

Lewis E. Owens
1934-1998

He was one of the most respected men in the newspaper business: known for his big



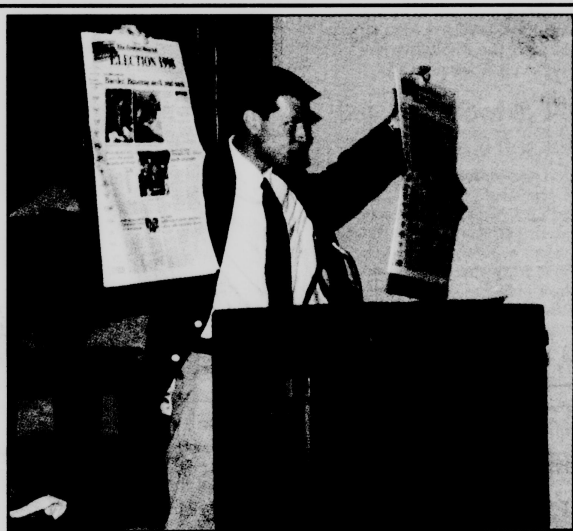
heart, warm smile and keen business mind. Colleagues remember the former KPA president and Herald-Leader publisher in a story on page 14.

THE KENTUCKY

PRESS

December, 1998
Volume 69, Number 12

The Official Publication
of the Kentucky Press
Service



Chris Poynter, Bowling Green bureau chief for The Courier-Journal, was the keynote speaker for the Department of Journalism Scholars Day at Western Kentucky University. The Kentucky High School Journalism Association co-sponsored the workshop that drew over 200 high school students. (KPA Photo by Lisa Carnahan)

Standard Communications paves new ground with live cable newscast on PLG-TV

By **LISA CARNAHAN**
KPA News Bureau

There are probably others doing it — but not in Kentucky. And at least nowhere else close by that people at Standard Communications have heard about. The Bardstown-based company that publishes the tri-weekly, *The Kentucky Standard* and *Standard Speciality Publications*, is delving deeper and deeper into the cable television business.

The staff of PLG-TV Channel 13 recently began doing a live nightly newscast, airing it at 5:55 in an attempt to draw viewers who are ready to watch the evening news a few minutes early. It's repeated at 6:25 and 6:55 when other evening newscasts are typically weaker. The PLG newscast features top stories of the day and it's visualized with

photographs taken either by veteran newsman and PLG Operations Manager Tom Isaacs or by the newspaper's editorial staff.

"We don't have the ability right now to do full video," said Publisher David Greer. "But we've talked about in the event of some major news story, like the Heaven Hill distillery fire, that we would go live."

Isaacs does most of the visual work for the newscast, taking his digital camera to accident scenes and also taking shots for general news items.

"Those are the hardest... finding something to go with a fiscal court story, for instance," said Isaacs, who's worked in radio broadcasting for over 38 years — most of it in

See **CABLE**, page 9

London becomes printing mecca for Kentucky

By **LISA CARNAHAN**
KPA News Bureau

It would be a safe declaration to call the South Central Kentucky town of London the printing mecca of the region, possibly even the entire state. Three printing plants that print a total of 24 newspapers, not to mention numerous other commercial print jobs, have chosen less than a mile stretch of Ky 80 in London as their home.

One of the plants is a new venture called Duke Publishing which is the home of the *London-Laurel News Journal* and the company's new printing press. Duke Publishing, owned by Don Estep and Terry Forcht, opened its doors in August. The plant currently prints the other two *News Journal* publications, *The Somerset-Pulaski News Journal*, and *The Corbin-Whitley News Journal* and one other newspaper.

Less than a half-mile down the road is the new home for J. Frank Publishing which moved its oper-

ation from Manchester to London in May. The third-generation family-owned business prints the six newspapers owned by the Nolan family — the *Manchester Enterprise*, the *Booneville Sentinel*, the *Pineville Sun*, the *Jackson Times* and *Beattyville Enterprise* — along with six other weeklies.

The third is a plant owned by a former newspaper man, William Ray Evans, who worked for the *Sentinel Echo* for 25 years as production manager, and, according to Evans, "did about everything else in the building except write stories." His plant, E&C Web Printing, prints eight newspapers and has been in operation for 11 years.

