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Kentucky Press

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M-I, Herald-Leader tie for first in contest

Nine newspapers received first place General Excellence awards in the KPA Better Newspaper Contest, including a tie between The Messenger-Inquirer, Owensboro, and the Lexington Herald-Leader in the Daily Class 3 division.

The awards were handed out during the 2000 Summer Convention in Owensboro on June 16.

Other first place General Excellence winners included: The Spencer Magnet; Laurel News-

Journal; Jessamine Journal; Appalachian News-Express, Pikeville; The Winchester Sun; The Gleaner, Henderson; and the Kentucky Kernel, University of Kentucky.

Other newspapers honored included: The Fulton Leader; Hickman Courier; Springfield Sun; Citizen Voice & Times, Irvine; Corbin News-Journal; Anderson News; Georgetown News-Graphic; Shelbyville Sentinel News; Corbin

Times-Tribune; Commonwealth-Journal, Somerset; The Daily Independent, Ashland; Kentucky New Era, Hopkinsville; Paducah Sun; College Heights Herald, Western Kentucky University; and the Williamson (W.Va.) Daily News.

(A complete list of winners is in the contest tab that's inserted in this issue and can also be found on our web site at www.kypress.com.)

Belo to sell Kentucky papers

By LISA CARNAHAN
KPA News Bureau

Dallas-based Belo Corp. announced June 27 that it plans to sell its eight Kentucky newspapers, including the dailies, The Messenger-Inquirer, Owensboro, and The Henderson Gleaner.

Also included in the sale are the weekly newspapers the company purchased three years ago, the McLean County News, Franklin Favorite, Union County Advocate, Benton Tribune-Courier, Cadiz Record and Eddyville Herald-Leader.

According to a release from

Belo, the company will also sell a third daily, the Bryan-College Station (Texas) Eagle. Burl Osborne, president of Belo's publishing division, said while the newspapers are recognized as among the best community publications in this country, they "do not fit well" with the company's strategy for the future.

Ed Riney, publisher of The Messenger-Inquirer and District 3 KPA boardmember, said his employees had typical questions after the announcement was made: mostly concerning benefits and staffing.

See BELO, page 3

M-I marks 125th anniversary

By KARLA DOOLEY
KPA Contributing Writer

The rich history of the Owensboro Messenger-Inquirer's presence in the community was the focus of a large-scale birthday celebration last month.

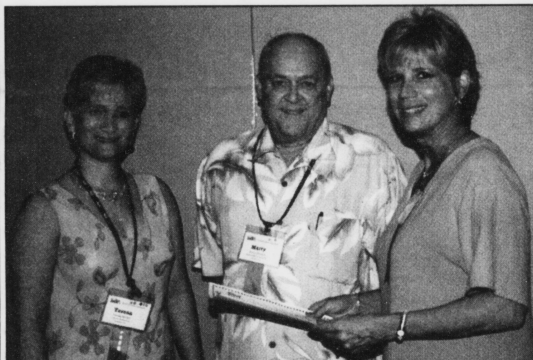
"We really wanted to involve the community," said Publisher Ed

Riney. "To be around for 125 years recognizes that ... we're fortunate enough to be in a community that recognizes and appreciates the kind of newspapering that we do."

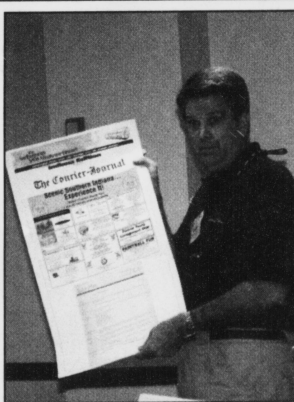
So on June 1, exactly 125 and a half years from the date of the paper's first publication, the

See ANNIVERSARY, page 4

Winning ideas



The KPA Advertising Division sponsored a session at the 2000 Summer Convention that invited ad reps to bring in their best revenue generating ideas to compete for prize money. First place - Teresa Revlett, McLean Co. News; second place - Faye Murry, Owensboro Messenger-Inquirer; and third place (tie) - Marty Backus, Appalachian News-Express, and Debbie Littlepage, Madisonville Messenger. Pictured above (left to right) is Revlett, Backus and KPA Ad Division Director and M-I Ad Manager Elaine Morgan. Right: Courier-Journal advertising representative Larry Stewart, presented an idea during the session.



What's Ahead

- July 17-Aug. 4: KPA Boot Camp Midway College
- Jan. 20-21: 2000 Winter Convention Marriott, Lexington

Inside

- Pg. 2: People, Papers in the News
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Kentucky people, papers in the news

Campbellsville paper loses McKinney; local chamber honors RoBards

Stan McKinney, news editor of the Central Kentucky News-Journal in Campbellsville, has announced plans to leave the paper in August to become an assistant professor at Campbellsville University.

McKinney has taught part-time at the university since 1987, and in 1996 was given an Excellence in Teaching award for adjunct professors. He has spent almost 25 years in the news business and has been news editor at the News-Journal since 1980.

In addition to a number of community service activities and awards, McKinney is also a past regional director for the Kentucky

News Photographers Association.

"I love my job here at the paper and I love this community," he said. "The opportunity to teach journalism full-time at Campbellsville University, though, was one I couldn't pass up."

The local chamber of commerce recently named Richard RoBards, publisher of the Central Kentucky News-Journal, Member of the Year. RoBards was managing editor of the paper from 1979 to 1986, when he became publisher. He has also worked for papers in Springfield and Mt. Washington.

Porter, Morgan promoted at The Courier-Journal

Jean Filiatreau Porter is the new metro editor of The Courier-

Journal. She succeeds Chuck Clark, who is now working as an assistant managing editor at The Indianapolis Star.

Porter, 40, has worked for the paper since 1983, when she began as a part-time copy editor. Since January 1999, she had been suburban editor.

A graduate of the University of Louisville, she began working for The Louisville Times as a full-time copy editor in 1984. She went to Neighborhoods in 1987, working as a reporter and later assistant editor. She joined the metro desk for a year as an assistant editor in charge of Indiana coverage, then moved back to Neighborhoods.

"She knows the community and is a native," said Bennie Ivory, executive editor of the paper. "She's been through the ranks here and has performed above and beyond in her duties."

Another former Courier-Journal Neighborhoods reporter, Veda Morgan, succeeds Porter as suburban editor. Morgan, 34, has been at the paper since 1994. She had been an assistant suburban editor since last year and has also covered education for The Courier-Journal's metro desk.

Before coming to The Courier-Journal, she worked in news at The Reno (Nev.) Gazette-Journal.

Former Kentucky sports editor named to post at Florida Times-Union

Dean Rock, former sports editor for the Georgetown News-Graphic, has become the youngest sports editor in an NFL market. At 31, he has been named sports editor of The Florida Times-Union, a 238,000-circulation newspaper in Jacksonville, Fla.

Rock has also been sports editor at The Shreveport (La.) Times and at The Spectrum in St. George, Utah. He also spent a year working at The Courier-Journal. Rock graduated in 1991 from the College of

Saint Rose in Albany, N.Y.

Lee named sales manager at newspaper's printing company; Vowell hired as chief photographer

Mark Lee has been named sales manager of Pacesetter Printing, a company that had been housed at the offices of the Kentucky New Era in Hopkinsville. The paper has announced plans to expand Pacesetter and take the printing company outside the paper's offices, tasks that will be overseen by Lee.

Lee became a New Era advertising representative in 1973 and has gone on to hold positions as advertising manager at the New Era, Fort Campbell Courier, Fort Campbell Military Guide, Channel One Magazine and Shopping Bee. He has been in the printing business for the past 11 years.

The move will allow the printing company to meet a full range of printing needs. Pacesetter has a sales and production office in Princeton through The Times Leader.

The paper has also added to its ranks a new photographer, Danny Vowell.

