresponding activity is also printed on the back page as a special help to newer teachers and to help educate newspapers about the benefits of "Ready, Set, Go!"

"What we've been told is, teachers can take the guides when they're making their lesson plans and list which KERA academic expectation is being met by the activity, simplifying things for the teachers by giving them one less detail to worry about," said KNNIE chairperson Kriss Johnson. "The guide is designed to make the whole process of using the newspaper in the classroom more user friendly."

Newspapers interested in the project could contact their local principals and locate teachers who want to utilize the guide and then order the number of copies needed. Or, newspapers could simply run a house ad and let the teachers come to them. Newspapers would then solicit sponsors for the program.

Order forms have been sent to all Kentucky newspapers.

The program is designed for the guides to be used by both teachers and students so every student in the classroom should have a copy of "Ready, Set, Go!" and a copy of the newspaper.

"Often, if advertisers are contacted and told 'there are six teachers at the elementary school who want to use this guide and here's what it will cost,' that really helps the sponsor know that the product is going to be used and it's wanted," said Johnson.

"There's no excuse for papers not to do this," said Eldridge.

"There's no excuse for papers not to do this. Whether it's a small property or a large one, they'll be the ones to lose out in the long run if they don't."

Dave Eldridge

Chairman, KPA Circulation Division

"Whether it's a small property or a large one, they'll be the ones to lose out in the long run if they don't."

"Newspapers are constantly bombarded with surveys showing we continue to lose readership in the young age category. At least part of the reason is kids aren't exposed to the newspaper any more. This is an opportunity to get kids exposed and let them start developing the newspaper habit. When you have tools like "Ready, Set, Go!," you should take advantage of them."

Twelve newspapers have already responded to the sign-up and ordered 24,000 copies of the guide. The deadline is Jan. 7, or when 50,000 copies have been reserved.

The guide originated in Florida with that state's NIE group and was then showcased at the national NIE conference where KNNIE representatives learned about it.

"We felt this was an excellent program to be our first project with KPA," said Johnson. "I think this could be a real simple stepping stone for newspapers that don't have an NIE program to have something to offer their teachers. It will get the newspaper in the hands of kids, for one, and then also teachers will be encouraged to send the papers home with the students which will enhance the literacy of the entire household."

Pacemaker

Continued from page 1

good we have become at implementing that education into the newspaper. It's one thing to do it in the classroom and another to bring it out of the class and do it right in the paper."

Mat Herron, a journalism junior from Louisville, was editor of the Kernel last school year. "It's such a huge honor just to be nominated," said Herron. "Winning the Pacemaker was a whole lot of icing on a very big cake."

Bob Adams, adviser to the College Heights Herald, said the awards are a reflection of the students' hard work.

"We never expect, we just

"It's one thing to do it in the classroom and another to bring it out of the class and do it right in the paper."

Mike Agin

UK media adviser

always hope," said Adams. "It's nice to even be in the running, the competition is so fierce. I tell the students that being in the running is really a reward in itself. It's the first time since 1981-1982 that we've had back-to-back wins."

Jason Hall, now a reporter at the Sarasota Herald-Tribune, was editor in the fall of 1998. Hall graduated last December. John Stamper, a senior print journalism major from Monticello, was editor in the spring of 1999.

Stamper, who is editor again

this semester, accepted the award. "We work really hard to keep the Western community informed and it's good to have that recognized occasionally," said Stamper.

Murray State News adviser Joe Hedges also attributed the award to the newspaper's staff and their hard work.

"Being a repeat winner was a goal we set last year and reflects the commitment and hard work of our staff," Hedges said. "Our staff devotes long hours to make The Murray State News a success.

That isn't always easy with their class schedules and other activities."

Jennifer Sacharnoski, a print journalism major from Maryland was editor in chief for the 1998-99 year and is currently serving a second year as editor.

"This was a team effort," Sacharnoski said. "Every staff member contributed to make this happen. We all work so hard every day and this is one justification for the hours."

"I couldn't tell if I screamed or yelled when they announced our name," she said.

Hedges presented two convention workshops on staff recruiting and promotion of student publications. He also worked with staff of four newspapers on design at the four-day convention.