Duke Publishing

Estep said the plan to build a printing plant was necessitated by the startup of the third *News Journal* paper in January of last year.

"It was hard enough trying to get two papers printed...working out availability for runs, and

especially that can handle our heavy use of color. We were a lot of work to other printing plants. We just plain wore out our welcome at other places," said Estep. "The Herald-Leader people were really nice to work with but their color is different than ours. It's lighter. We pour the ink to ours."

So plans began for a printing plant and London was chosen as the site because of its proximity to east and west corridors as well as north and south travelers on I-75.

"We felt it was very advantageous to be here," said Estep, who visited several printing plants before he came up with the plan, design and equipment for Duke Publishing.

The plant has the capacity to grow, right along

See **LONDON**, page 8



Estep

Kentucky people, papers in the news

Nelson joins graphics staff at Bardstown

Ingrid Nelson has joined the staff of The Kentucky Standard, Bardstown, as a graphic designer.

Nelson earned her associates degree in electronic graphic design from Northern Virginia Community College. Her experience includes designing ads for the Elizabethtown News-Enterprise.

A native of northern Virginia, Nelson is also currently having a book published, which she illustrated.

Morris named to court's inquiry commission

Bob Morris, publisher of the

Madisonville Messenger, has been appointed as a member of the Inquiry Commission of the Kentucky Supreme Court.

The inquiry commission will be responsible for hearing cases resulting from the new disciplinary code for lawyers established by the Supreme Court on Oct. 1.

Morris was sworn in Nov. 9.

Ellis joins news team at Sentinel-News

Allison Ellis is a new reporter for the Shelbyville Sentinel-News.

A recent graduate of the University of Kentucky, Ellis received a degree in journalism and political science.

Ellis interned at her hometown

newspaper, the Jessamine Journal. She also wrote for the Kentucky Kernel.

Hardinsburg newspaper honored by governor

The Breckinridge Herald-News was recently honored at the Third Annual Governor's Economic Development Leadership Awards Banquet that recognized Kentucky centennial companies. The awards were presented by Gov. Paul Patton.

The Herald-News was one of 43 businesses honored at the event.

The newspaper began operation in Cloverport in 1876 and was merged in 1956 with the Irvington Herald which began publication in 1917.

which focuses on the health and environmental impacts of people's diets.

Hopkinsville paper sponsors clothing drive

The Kentucky New Era, Hopkinsville, is again co-sponsoring the annual Warm the Children program. Started in 1995, the program provides winter clothing for needy children.

Children are given \$80 each for a shopping spree at J.C. Penney, Wal-Mart or Kmart. Needy children are identified by the Salvation Army and recipients are chosen on a family basis with each child in a select family receiving clothing.

The program is also sponsored by the Kiwanis Club and Salvation Army and donations are accepted from the public.

Herald-Leader wins NAA advertising award

The Lexington Herald-Leader was a winner in the Newspaper Association of America's READY (Real Estate Advertising of Distinction, Yearly) awards. The awards honor outstanding real estate advertising in newspapers by Realtors, developers and builders.

The Herald-Leader won in the Realtor Category (newspaper circulation over 100,000) for a full-page black and white Rector & Hayden Realtors' ad.

Correction

In the November issue of The Kentucky Press, the dates for the 1999 KPA Summer Convention were incorrectly listed. The convention will be held June 17-18 in Bardstown.

Dyal-Caldwell joins staff at Jackson County Sun

Sue Dyal-Caldwell has recently joined the staff of The Jackson County Sun as a staff writer/reporter.

A native of New York State, she has worked at new organizations in Jackson County and for 21 years she worked in public relations, sales and marketing in New York City and was a business owner. Dyal-Caldwell is a graduate of Brown Business School in New York where she majored in sales and marketing.

Friedlein hired as news reporter at Bardstown

John Friedlein has joined the staff of The Kentucky Standard as a reporter.

Friedlein is a former news clerk for The Courier-Journal where he wrote weekly columns spotlighting churches and people who have been positive influences in their neighborhoods.