Vowell, 26, succeeds former New Era chief photographer Peter Wright, who died in May of complications from cancer. A 1997 graduate of Murray State University, Vowell had been a stringer for the paper for the past 6 months.

Wilkins takes over editor's post at Ohio Co. Times

Don Wilkins is the new editor of The Ohio County Times News. He succeeds Dave McBride, who had been editor for 30 years.

Wilkins, a graduate of Western Kentucky University's School of Journalism, has worked for the

See PEOPLE, page 10

The Kentucky Press

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Deaths

Anna F. Gilbert

Anna F. Gilbert, 80, a former reporter and editor at two eastern Kentucky newspapers, died at her home on May 17.

Gilbert spent much of her career of over 25 years at The Ashland Daily Independent and The Maysville Ledger-Independent. Before she retired in 1982, she worked as an editor at the Adams County Public Defender in West Union, Ohio.

A Mason County native, Ms.

Gilbert was also known for her civic activities. She and her husband, Roy Earl Gilbert, who died in 1990, were involved in the Boy Scouts.

She also volunteered as a sign-language interpreter at Maysville First Presbyterian Church and at trials involving hearing-impaired victims.

Gilbert was also an emergency medical technician and gave much of her time to the Maysville Chapter of the American Red Cross.

'Coaching' one of the keys for a successful staff

Marketing Tips

By Chuck Nau



"How Am I Doing, Coach?"
Remember those moments earlier in your life, when you may have asked that question or a similar one of a teacher, friend, or confidant. In many instances, those questions were being asked to open a two way dialogue, and gather some outside information to confirm that your assessment of your current situation was accurate.

Are you being asked these same questions today by your sales staff? How are they doing, coach?

"Coaching" or conversations with your sales staff are important as you develop a concept of team

and teamwork, plus fostering an open door attitude to give support and encouragement to your sales team. "Coaching" is not talking to your staff. Rather it is a two way dialogue or discussion looking at performance, identifying performance obstacles or problems, and developing solutions and action steps.

Coaching helps to clarify goals and priorities; minimizes misunderstandings; increases the sense of teamwork through involvement in planning, problem solving, and increased responsibilities; and develops creativity and innovation while enhancing productivity.

All of your staff, both those who are performing well and the rookies, those who are anxious to move to a position of increased responsibility or have performance related issues will benefit from coaching. Remember, too, that coaching occurs at a variety of times, in the

office, in sales meetings or other group dynamics, in the field, and, of course, one on one.

"Coaching" or opening that two way dialogue with your sales staff involves three action components - preliminaries (listening), probing (asking), and feedback.

Preliminaries are typically ice breaker in nature and help to put individuals at ease. They also open the conversation to a give and take by identifying the reason or goal for the meeting. Probing works to narrow the focus, reviewing the situation, identifying the problem and its potential impacts, eliciting staff input and ideas, and encouraging staff to develop and review various solutions. Feedback helps to reinforce new learning, develop and find consensus on needed action steps, and reinforce your confidence and support of the plan.

The need and benefits for coaching on a one on one basis are

numerous. Coaching the individual calls for personal contact.

On a daily basis, with all the demands on your time, personal contact with your staff can suffer. It's important to remember that your personal contact with your staff members is vital to them. Personal contact conveys a sense of importance, and with the personal contact comes a sense of identity ("congratulations on your sale to.....") which in turn is an entree for positive reinforcement and individual motivation.

Coaching affords you the opportunity to listen, and foster an atmosphere of open communication. Your salespeople are not the only ones to benefit from coaching (listening). You also get the benefit of free information which, again, has the added benefit of building your sales team.

Coaching gives your salespeople
See COACHING, page 11

Belo

Continued from page 1

"The real answer to those questions right now is 'we don't know,'" said Riney. "It's a valuable property with lots of journalism integrity and I think lots of newspaper companies will be interested. Belo has high standards and we maintained those. Our goal is to continue business as usual, providing good service to our readers and advertisers and caring for our employees as well."

Belo also announced it plans to sell its interest in the Dallas Mavericks basketball team and the sports arena where the team plays. According to the company's press release, the sale of the three daily newspapers is expected to bring at least \$110 million in after-tax proceeds. The company's stock closed at \$16.56 the day the impending sale was announced, up 12.5 cents.

Whether the Kentucky properties will remain a group is one of the main questions surrounding the sale.

"It's my understanding they (the eight Kentucky papers) are available together or separate," said Riney.

Steve Austin, publisher of the Henderson Gleaner, said any grouping of the papers would be dictated by the buyer.

"Right now I'd say it's 50-50 that we'll stay together," said Austin. "There are some parties interested in both the dailies and weeklies, some that are interested in only the dailies and some just the weeklies. I think it could go either way. It's going to be decided strictly on the bids and how the buyers look at it."

The Henderson Gleaner, the Kentucky weeklies, a radio station that's part of the Franklin operation

"Our news and advertising opportunities are dictated by the community and our readers...so we've always felt and operated like the community is our boss. We intend to continue that, no matter who the owner is."

Teresa Revlett

General manager, McLean County News/KPA President

(WFKN) and a weekly in Portland, Tenn., were sold to Belo in 1997 by Walt Dear.

Austin said Dear was distressed to learn of the impending sale.

"I think Walt felt as if he hand-picked the Belo Corporation to be his successor," said Austin. "At that time, he and Belo thought it would be a long-term relationship. But, things change and business changes. It just didn't work out the way either side expected."

Austin said the sale is expected to be completed by the end of this year but added he "wouldn't be surprised" if it was finalized by Oct. 1.

Belo has hired a national brokerage firm, Dirks, Van Essen & Murray of Sante Fe, NM, to handle the sale.

Charlie Portmann, editor of the Franklin Favorite, said the weekly papers are hopeful they can remain together as a group.

"That's our hope...but there's no guarantee," said Portmann, KPA Boardmember for District 4. "It's my understanding we're available together or individually depending on the price. Since the sale to Belo three years ago, the weeklies have operated under the umbrella of the Henderson paper. We have central accounting, circulation, etc. According to Steve (Austin) we have good books and we're good properties so hopefully we'll be sold to a good corporation."

Teresa Revlett, general manager of the McLean County News, is

optimistic about the sale.

"I'm not worried about who will buy us...that it won't be a quality buyer," said Revlett who serves as this year's president of KPA. "I think there are plenty of good owners out there that would be happy to have a quality newspaper. As long as we produce a good newspaper, it doesn't make a whole lot of difference who the owner is. We work for the communities. Our news and advertising opportunities are dictated by the community and our readers...so we've always felt and operated like the community is our boss. We intend to continue that, no matter who the owner is."

Revlett and Portmann echoed similar sentiments concerning the Belo ownership.

"It's been a wonderful company to work for," said Revlett. "I didn't think it could get any better than working for Walt Dear, but benefits were great and we've maintained that community connection."

Portmann said one of the biggest benefits of corporate ownership was in buying power.

"We had really good buying power, able to negotiate for better newsprint and office supply prices and other major expenses like pressroom supplies," said Portmann. "Belo was a good company. I'm going to hate to leave it. But like any sale, it could get better - or, it could get worse. We'll just have to wait and see. For now, it's business as usual."

CNHI buys 17 Thomson newspapers

Community Newspaper Holdings, Inc. (CNHI) has reached an agreement in principle to acquire 17 daily newspapers and other related publications from Thomson for \$455 million.

The Birmingham, Ala.-based company will add to its newspaper holdings in Georgia, Indiana and West Virginia, and enter the market in Maryland when the transaction is completed.

CNHI owns 11 papers in Kentucky. With properties in 23 states, CNHI owns more daily newspapers in the U.S. than any other publisher. After the Thomson acquisition, it will operate 109 daily newspapers with a combined daily circulation of about 1 million, and more than 250 non-daily and specialty publications.

Also, Gannett has announced it would pay \$1.125 billion for 21 Thomson newspapers in Louisiana, Maryland, Ohio, Wisconsin and Utah.

These two deals will largely complete the plan Thomson announced in February. At that time the company said it intended to sell its newspaper operations, with the exception of its flagship property, The Globe and Mail in Toronto, Ontario, in order to focus on selling professional and financial information services, which already make up the majority of the company's operations.

Bench, press meeting held to discuss, air differences

By LISA CARNAHAN
KPA News Bureau

A meeting of Kentucky judges and journalists yielded a lively discussion of the differences and misunderstandings between the two groups.

The session, sponsored by the Administrative Office of the Courts and the University of Louisville Center for Humanities and Civic Leadership, brought together nearly 20 individuals from each group, all representing the Bluegrass region of the state. The May 25 session, held at Eastern Kentucky University, was part of a continuing effort to improve the relationship between judges and journalists by allowing each side to explain their job and air the irritations felt when working with the other.

One topic that received much discussion was off-the-record comments or conversations between the two parties. While several reporters in the audience said such arrangements were crucial in order for them to understand sometimes complex cases or rulings, some judges in the audience said they had been "burned" by reporters not honoring the arrangement. These same judges said their usual course of action was to not only cut off contact with the reporter in question, but media in general.

Misquoted or inaccurate information printed or broadcast also was a main concern for judges and something that caused them to have a negative image of the press.

Judges also expressed concern over headlines that don't accurately reflect the court proceeding or in some cases, don't even match the story. The use of emotional words in both print and broadcast reporting was also a topic of contention.

One of the chief irritations of many reporters revolved around deadlines and accessibility to information. A new internet-based program called "KyCourts" could help alleviate some problems but reporters emphasized the need would still exist for a party directly involved in the case to be available for explanation and comment.

The lack of training available for courtroom reporters and the high turnover in newsrooms was again cited as arguably the number one reason for inaccurate and incomplete court reporting.

Follow these tips for better photo use

Design is Everything

By Edward F. Henninger



Look at a page of any newspaper any day and the odds are the dominant visual element will be a photograph. Sure, there are graphics that sometimes get top play. And sometimes typography is the largest element. But photos most often are the largest item on a page.

We need to know how to use photos well. Many of us don't.

Years ago, when I redesigned the Kalamazoo Gazette, I asked Scott Harmsen to help me prepare the section on photography for the Gazette's style guide.

Scott was the resident photo guru at the Gazette and I knew he'd provide us with just the information we needed. Scott's information — occasionally in abbreviated form — has since found its way into every one of my clients' style guides.

Here are some of Scott's more important points:

Photographs should work in tandem with stories to provide news for our readers. Pictures should always be used in an honest manner, keeping in mind our readers should know what they see and read is the truth. This package also should be interesting, informative and have impact.

General guidelines:

1. Pick only relevant photos to accompany stories. Photos must provide information about the story, not merely serve as decoration on the page.

2. Select photos that are representative of the story. Don't pick a photo just because it's interesting

or has good color. Photos should be judged using the same journalistic standards used in evaluating stories: Does a photo tell the story or an important aspect of the story? Is it clear what's going on in the photo, and will it remain clear after it's been sized and cropped? Does it meet minimum technical standards for reproduction?

3. Keep in mind the Three I's — Information, Interest and Impact. A good news photo conveys information, is interesting and has impact.

4. We want the reader to stop to look at the photo and cutline and then read the story. Keep in mind that photos can often convey a mood or feeling, sometimes on a subliminal level, almost instantly and with impact great enough to shape public perception.

5. Pictures should be sized and cropped so that information, meaning and context are enhanced when the reader sees them in the paper.

6. Every face should be at least the size of a dime. Most people will not be easily recognizable unless their face is at least this big. This means a shot with lots of people is going to have to run very large before we can even begin to tell who they are. If you don't have much space for photo display, choose a photo that can be sized and cropped and still have recognizable faces.

7. You should be able to tell what is going on in the photo at a glance. A good photo is easy to read. It presents information free of clutter and distraction. Again, make sure the photo is run big enough so that the readers can see what's going on.

8. Don't crop a photo so that the meaning is changed or lost. A photo of a Chinese dissident trying to stop a tank with his body loses

meaning and context if the tank is cropped out.

9. Edit and crop photos first, before a page or story is dummied. Each page should have a lead, and in most cases that lead should be a dominant photo.

10. How do you create a dominant photo? Make sure it's big enough — in the case of a horizontal photo at least four columns wide; in the case of a vertical at least three columns wide. These should be considered absolute minimums, but don't hesitate to go bigger. Secondary art should be half the size of the dominant art in area so it doesn't compete for readers' attention.

11. Remember that it's always better to run one photo large and well than to run lots of photos small.

12. Good cropping will enhance a photo by making it as large and as powerful as possible.

13. Once a good crop has been made, then work out a layout that plays off the photo effectively. When cropping, don't amputate body parts, force photos to fit awkward shapes or predetermined holes, or change the meaning of the photo by lopping off important information.

That's a baker's dozen — tips that will help you display photos better.

And give your readers a bit extra as a result.

Thanks, Scott!
(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)



Anniversary

Continued from page 1

Messenger-Inquirer began the party by rolling out a 32-page tabloid special section commemorating the day. It sponsored a chamber of commerce breakfast, complete with a display of famous front pages and held a catered luncheon for the paper's 180-member staff, who participated in a contest to identify old photos of longtime employees.

"People loved it," Marketing and Community Relations Manager Mary Embry said of the contest. "They all laughed and talked about 'oh, remember when.'"

On June 2, the whole city was invited to share a piece of birthday cake with the Messenger-Inquirer at a street fair down by the river. The paper also invited attendees to visit a tent where they could meet

the news team.

At the same time the street fair was happening, advertisers and local officials were taking a peek at an exhibit the paper unveiled at the Owensboro Area Museum of Science and History.

To make the exhibit come to life, Embry said the Messenger-Inquirer had employees on hand to demonstrate how some of the past and present equipment works.

The exhibit runs through Aug. 31 and features reproductions of two newspaper workstations — one from the early 1900s and one representing newspapering in 2000. Antique presses, as well as old cameras, font books, photographs and aprons are also on display.

Riney said the historical threads that ran throughout the two-day event were important, since that's where the paper's heart lies.

"We're just temporary stewards of this organization," he said. "The

foundation was built 125 years ago."

The paper was founded by Lee Lumpkin in 1875 in the form of The Examiner. In the first issue of the new publication, Lumpkin pledged "to aid in disseminating truth and intelligence in persuading the masses to be true to their country and just to their fellowmen."

Urey Woodson was editor of the Messenger from 1880 to 1929, when it was sold to the Hager family, who already owned the Owensboro Inquirer. That family maintained ownership of the paper until 1996.

But though looking back was important, Riney said the celebration was also a milestone that caused the paper to look forward, to re-evaluate the way it provides services.

That led to a renewed commitment to help the paper's online services grow (and pay).

"Our goal really is for our website to be the gathering place for the community," he said.

Server can prevent work slow downs, stoppages

Dr. Tech Hotline

By Tim Jones
Parts-Plus



I was asked recently, "Do we need a server?"

The person was speaking of a central computer to act as storage for all users. The answer will depend on how you work. Some questions to consider are: first, do users lose time while a file is transferring to another computer?

Second, is there a work slow down or stoppage when a print job is in operation? Third, does your computer slow down to a crawl when someone else is getting a file from you.

If your work load is such that the answer is yes to these questions, then you most likely need a server. A server should always have a backup system. Therefore when all users are saving files to the server, they can avoid heart-break by knowing that all files will be available in case of a failure.

If you have Powermacs, with a shared folder on each computer and if users are only occasionally transferring files over a peer-to-peer network, then a server may not be needed. The bottom line is the value of the time to be saved and money to be made when the work is going smoothly and quickly.