A graduate of the University of Louisville, he was a news writer for the U of L newspaper, the Louisville Cardinal. He is also editor of EarthSave Louisville Newsmagazine

Deaths

Genevieve Shonert

Genevieve Shonert, a former co-publisher of the Falmouth Outlook, died Oct. 25 at St. Elizabeth North Hospital, Covington.

Her husband, Warren Jeffrey Shonert was a former owner, editor and publisher of the newspaper. Mrs. Shonert was co-publisher until, 1986.

A native of Lenoxburg, Shonert became active in civic

affairs after her move to Falmouth. She served 14 years as a school board member and was a member of numerous organizations including the Pendleton County Democratic Woman's Club and Falmouth Women's Club.

Funeral services were held at the Falmouth Christian Church. The family suggested memorials be made to the Falmouth Christian Church, Falmouth Rotary Scholarship Fund or the Pendleton County Library.

—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.

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Give your readers a good mystery to solve

Coach's corner

By Jim Stasiowski



Across the nation, newspapers annually spend millions and millions of dollars on readership surveys to find out what readers want, and I already know the answer: a mystery.

People love mysteries, they love to get a clue, which triggers an idea in their head, which makes them wonder what's coming next, which makes them guess at the outcome.

Think of yourself as a reader. Readers need a reason to keep moving forward in a story. As soon as you read a sentence that tells you everything you ever wanted to know about a topic, you have no reason to continue. But if a sentence both tells you what you wanted to know and creates a mystery that makes you wonder, you will keep reading.

I call that my theory of little mysteries. All readers are detectives looking in a story for clues. When they read a clue, they think: "Hmmm, I bet the next thing that happens is..."

Most writers know to use foreshadowing in a lead. This doesn't foreshadow:

President Clinton Tuesday vetoed a 10 percent tax cut.

That has the sound of finality: The issue is over, there's no reason to keep reading. But if I added a little foreshadowing, I keep reader thinking ahead:

President Clinton Tuesday vetoed a 10 percent tax cut, and angry Republicans in Congress vowed

to retaliate.

Readers wonder, "Hmmm, what will the Republicans do?"

So if foreshadowing in leads is a good idea, why not use it everywhere? The lead's goal is to get the reader to read the second sentence, so why isn't Paragraph 4's goal to get the reader to read Paragraph 5? Or the penultimate paragraph's goal to get the reader to read the last?

If your story consistently creates, then solves, little mysteries, you're consistently giving readers a reason to keep going on.

I'm not advocating delaying or disguising the big mystery. In most stories, you want the top to tell readers the news: Mayor resigns, two killed in fire, underdog wins election.

But no story is just the big mystery. Everything is a mix of little stuff: background, quotes, small events that led up to the climax. We need to stir skillfully the little stuff.

Here's a clever example of a little mystery. In 1995, Denver International Airport, the one that looks like a tent sale run amok, opened to mixed reviews. One of the fears was the airport's automated baggage-handling machinery would swallow baggage rather than handle it.

Philadelphia Inquirer reporter Dan Meyers wrote about opening day at the airport. He told readers in Paragraph 8 that his suitcase was full of items that "would look quite disgusting or spectacular if they got squished". Hostess Twinkies, lightbulbs, six eggs, etc.

Then Meyers waited 40 paragraphs, until the end of the story, to tell readers that, of all the fragile items, only one egg didn't survive.

That's a neat trick. Get readers interested in the luggage by using our inherent love of squishing and breaking things, then wait until the story's almost over to reveal the results.

Most little mysteries are more subtle. One

writer found two boys, ages 7 and 6, working on a cattle roundup. The writer said the boys "are old hands at the noisy, dirty work."

Every reader wondered, "Hmmm, how can boys that young be 'old hands?'" A paragraph later, the writer used this charming quote: "We've been doing it since we were 5-or 3." That's a neat little resolution of the little mystery.

But writers let little mysteries whiz right past without a resolution. For instance, a writer was writing about a computerized doll that acts like a real-life baby. High-school students take the doll home so they can see what a chore caring for a baby is.

The doll's computer keeps track of the treatment it gets, and the writer wrote: "If students ignore the wailing doll, hit it or throw it across the room, (the teacher) will know." That sentence sets up the mystery: What are some of the bad things the teacher has caught students doing?