I often get calls when a computer will not see a server or printer on the network. This may happen sometimes with no good explanation. However, one situation can be explained. If the computer on ethernet is started when the network is down or a cable has been disconnected, then the Appletalk network will revert to ordinary Appletalk on the printer port.

To reset this you need to go to the Control Panels and select

Hotline Numbers

1-800-484-1181

code:7076

606-872-2349

606-623-3880

606-624-3767

email:

tjones9692@aol.com

FAX:

606-624-9893

Appletalk or Network depending on which Mac operating system you have. In that window, choose ethernet and save the changes. Then your computer will connect to server and printers.

We have been operating Dr. Tech Hotline since January of 1999. I appreciate calls and encouragement from those who have used the service. However, I get the impression that some may not use this service because you do not fully understand the purpose.

The purpose is that you can call me as a "First-Aid" call. Any member of the newspaper staff can call. You can call me with any question related to your computers in newspaper production. The call is free to an "800" phone number.

There is no charge for the time spent on the call. Your newspaper has already paid for this service by membership fees so I hope you will make use of it.

It's the little things that make a big difference

Ad-libs

By John Foust
Raleigh, N.C.



Some time ago, a little old man named Dan taught me a great big lesson.

Dan was a retired gentleman who lived at Mrs. Johnson's, one of the last boarding houses in Raleigh. A few people lived upstairs, but the dining room was always packed because Mrs. Johnson opened her doors to the public at lunch. To sit at her dining room table was to take a step back in time, to an era when vegetables were fresh, iced tea was brewed on the stove, and peach cobbler was made from scratch. There was no menu. Everything you wanted was right there on the table, in heaping platters. I used to eat there several times a week.

Dan always sat at one end of the table and ate lunch at 12 o'clock sharp. Some folks didn't like to sit near him because he had a habit of interrupting their conversations to talk about his three favorite subjects: the Democrats, the weather and the old time New York Yankees.

Now, I don't know much about politics or the weather, but I have always been a Yankee fan. So I sat next to Dan when I could and encouraged him to tell me about

Ruth and Gehrig. (He was the only person I've ever met who saw Babe Ruth hit a home run. It was in an exhibition game, but it was a Ruth homer, nonetheless.)

One day, Dan showed me a certificate which was sent to him when he retired from his job in state government. When I saw that he kept it in the original envelope, an idea came to mind. So while he wasn't looking, I borrowed Mrs. Johnson's yardstick and measured it. A few days later, I bought a 99-cent picture frame.

No big deal. I had to go to the store anyway.

The next week, I asked Dan to show me the certificate again. I quickly slid it into the frame and said, "There you go, Dan. If I had something like that, I'd want to hang it on the wall."

After all, it was only 99 cents. No big deal.

But I'll never forget Dan's reaction. He cradled that picture frame in his hands, shifted his weight from one foot to the other and said, "You're the best friend I ever had."

That hit me like a ton of bricks. It really wasn't supposed to be a big deal. I don't think he even remembered my name.

Then I realized that there was a big lesson in Dan's response. In reality, the big things in life are not as important as we make them out to be. It's the little things that count.

This is true in business, as

See DIFFERENCE, page 11

KPA The Kentucky Press

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Pett wins Pulitzer

KHSJA State Convention draws over 700

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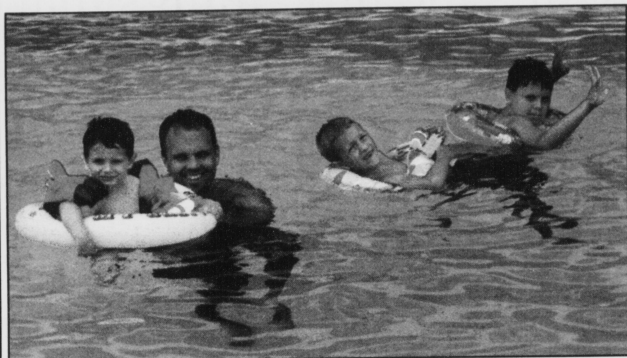
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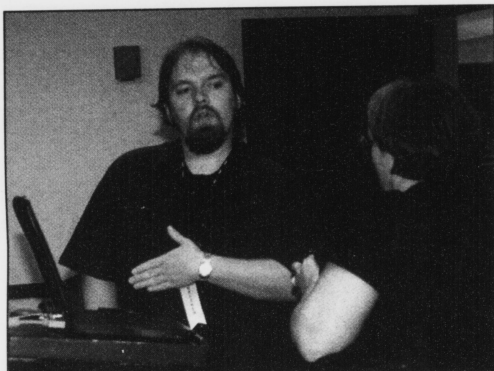


The convention provided an opportunity for some cool summer fun for KPA family members. KPA President Teresa Revlett's husband Sam enjoyed one of the hotel's pools with the couple's sons, Beau (left) and Campbell (center). Also enjoying the fun is Charlie S. Portmann, son of District 4 Boardmember Charlie Portmann.



Ken Metz of the Bath County News-Outlook discussed American Profile with company representative Pam LaChapelle. Metz is also a KPA boardmember for district 8-9.

2000 KPA Summer Convention...



Shea Stanley of the Henderson Gleaner presented one of the best attended sessions of the convention called "Photoshop Special Effects, Neat Tricks and Cool Stuff."



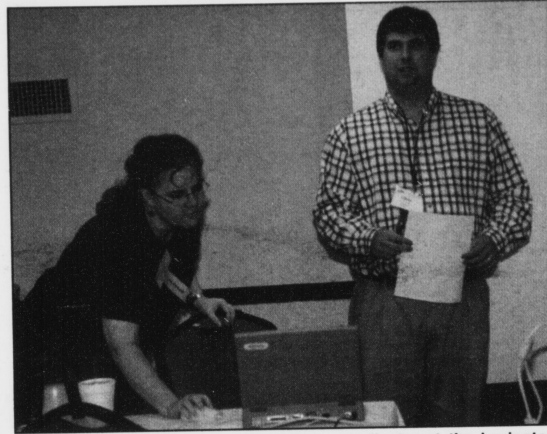
KPA staff members welcomed registrants to the 2000 Summer Convention as they entered the Executive Inn in Owensboro. Pictured left to right is, Executive Director David T. Thompson, Sue Cammack, administrative assistant and Bonnie Howard, controller. In the foreground is Pam LaChapelle with American Profile.



KPA Boardmember Jerry Pennington's wife Lisa found a great way to keep the couple's 1-year-old daughter Kenzie happy during the picnic.

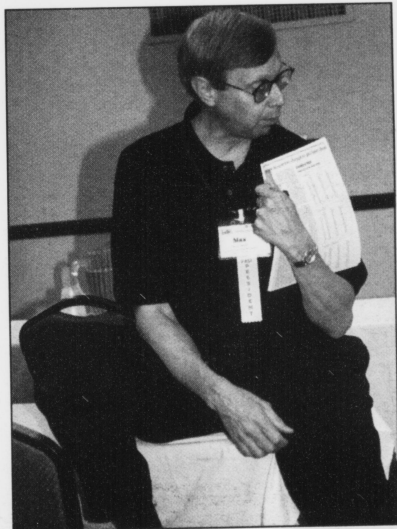


Jeff Moreland, editor of the Citizen Voice & Times, Irvine, and his son Michael had time for some father and son bonding during the convention.

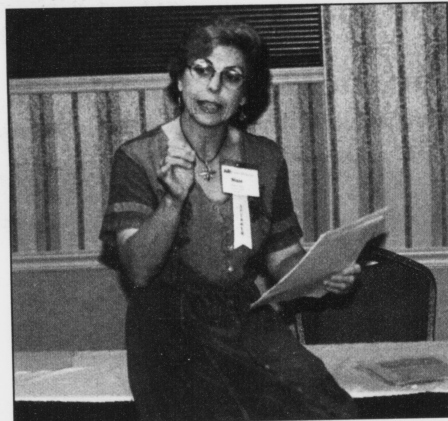


Chris Poore, regional editor and intern coordinator at the Lexington Herald-Leader, introduced Jennifer LaFleur, computer-assisted reporting editor at the St. Louis Post Dispatch for her session on finding information electronically. LaFleur is one of the leading C.A.R. authorities in the country.

...something for everyone



Max Heath discussed postal reform and gave some inside tips on how to reduce postage costs.



Ninie O'Hara, managing editor of the Southeast Outlook, presented a session on how to write better columns.



Joey Randolph of Network WCS, Inc., demonstrated www.accesskpa.com, the new system for KPA to send ads, news stories and press releases electronically.

LEGAL NEWS & VIEWS

Editors: Watch out for libel by implication

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



In the course of reporting on a fire that destroyed a family-owned neighborhood grocery store, you learn that the police have concluded it was arson, but they have not yet identified the arsonist. You also discover that John Smith (the family member who manages the store) was charged with arson 15 years ago. The case was transferred to a diversion program and then dismissed after he performed some community service. You see no other indication that John Smith had problems with the law.

When you write your story about the recent fire, do you include the information about the 15 year old arson charge? It is, of course, literally true — and a matter of public record — that John Smith was charged, so you can't get in trouble with that, can you? Of course, you are not going to come out and accuse John Smith of having caused the current fire. You would just

add in the fact of the charge.

But what if you publish and get hit with a lawsuit that says you defamed John Smith by implying he is culpable for the recent fire? Before you publish that news article, take a look at some court decisions on the doctrine of libel by implication. We all know that a newspaper can be held liable for what it says. In most jurisdictions, a newspaper can also be held liable for something it did not say but may have implied. This can be so even when all of the statements made in the story are true.

The Supreme Court of the United States recognized libel by implication in its famous "opinion" case, *Milkovich v. Lorain Journal Co.*, 497 U.S. 1 (1990). There, the Court held that the implication that *Milkovich* allegedly had committed perjury, an accusation not stated in the news article, was a provably false fact rather than an opinion.

"The dispositive question in the present case then becomes whether a reasonable fact finder could conclude that the statements in the *Diadium* column imply an assertion that plaintiff *Milkovich* perjured himself in a judicial pro-

ceeding. We think this question must be answered in the affirmative."

Id. at 21.

When faced with a claim of libel by implication, courts approach their analysis in one of two ways. Most courts scrutinize the evidence to determine whether the newspaper negligently made the defamatory implication. (In the case of a public official or public figure plaintiff, the question becomes whether the newspaper intended to convey the defamatory impression or recklessly disregarded the risk that it conveyed that impression.)

On the other hand, other courts use a different standard that requires less proof from the plaintiff. Those courts look at whether a reasonable reader of the news article could have concluded that the newspaper intended to imply that John Smith was involved in the fire at the family store.

Under this test, it does not matter what the reporter/editor/newspaper did, in fact, intend. It only matters what the reader perceives.

See LIBEL, page 9

AG Opinions

The Courier Journal/LaGrange City Council

The Attorney General found that the LaGrange City Council had violated the Open Meetings Act when it excluded the public from a meeting of its members conducted prior to the April 3 regular meeting.

"We find that the council's actions constituted more than a mere 'technical violation' of the act and that its subsequent remedial actions did not entirely ameliorate that violation," wrote Assistant AG Amye Bensenhaver.

Courier-Journal staff writer Leslie Ellis submitted a complaint to LaGrange Mayor Nancy Steele on April 5, alleging that the council had violated KRS 61.810 when it held "a closed-door meeting of a quorum of the ... council prior to the regular council meeting at 6:30 p.m." Ellis wrote that in the course of the meeting, one of the council members had stated that "the city's \$3 million League of Cities' loan was discussed during the session held prior to the regular council meeting."

She asked that the council conduct future discussions of the loan in public and that "the newspaper be notified of any schedule changes involving council meetings."

Steele responded on April 11, denying any violation of the act. She argued that she and the council members were simply waiting in an adjoining room for the meeting room used by the council to become available. While they were waiting, she said, a discussion took place "to

answer some questions some of the council members had concerning the loan. ... At no time was this informal discussion intended to be a 'special meeting,' therefore prior notice could not have been given. It just happened..." She said the substance of the discussion was presented during the regular meeting.

Ellis appealed to the AG, and LaGrange City Attorney Fonda McClellan, elaborated further, altering the city's position. "In hindsight," she wrote, "the door would have been left open and the discussions postponed until the scheduled meeting had been called to order ... while there may have been a technical violation, no action was taken and everyone was informed in the council meeting of what was said."

"The violation was not merely a 'technical' one," the AG responded.

"The actions that took place ... were contrary to the basic policy of the Open Meetings Act, codified at KRS 61.800, 'that the formation of public policy is public business and shall not be conducted in secret.'"

Under KRS 61.805(1), a meeting is defined to include "all gatherings of every kind, including ... informational or casual gatherings held in anticipation of or in conjunction with a regular or special meeting."

Thus, the AG found that the city council's discussion before the regular meeting did constitute a meeting under the law. It violated KRS 61.823 because the council did

See AG, page 9

Gannett asks court to dismiss lawsuit by former editor

CINCINNATI (AP) — Gannett Co., owner of The Cincinnati Enquirer, has asked a court to dismiss a lawsuit filed against the company by the newspaper's former editor.

In court papers filed in Washington, Gannett argued that Lawrence K. Beaupre's recent lawsuit against the company is an attempt to deny his responsibility for a series of 1998 articles critical of Chiquita Brands International Inc. The articles were later renounced by the paper.

The company contends that Beaupre, who was then the Enquirer's editor, was the "principal decision maker" who oversaw the articles, the Enquirer reported June 21.

Beaupre, who filed the lawsuit in April, claimed in his suit that Gannett officials misled him, made him a scapegoat and ruined his reputation in order to protect themselves and the company.

His lawsuit, which seeks unspecified damages, alleges that top Gannett officials closely supervised work on the articles and then blamed Beaupre when problems arose after publication.

Beaupre said June 20 he was not surprised by the company's response.

"They know very well the damage they caused, the damage they inflicted on myself and my family," Beaupre said. "This is their attempt to put the best face on their unconscionable actions."

The company says Beaupre is distorting the facts and that Gannett did nothing to damage his reputation or career.

The banana company complained that the articles about its business practices contained quotes from the voice-mail boxes of Chiquita executives. At the time, the paper explained that tapes of the voice mails were obtained from

See LAWSUIT, page 12

Got legal questions about
a story or ad?

Call the KPA FOI Hotline
(502) 540-2300

Semi-annual 'Favorite Product List' looks familiar

By KEVIN SLIMP
Director, Institute
of Newspaper
Technology



I get the largest amount of e-mail twice a year when I publish my "favorites" list of hardware and software for newspapers. Rather than giving an in-depth review of any particular product, I try to give readers an honest appraisal of products available for design and printing. Although the version numbers change from year to year, it seems like the brand names remain the same. That's true of this list. With one exception all of the products mentioned are from the same companies as in my January list. So here we go:

Best Laser Printer - the Xante Accel-a-Writer 3G

I've recommended this printer to hundreds of newspapers over the past year and none have complained. Everyone seems to be pleased with the results they get from this machine. The Accel-a-Writer prints up to 12.75 inches wide (on 13" paper) and up to 35" long. This allows for broadsheet



Kevin Slimp's "Favorite Product List" includes (left to right) the Xante Accel-a-Writer 3G, the Nikon 990 and Olympus 3030 digital cameras, and Macromedia Freehand 9.

pages to be printed out at 95%. The standard resolution on the 3G is 1200dpi, which can be upgraded to 2400. www.xante.com.

Best Flatbed Scanner - the Epson 1600

This scanner comes in four models. There are two of interest to newspapers. The first is the 1600 "Special Edition" which comes with a USB connection for \$799. The color and resolution acquired by this scanner are near perfect for newspaper reproduction.