But the writer, apparently unaware of the little mystery she created, doesn't answer the questions. So the reader walks away disappointed.

In an ideal story, every paragraph solves one little mystery, thus satisfying readers, then creates another, thus giving readers a reason to press on.

Use little mysteries, and save your newspaper millions of bucks.

THE FINAL WORD: Probably three times a month, I'll read a sentence with the redundant modifier "earlier this year." Ajax Manufacturing earlier this year lowered prices on all its products.

The past-tense predicate "lowered" makes the word "earlier" redundant. "Lowered" means the action already happened, and it is impossible for something to have finished happening "later this year." Simply delete "earlier."

(Writing coach Jim Stasiowski welcomes your questions or comments. Call him at 510-247-4600, or write to 5812 Heron Drive, Baltimore, Md., 21227.)

Newspaper training sessions a success; Slimp joins TPA staff

Figures released from the Institute of Newspaper Technology, a training program for newspaper designers and publishers funded by the Tennessee Press Association, indicate newspaper professionals from 19 states and Canada have attended recent sessions of the Institute.

Newspapers as large as the Dallas Morning News and San Diego Union-Tribune have sent staff members to the Institute. In addition daily and non-daily newspapers (including Kentucky newspapers) of every size have become dependent on the Institute for professional development. Some press associations have begun to offer scholarships to offset costs of sending personnel to the event.

Design Tools Monthly, a publication with subscribers in 38 countries, called the Institute of Newspaper Technology "the most intense training program ever developed for Mac-based newspaper designers." Due to demand from past attendees, the Institute

has set up advanced sessions for persons who wish to return for a second or third session.

While initial attendees study classes in Quark, PageMaker, Photoshop, Creator2, CorelDraw, Adobe Acrobat, Mac Troubleshooting, Extensions Management, Design Theory, and more — returning students spend more time involved in detailed training related to these and other subjects. In addition, participants spend some time designing artwork in Windows-based labs to give them some experience on that platform.

The idea for the Institute was the brainchild of Bob Debusk, executive director of Tennessee Press Association, and Kevin Slimp, well-known speaker and consultant in the newspaper industry. With the success of past sessions, Slimp has joined the staff of TPA as Director of the Institute of Newspaper Technology. In addition, Slimp

See TRAINING, page 11

Idea for international tribunal to police media a bad one

By JANE E. KIRTLEY

In mid-October, David Flint, an Australian who chairs the World Association of Press Councils, a consortium of 16 national press councils from around the world, appeared at a symposium sponsored by The Freedom Forum in Arlington, Virginia. He was there to defend an idea being floated by the WAPC, which is to examine the feasibility of creating a "voluntary" mechanism for resolving "transnational" complaints about media conduct.

This concept was apparently the brainchild of Oktay Eksi, a respected Turkish journalist who organized the group's meeting in Istanbul, where this plan was hatched in late September.

In plain English, Flint is talking about setting up an international tribunal to police the news media. The proposed tribunal, consisting of "respected" journalists and non-journalists, would hear complaints from individuals,

groups, and presumably governments about the accuracy and fairness of reports that cross geographical borders, and about the "responsibility," or lack thereof, of the reporters who prepare them. The council would review the complaint, apply "generally accepted standards of ethics and responsibility," and render an opinion.

To be fair, Flint made a point of defining what issues aren't on the table — for the moment, at least. He emphasized that any international council would have to be non-governmental and independent, and would have to be supported, voluntarily, by the news media.

It would have no power to punish. Its only function would be to provide an inexpensive, speedy forum for complaints, issue opinions about the media conduct involved, and possibly be an advocate for press freedom and the rights of a "responsible" media in

See TRIBUNAL, page 11

AD SENSE

Watch out for deceptive advertising and protect your paper's bottom line

FTC offers new guide for ad managers

Advertisements for fraudulent goods and services can damage your newspaper's credibility in the eyes of your readers and legitimate advertisers. But the Federal Trade Commission says ad managers are the gatekeepers who can prevent a credibility crisis and save readers from falling victim to fraudulent schemes.