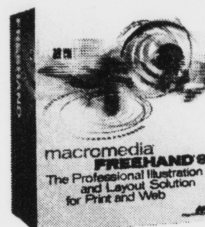
For \$1399 you can move up to the 1600 "Professional Firewire" model which offers a USB and a

Firewire connection, for blazing speed during scanning, as well as a transparency adapter for scanning transparencies, slides and negatives (although I'd still recommend the Nikon SuperCoolscan for slide/negative scanning). www.epson.com.

Best Inexpensive Flatbed Scanners - Epson 1200 and the Epson 636

Starting to notice a trend? Epson puts out the best flatbeds for the money. For around \$299, the Epson 1200 gives very good results for 85 line screen printing.

The next step down is the 636 which, for less than \$200 offers the



best results of an inexpensive scanner. www.epson.com

Best Digital Cameras - Nikon 990 and Olympus 3030

Both cameras offer 3.34 megapixel resolution with 3X zoom. Both offer USB connectivity. From experience, I give the edge to Nikon in quality, but I like the ease of use of the Olympus (which looks and feels more like a traditional camera). The Olympus also offers an external flash connection and an adapter for optional lenses. You can't go wrong with either camera. www.nikon.com/www.olympus.com.

See FAVORITES, page 11

Institute of Newspaper Technology announces fall session

The School of Journalism of the University of Tennessee, Knoxville, is pleased to announce the upcoming session of the Institute of Newspaper Technology October 12-15, 2000. The Institute, founded in 1997 to provide state-of-the-art instruction for newspaper design and technical professionals, has provided training for hundreds of newspaper designers, editors, publishers and press association staff members from thirty states and Canada since its inception. October marks the sixth session of the Institute.

Students at the October session will have access to the newest in equipment, utilizing a new G4 lab scheduled to be completed in late August. In addition to this G4 lab, the Institute houses two G3 labs and a Windows/Pentium lab. A new digital lab center will allow participants to use digital cameras while participating in class projects. Classes are offered on both Mac and PC platforms and are taught "hands on" with each student having access to a com-

puter during classes.

The list of classes and instructors continues to grow. Keeping close to its roots in design training, classes will be offered in courses such as Adobe InDesign, Quark, Creator2, Photoshop, Adobe Acrobat and Design Theory. Several traditional classes such as Mac Troubleshooting, Extensions Management, AppleScripting and Preflighting are also scheduled.

New topics being covered in October include Introduction to HTML, Network Basics, Mac Tips & Tricks and Asset Management (archiving and keeping up with files). Returning instructors include Kevin Slimp (Knoxville TN), director of the Institute; Ron Davis (Austin TX), Multi-ad Services; Lisa Griffin (Montgomery AL), Ray Davis Consulting; Joe Schorr (Portland OR), Extensis Software and MacWorld; and Rob Heller, University of Tennessee School of Journalism. Joining the faculty for the first time is Gary Cosimini (New

York) of Adobe Systems. Gary is a Pulitzer winner with a long background in newspaper design. He is often associated with his work in developing Adobe Acrobat and Adobe InDesign. Cosimini and Slimp worked closely together in developing the PDF ad transfer system which is now the standard for file transfer in the newspaper industry.

An "advanced" session is being offered for past attendees returning for a second, third or fourth time. New topics are being offered so students won't have to repeat courses taken at a previous session.

The cost of the Institute is \$595, which includes all materials and classes. Donations by Adobe, Quark, Multi-ad and others makes it possible to offer training of this magnitude at an affordable cost. For more information concerning the Institute, or to receive registration materials, call (865) 584-5761. Forms and information can be downloaded from the Institute website at www.newspaperinstitute.com.

Libel

Continued from page 8

Thankfully, the subjective test that looks at the reporter's state of mind is the most widely used test. But before we slip into complacency, consider this:

What would you honestly answer if you were under oath at a deposition and the plaintiff's lawyer asked you what you intended to convey when you included that 15 year old information? You had not included information about anything else that had happened in

John Smith's life 15 years ago. Or five years ago, for that matter. Wasn't the reason you wanted to include the reference to the 15 year old charge because it seemed an alarming coincidence?

There may be instances where including that information would be appropriate for your current news article.

But a case in which the charge was dismissed is probably not one of those instances. Unless there is some other fact or situation which makes reference to that 15 year old dismissed charge pertinent to a story about a fire in July 2000, you are running the risk of defamation

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by implication by including it. Perhaps its better to see how the police investigation unfolds.

AG

Continued from page 8

not give notice of the meeting, KRS 61.810, because there was not statutory authority for excluding the public and KRS 61.815, because no attempt was made to comply with the requirements for conducting a closed meeting if such authority existed.

Bensenhaver wrote that Steele's denial of a violation and the council's later acknowledgement of only a "technical" violation were both "erroneous."

People

Continued from page 2

newspaper, which is based in Hartford, for two years.

Recorder group starts Indian Hill Journal for greater Cincinnati area

The Community Press and Community Recorder newspapers have added another publication to their list of 25 weekly papers in Northern Kentucky and Greater Cincinnati. The Indian Hill Journal began publication in early May and is delivered to 2,100 homes in the Greater Cincinnati community.

Also in May, the chain launched the Fort Thomas Recorder, which is being delivered to 4,500 homes.

Total readership of the newspapers exceeds 411,000. The Community Press and Community Recorder is part of the Home-Town Communications Network, which is comprised of 71 papers, 24 telephone directories and a number of other publications in Kentucky, Ohio and Michigan.

Branham named interim ad director at Pikeville

Teresa Branham has been named interim advertising director at the Appalachian News-Express in Pikeville. She replaces Sara George, who is coordinating a new publication under the auspices of the paper.

Branham became a sales representative for the paper in 1984 and was named advertising director two years later. She resigned from that position and went back to sales in 1997. That move was motivated by her desire to help her husband, Ira Branham, with his political career and to start a family. Ira Branham is state representative for the 94th District.

St. Peter joins newsroom staff at Cadiz Record

Jeff St. Peter has joined the staff of the Cadiz Record as a general assignment reporter. He most recently worked at a tri-weekly in North Carolina, but he has also spent time as an editorial writer and columnist at the Amarillo Globe-News, a twice-daily newspaper in Texas with a circulation near 200,000. He has been editor of a weekly newspaper in Idaho and has worked for a Montana daily newspaper.

St. Peter, 43, has also been employed at radio stations in Montana, California, Minnesota, Washington and Oregon. And he

has worked as a political consultant and lobbyist in Idaho, which involved lobbying the legislature there, as well as in Montana, Washington state and Washington, D.C.

St. Peter holds bachelor's degrees in political science and biblical studies, as well as a master's degree in political science. He also received an associate's degree in business administration.

Troublesome Creek Times celebrates 20th anniversary

The Troublesome Creek Times in Hindman celebrated its 20th anniversary last month. During that time, the paper, which was founded by Ron and Amy Daley and Mike and Frieda Mullins, has doubled the size of its staff. It has also been recognized nationally on several occasions. Its April Fools issue has been noticed by radio newsmen Paul Harvey, the "Tonight Show" and the Associated Press.

"I'm proud the Troublesome Creek Times has been a part of Knott County for 20 years," said Ron Daley, who is owner and publisher of the paper. "Any time you start something from scratch, you don't know what will happen. But our paper was well-received from the beginning."

News staff members, promotions announced at Madisonville

The Madisonville Messenger has added some new staff members and promoted another.

Ray Moore has joined the staff as a graphic artist. He recently moved back to Madisonville, his hometown, after spending almost 30 years in the advertising industry in Chicago. A graduate of the Chicago Academy of Fine Arts, he has worked for several Chicago companies, including the Leo Burnett agency, where he was art director. In 1980, he started Ray Moore and Associates Ltd., which provided finished art services.

Moore succeeds Ritz Chapman, who accepted a position in marketing and advertising with Food Giant.

Marlene Moreland, who has 18 years' experience in newspapers, has returned to the paper as a classified advertising representative. She had previously been a classified salesperson and composer for the paper.

Melanie Reynolds, who has been a classified sales representative for the paper for the past year, has become a retail sales representative. She replaces Karen Clark, who is now living in Jacksonville, Fla.

Don't be afraid to use emotions when writing

Coach's corner

By Jim Stasiowski



The story was about Beverly, a daughter devoting her life to her dying mom, and of course, the reporter made Beverly sound like a saint.

I know at least some of what Beverly was going through. I live with my dad, who is 92 and needs help. I am no saint. I argue with him, I do things that make him angry, I sometimes get so frustrated, I close my door and pout.

So when I read the story of Beverly, I thought, "No way she's so perfect. She gets angry, she gets frustrated, she sometimes wants to stalk out of the house and tell mom goodbye."

Someone somewhere once decreed that we journalists are supposed to go about our business unemotionally.

Like most of the decrees of journalism, that one is Grade-A rubbish.

The only way we can do our jobs well is to listen to our emotions, to realize most people have those same emotions.

If the reporter is to show what life is really like, he will stop and think, "I couldn't be this perfect, so she can't be this perfect." From that starting point, he will get beneath the superficial Beverly, he will spend hours with her, he will search for the moments, from tenderness on one end of the spectrum to frustration on the other, that define her real relationship with her mom.

The goal isn't to tear down Beverly; her sacrifices speak for themselves. She had left behind her family in a state far away, she for weeks had done the thankless job of taking care of her dying

mom's every need. But for readers to understand and appreciate Beverly, we had to see both her strengths and her weaknesses. Otherwise, she is not one of us.

Reporters too often ignore their own emotions when they report. Donald Murray, the great writing coach of The Boston Globe, once said, "I romanticize the writer, I suppose, but the writer pays attention to his or her own individual reaction to an event, takes account of his or her feelings and thoughts, his or her own autobiographical reactions to an event."

That doesn't mean we interject our emotions into the writing of a story; but it does mean we use our emotions and reactions as a guide to story ideas and to asking questions.

For instance, I once had a bad experience with a contractor doing some work on my house. He sprang a surprise on me at the last minute, and I had no time to ponder a decision. I went along with what he recommended. I have regretted my decision ever since.

So when I read a story about how homeowners struggle with contractors, I was waiting for the reporter to write about those last-second, need-an-answer-right-now decisions.

The reporter didn't ask. I was disappointed, as I think were many readers who had gone through a recent remodeling.

Six months ago, I bought a scanner, a piece of computer gear that I thought was going to make my work a lot easier. I paid extra to have software loaded into my computer. Everybody told me this scanner was going to do exactly what I wanted it to do.

Today, the scanner sits unplugged in my garage. As soon as I forget how much I paid for it, I will throw it away.

I have yet to read a newspaper

See EMOTIONS, page 11

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Coaching

Continued from page 3

a regular barometer on their progress, and in some cases, may break their job into various components for reflection, review, revision, and growth.

Failure demoralizes an individual and threatens your team. Coaching enables you to offer direction and guidance and suggested ways to prevent failure again. Most importantly, it gives emotional support and reinforces the importance of the individual to you and your team.

Last but not least, coaching helps you. Coaching empowers employees to build their skill level, operate independently, enhance their performance (due to a clear understanding of goals, expectations, and needed action steps), work as a team, and take risks.

"Coaching." As the coach, you are the leader. How you work with each 'team' member, the team, the day to day problems and defeats, are watched closely. When you handle them in a resilient, productive, and healthy manner your team will admire and duplicate that attitude to your newspaper customers.

(Chuck Nau of Murray & Nau, Inc. is a publishing consultant and sales trainer with more than twenty years of corporate media sales, marketing, and management experience with The Seattle Times, Knight-Ridder Newspapers, and The Chicago Tribune Company. He has been a speaker for and conducted advertising workshops with press associations, newspaper organizations, and publishing groups throughout North America. Comments and questions are welcome and may be directed to him at (425) 603 - 0984 or by email: murnau@nwlink.com.)

Difference

Continued from page 5

well. In the world of advertising, sometimes we lose sight of the little things. Of course, it pays to think big when it comes to client relationships. But let's not forget the importance of a smile or a kind

word. Or a 99-cent picture frame.

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(John Foust conducts advertising workshops for newspapers. His "Basics of Layout and Copy" ad workshop video 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.)

Emotions

Continued from page 10

story about how many unusable pieces of computer equipment are piling up in homes, offices and garages.

Last year, the county was repairing a main road in my community. A couple of times a week, I use that main road. For about eight months, I had to take a tortuous detour through a residential neighborhood of very narrow streets. I hated the detour, and I thought, "Geez, if I hate this detour, imagine how much the residents on those narrow streets hate it."

I didn't see a single newspaper story about the residents of those narrow streets.

In late winter, a longtime neighbor died. After the funeral and burial, I went to the widow's home. Sobbing, she was showing visitors a wrinkled envelope.

For Christmas, her dying husband gave her a check for \$500, and he had written on the envelope, "To my darling and best friend, I don't know how you find the strength to put up with my problems every day."

I cried when I read those words. Then I made a mental note:

The next obituary I do, I'll ask the widow or widower, "What was the last gift he (or she) gave you?"

Story ideas and reporting lessons are all around us. But we ignore them, we convince ourselves our lives don't really connect to the lives of the people and events we cover. Besides, somebody once told us to avoid getting emotionally involved in our stories.

I think that was the same person who told me I needed a scanner.

THE FINAL WORD: Does a person who has an injury necessarily "suffer" an injury? I don't think so.

"To suffer" means to endure or undergo something unpleasant. If in a traffic accident a person breaks his leg, then I can understand saying he "suffered" a broken leg," as the pain will be constant, at least for a while.

But if another person has just bumps, scrapes and bruises, I doubt he endured anything worthy of the word "suffered." Simply write, "Johnson had scrapes and bruises from the accident." Save "suffered" for real suffering.

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

Favorites

Continued from page 7

Best Imagesetter - PrePress Solutions (Panther) and ECRM

It's a toss-up. Up till a couple of years ago I always recommended ECRM imagesetters with good results. Everyone seemed to be happy with the quality and reliability of the ECRM (sold by Konica and other vendors). I noticed that PrePress really got serious about smaller and mid-sized newspapers a couple of years ago.

Newspapers that have purchased imagesetters from Prepress over the past three years also seem to be very satisfied. Now I tell newspapers that I would recommend one of these two and let them make the decision.

ECRM is known for fast response when there is a problem. PrePress Solutions offers imagesetters with true level 3 Postscript. Both seem to work very well with PDF files. There are several options from both companies.

www.ecrm.com/
www.prepress.pps.com

Best Pagination Software - Adobe InDesign 1.5

I'm not recommending that anyone switch from QuarkXPress to InDesign over the next few days. In my opinion, InDesign is quite superior to any other page layout software.