The FTC's new publication, *Screening Advertisements: A Guide for the Media*, says the most common types of fraudulent advertising feature extravagant claims for get-rich quick schemes, weight loss products, cures for disease and aging, credit repair and advance fee loan offers, and travel "opportunities," as well as misrepresentations for products.

Following are several "red flags" the booklet cites to help managers maintain effective ad clearance standards.

- Advertiser who refuses to answer your questions or make changes in an ad. You have the right to reject an ad for any reason or insist on modifications.

- Outlandish copy or too-good-to-be-true claims. Can you really lose weight without exer-

cising or dieting? Can you get an unsecured loan no matter how bad your credit is? Can you make a fortune working only a couple of hours a day from home?

- Ads with glowing testimonials about dramatic weight loss, cures for disease, or financial success, or before-and-after photos.

- An address for an advertiser that's a private mail receiving company. Ask your advertiser for the company's actual street address and telephone number.

- An ad that's unclear or ambiguous. If you can't tell the nature of the product or service being offered, ask the advertiser for clarification. Your request may deter an unscrupulous advertiser or help a legitimate business clarify information that's too vague.

- A gut feeling that you should check something out. Experience sharpen intuition.

For copies of the booklet *Screening Advertisements: A guide for the Media*, fax your order to (202) 326-3574 or e-mail rsatterfield@ftc.gov. The text is also available on our website, www.ftc.gov. For more information about ad clearance, call Lesley Fair at (202) 326-3081 or Laureen France at (206) 220-4471.

NAA: Advertising spending up 5.6 percent over last year

Spending on newspaper advertisements through September totaled \$30.9 billion, a 5.6 percent increase over the same three-quarter period last year.

In the last quarter alone, newspaper advertising increased by 3.4 percent to \$10.5 billion, the Newspaper Association of America announced Nov. 20.

NAA president John F. Sturm said the figures are "right in line" with the 6 percent spending growth projected for the year by the group's economists.

Spending for national advertising saw the greatest gains in the third quarter, up 5.9 percent to \$1.4 billion. Classified spending was up 3.2 percent to \$4.3 billion; retail advertising expenditures increased 2.9 percent to \$4.8 billion.

For the year to date, national advertising spending jumped 8.2 percent to \$4.3 billion, while expenditures for classified ads increased 6.5 percent to \$12.5 billion. Retail advertising spending rose 4.5 percent to \$14.1 billion.

Criticism can kill a sale

Ad-libs ©



By John Foust
Raleigh, N.C.

Recently an advertiser invited me to observe a presentation which was given by a media representative. Although the sales rep had years of selling experience, he violated one of the fundamental rules of selling: Don't criticize your competition.

He started by saying, "Before I talk about what's happening with us, let me tell you about some problems our main competitor is having." He reached into his briefcase, pulled out a recent issue and proceeded to point out all the things he thought they were doing wrong. The mud was really flying! He repeated a rumor he had heard about them. And he even criticized the publication's name.

As he talked, I fought the urge to defend his competitor. And I wondered if the advertiser was tempted to point out a few of the obvious problems with the salesperson's own product.

Although the presenter believed in what he was selling, he knew the advertiser was running ads in the other publication. By condemning his competitor, he was indirectly criticizing the advertiser

for the decision to run those ads. By the time he got around to the benefits of advertising in his own publication, he had lost us.

Curiosity may have killed the cat. But criticism killed the sale.

Outright criticism is never a good sales tactic. If a prospect is running ads with a competitor, the last thing they need to hear is that they made a poor choice.

It's better to compare than to criticize. And it helps to start on a positive note. That salesperson would have been more convincing if he had mentioned something he sincerely liked about the competition. Then he could have presented a comparison...based on facts, not emotions. "I see that you're advertising in the XYZ publication," he could have said. "They are known for their excellent printing standards, especially in process color. Your ad on page 12 of this issue looks especially good. Now...as you plan your budget for next year, it may help to compare their readership numbers with ours. Let's examine the figures on this chart."

It's good business to praise before making comparisons. That's what insurance legend Frank Bettger did. Reflecting on his long and successful career, he said, "A quarter century of praising competitors has proved to be a very happy and profitable way of doing business...one of the quickest ways

See CRITICISM, page 15

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.

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Dream job may be just a mouse click away

Pressing Issues

By Randy Hines & Jerry Hilliard
East Tennessee State University

Looking for a job? Would you like to leave Kentucky and work in New England? How about New Zealand? Just supply a little information about your qualifications, and you can start packing.

Although landing the perfect job still is a bit more complicated than that, computers are matching job-seekers and employers with mind-boggling speed and accuracy. If you haven't waded into the ocean of World Wide Web sites, it's time to get your feet wet.

Job openings of nearly every imaginable type may be found at general sites such as "The Internet Sleuth" (www.isleuth.com), which searches more than 3,000 databases. Under "Employment," the Sleuth turns up thousands of openings of various kinds and in various locations.

With the help of this search engine, a job-hunter can look for employment in a specific region of the nation or in a certain city, as well as in other countries. So, if you look around long enough, you are likely to find something of interest.

As more newspapers introduce

their own Web pages, these become natural places for job-hunters to turn. The only drawbacks are that you (1) must know which papers you want to pursue and (2) must take the time to go to each of their Web sites individually.

For those not inclined to wander through the Internet paper by paper, many sites are devoted to jobs available at media outlets throughout the nation. The trick is knowing where to look.

One newspaper that has done a great deal of looking itself is the Detroit Free Press. The Free Press has created a "Jobs Page" that anyone may use. It provides links to approximately 50 job banks established by newspaper groups and organizations.

For example, all that's required is a click of the mouse to get you to job listings in newspaper companies such as Cox, Gannett, E.W. Scripps and Donrey.

Another click will take you to job sites of various professional groups, including the National Association of Black Journalists, the Native American Journalists Association, the South Asian Journalists Association, the Society for News Design and the American Copy Editors Society.

On a more area-specific basis, the Free Press' Web page provides access to job listings gathered by individual state press associations.

If you don't have a lot of time to

spend rambling through the links, you can head directly to what the Free Press calls "Six Kickin' Clicks" — those it considers the best job boards on the Web. They are:

- Knight Ridder Newsroom Openings (www.freep.com/jobspage/links/krjob.htm)

- This location, which is updated each week, provides a listing of jobs available at all Knight Ridder papers, as well as the names and phone numbers of contact people. The jobs cover a wide range of categories, including "Newsroom Supervision," "New Media/Technology," "Reporting," "Writing Specialties," "Copy Editing," "Graphics and Design" and "Photography and Picture Editing."

- National Diversity Newspaper Job Bank (www.newsjobs.com)

- Sponsored by the Newspaper Association of America, The Florida Times-Union in Jacksonville and Morris Communications Corp., this service describes itself as "the nation's most comprehensive newspaper job listings Web site . . . devoted to diversifying the industry."

- Openings "in all aspects" of journalism are posted with the intention of making them more accessible to women and minorities.

- AJR NewsLink (www.newslink.org/joblink.html)

- This site, a joint effort of the

American Journalism Review and NewsLink Associates, provides a database search that can match job-seekers with precisely the types of openings they are trying to find. For example, a person could ask for a list of full-time reporting positions paying \$20,000 to \$35,000 at medium-sized locations in the Southwest.

- Editor & Publisher Classified Page (classifieds.com/cgi-bin/classified/epm/epmBHM06)

- Job ads of this venerable weekly journal not only are available on the Web, but also may be searched by categories of openings and key words.

- J-Jobs Journalism Job Bank (www.journalism.berkeley.edu/resources/jobs)

- Jobs listed at this site, provided by the University of California at Berkeley's Graduate School of Journalism, are updated weekly and removed after one month. Besides newspaper positions, its postings include openings in broadcasting, magazines, newsletters and new media.

- NAHJ: Career Exchange Listings (www.nahj.org/nahjjob)

- Established by the National Association of Hispanic Journalists, this Web site's main goal "is to advance employment opportunities and career develop-

See JOB, page 15

Entries sought for SND's annual design competition

The Society for News Design has issued a call for entries for its annual newspaper design and graphics creative competition.

The 20th 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 between January 1, 1998, and December 31, 1998, inclusive. North American entries must be received not later than January 13, 1999.