I taught a class on InDesign in Arizona a few weeks ago and hadn't heard so many "oohs" and "aahs" since Photoshop moved from version 3 to version 4. www.adobe.com

Best Ad Layout Software - Multi-ad Creator2

It was a tough sell in the early days, when Multi-ad unwisely chose to base this product on Apple's GX technology. Now that they've gotten

GX out of the way Creator2 is a very solid product, developed with newspaper advertising in mind. Look for a new version (possibly with a new name) in the near future. www.multi-ad.com

Best Illustration Software - Macromedia FreeHand 9

This is the first time FreeHand has made it to the top of my list. With Corel's inability to release a new version of Draw for the Mac market, FreeHand has won me over. Their newest version's blend of flexibility and speed, combined with loads of features, takes it to the head of the class. Combining it with Macromedia Flash makes FreeHand the clear winner when it comes to designing illustrations for newspaper websites. www.macromedia.com

Best Font Management Software - Font Reserve 2.5

With the large number of fonts used by newspapers for ads, it's important to have a font management program that is easy to use and reliable. Font Reserve, by DiamondSoft, fits the bill. It is the most comprehensive font management software available. I'd also like to mention Extensis Suitcase 8.2, which comes in a close second. It is also easy to use and reliable. www.diamondsoft.com/ www.extensis.com

Best Windows Utility - MacDrive 2000

MacDrive gives PCs the ability to open cross-platform files, an ability built into the Mac. MacDrive allows PC users to open Mac files from Zip drives, CDs, 3.5" disks and other types of media. I've been using previous versions for years and have never been disappointed. www.media4.com

Well there you have it. My latest lists. I think I'll go check my email for messages.

Coming October 4-7
National Newspaper Association
Annual Convention
Galt House East - Louisville
Watch your mail for details
and special one-day registration
and Trade Show offers
Max Heath, NNA Convention Committee

NICAR conference comes to Lex

Yearly meeting makes first-ever visit to Kentucky

By Linda J. Johnson
C.A.R. Coordinator
Lexington Herald-Leader

September in Kentucky usually means the start of fall, which means horse racing and basketball season can't be far away.

But this year, September will mean something new for Lexington and Kentucky.

Between 400 and 500 journalists from around the world will descend upon Lexington beginning Sept. 14 for four days of hard-core training by national experts through the National Institute of Computer-Assisted Reporting.

It's an opportunity to learn new things, to advance skills and network with the best C.A.R. experts in the business.

NICAR, based at the University of Missouri, is a non-profit organization that holds a yearly conference in different places around the country.

But it's unlike most conferences where you sit and listen to lectures hour after endless hour.

This conference is mostly hands-on training in such programs as Excel, Access and FoxPro.

Sessions will also include learning mapping skills, how to use the internet for reporting and some statistical analysis.

The conference will also include more than 50 panels led by reporters who have done work on everything from school test scores and agriculture to sessions on the census.

NICAR's conference in Lexington will be the perfect place to hone the necessary skills to make sense of all that census data that will be coming out next year.

This is a once-in-a-lifetime chance for Kentucky journalists and students to take advantage of the vast array of skills and knowledge gathered at one time in Central Kentucky.

The cost is \$150 for IRE members for the whole event, but they also have a student rate and a daily rate. That may sound expensive, but think of it this way: It won't ever be this close again.

KNNIE makes friends, influences people

"Visibility is always an ongoing battle for Newspaper in Education programs. I think that showing your support in a variety of educational arenas is very important for creating NIE awareness," says Kriss Johnson, Educational Outreach Manager of the Lexington Herald-Leader.

To help increase NIE visibility in Kentucky, Johnson formed the Kentucky Network for Newspaper in Education, or KNNIE. The overall goal of KNNIE, affectionately called Kenny, is to provide statewide support for NIE and literacy efforts.

While working in Colorado, Johnson says she was very involved with the Colorado NIE Task Force. When she moved to Lexington, Johnson wanted to begin networking and getting to know other NIE people in the area. She attended an Indiana State NIE conference.

"I was so impressed with their organization and strength," Johnson said, that she decided to try the same thing in Kentucky.

In early 1999, Johnson invited several NIE people to an all-day luncheon. Attendees included NIE managers from Kentucky, the president of the Kentucky Reading Association, and the president of the Kentucky Press Association.

KNNIE evolved out of that luncheon.

During that first meeting, Johnson was elected chairperson.

(Now Reta Broadway of the Courier Journal in Louisville and Johnson are co-chairs of the organization.) The group talked about what to call themselves, how to gain support from KPA and KRA, and set the goals for KNNIE.

To aid in increasing NIE visibility in Kentucky, Johnson wrote a 2,500 word article that was published in the Kentucky Reading Association's Reading Journal. The article gave an in-depth overview of NIE.

Since its inception, KNNIE ran two workshops for the KRA's fall conference and two workshops were offered through KPA conferences.

One held in January 2000 was extremely popular, according to Johnson. At that workshop, KNNIE brought Debby Carroll of Hot Topics in to talk about a new tab called "Ready, Set, Go Kentucky!"

A total of 30 newspapers participated in the workshop and used the tab.

"In one year, KNNIE accomplished so much. It was so exciting," Johnson said. "I can't say enough about the outstanding support KNNIE got from KPA. KNNIE has been embraced, encouraged and supported. KPA featured KNNIE in its newsletters and helped with mailing and was there for support."

In its first year, KNNIE gained support from KPA and was given approval and financial aid to design a state-standards curriculum

guide. In one year, 50,000 free copies of the guide were distributed to any newspaper that requested it. According to Johnson, the friendships and networking that KNNIE generated were also a big benefit.

KNNIE is open to all weekly and daily newspapers in Kentucky.

"KNNIE is eager to help any Kentucky newspaper who has questions about starting or enhancing NIE in their area. I think we can become more involved with the Kentucky Reading Association, Kentucky Department of Education and perhaps other educational groups too," Johnson said. She added that she hopes to see KNNIE work with the Indiana and Ohio NIE groups in the future. A tri-state NIE conference may even be a possibility.

KNNIE's long-term goal is to explore the possibility of getting newspapers recognized as approved textbooks. Therefore, textbook funds could be used to purchase the newspaper in Kentucky schools.

For more information, contact Kriss Johnson at the Lexington Herald-Leader, 100 Midland Avenue, Lexington, KY 40508, or by phone at (606) 231-3353.

Lawsuit

Continued from page 8

a source within the company.

Later, the lead reporter on the articles admitted in court he had illegally accessed Chiquita's voice-mail system. The reporter, Michael Gallagher, lied to editors, denying he had accessed the system directly, the Enquirer said.

Gallagher was fired and the paper published a front-page apology to Chiquita. Gannett also agreed to pay Chiquita more than \$10 million.

Beaupre's lawsuit contends that Gannett executives never told him he would be forced out as editor.

The company stated that it was under no contractual obligation to keep Beaupre in the same job or in any other position.

A few months after the Chiquita settlement, Beaupre was assigned to a news executive job with Gannett corporate headquarters in Arlington, Va.

Beaupre's attorney, Samuel Seymour, said his client was fired by Gannett a few weeks after he filed his lawsuit. Enquirer Publisher Harry Whipple declined comment, saying the issue was a personnel matter.

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.

Lifestyles editor

A lifestyles editor who is trend-savvy, tradition-wise and willing to risk having fun on the job is being sought by The Commercial Dispatch in Columbus, Miss. The position would be an integral part of our management team with competitive pay and benefits. The ideal candidate will have layout and copy editing experience, and will be able to write features with flair, ranging from sassy expository of fads and youth culture to incisive looks at social issues and civic life in a diverse community. The Commercial Dispatch is an award-winning 14,000 circulation afternoon daily nestled in a bucolic college town known for its antebellum charm. Send cover letter, resume, clips and references to Dan E. Way, managing editor, The Commercial Dispatch, P.O. Box 511, Columbus, MS. 39703-0511. Call (662)

328-2471 or e-mail danway@cdispatch.com.

Reporter

A senior reporter who can bulldog the news in a fast-paced environment is being sought by The Commercial Dispatch, a 14,000 circulation daily afternoon newspaper in Columbus, Miss. The energetic news junkie would be responsible for broadening the scope of coverage on county government and the local Air Force base, and developing enterprise stories about community issues for lively, incisive presentation to our readers in the tradition of civic journalism. Competitive pay and benefits are part of the package. Send cover letter, resume, clips and references to Dan E. Way, managing editor, The Commercial Dispatch, P.O. Box 511, Columbus, MS. 39703-0511. Call (662) 328-2471. E-mail danway@cdispatch.com.