Entry fees are \$12 for single-page entries, and \$25 for multiple-page entries. The competition is divided into 21 categories, including regularly appearing news sections, breaking news, regularly appearing news pages, page design, redesigns, art and illustration.

All entrants into the 20th competition must enter the Overall Design category. The category honors the "World's Best-Designed Newspapers." Entries are evaluated on writing, visual storytelling, use

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

Winning entries will receive an Award of Excellence and judges may choose to award Silver or Gold medals for outstanding work in any category.

Last year's Best of Newspaper Design competition drew a record 12,137 entries and yielded 826 award-winners from 140 newspapers in 19 countries.

The full set of rules & forms for entering the contest can be viewed, printed and downloaded on SND's web site at <http://www.snd.org>. For more information contact David Gray, Executive Director, SND, 129 Dyer St., Providence, RI 02903-3904; Phone: (401) 276-2100; Fax: (401) 276-2105; or email at snd@snd.org.

Also available to answer any questions is the 20th Edition Coordinator, Carolyn Flynn, Albuquerque Journal; Phone: (505) 823-3870; flynnnm@aol.com or clfy-ann@abqjournal.com.

New service allows papers to send printed page around the world

(AP) — A new service aimed at business travelers allows several of the world's major newspapers to reach beyond their geographic subscription area and be delivered anywhere on the globe.

PressPoint, a New York-based company headed by former New York Times president Lance Primis, will use technology from Xerox to print versions of The Times of London, The Miami Herald, Austria's Der Standard, Spain's El Mundo and Poland's Gazeta Wyborcza.

Travelers will be able to order the edition of the paper they want when they check in to hotels. The hotel transmits the orders to PressPoint in New York, which sends the order to a Xerox printing center in the traveler's area. The printed copies are then trucked to the hotel or other order point.

"If a business traveler from London checks into a hotel in New York at 8 p.m.," said James A. Cutie, president of PressPoint, "he can order the Times of London, and tomorrow morning at 6 a.m., it's at

his door.

"In most areas outside the United States, it's not easy to use the Web for newspaper reading," Cutie said. "And we've found that business travelers don't want to spend any more time in their room than they have to. They want to sit in the lobby with their paper or hop in the cab."



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metrobusiness.com

LEGAL NEWS & VIEWS

Libel suit filed over reporting on KIRIS test violations

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



For the first time in a long while there is a libel suit in Kentucky involving multiple news organizations. The Courier-Journal, the Herald Leader, the State Journal, the Paducah Sun and the Associated Press are all named as defendants in a case filed in Jessamine Circuit Court by seven teachers at Brookside Elementary School in Jessamine County. The teachers claim that news articles and editorials published by the news organizations defamed them by "impugn[ing] the professional fitness of the plaintiffs in a false light before the public."

The news articles covered an investigation report by the Kentucky Department of Education Division of Management Assistance. The division had investigated an alleged violation of KIRIS (Kentucky Instructional Results Information System) testing ethics, reported to the Division by the Jessamine County Schools Superintendent. It seems a number of classroom

teachers and a resource teacher at Brookside Elementary School had made notes after the students had completed the math, science, social studies, reading and arts and humanities segments of the KIRIS test and had shared the notes among themselves.

Following an on-site investigation into the allegations of inappropriate testing practices at Brookside Elementary, including meetings with the superintendent and his assistant, interviews with Brookside Elementary administrators, teachers and students, and analysis of the KIRIS notes taken by the teachers and individual questions on the test, the division issued its report.

The report found that nine teachers acknowledged taking notes on at least one content area on the KIRIS assessment one or more years during the period from 1993 to 1997. Those notes were disseminated to teachers within the building. As a result, the division found that the validity of the students' test results from 1993-94, 1994-95, 1995-96, 1996-97 and 1997-98 was in question.

The division further found that disseminating the notes amounted to a violation of the applicable code of ethics. Education Commissioner Wilmer S. Cody reviewed the

investigative results and, finding the report to be complete, adopted the recommendation. He then meted out the most severe penalty within his jurisdiction: for each of the above school years, fourth and fifth grade test scores would be assigned the designation "novice." This conclusion put in question the monetary rewards earned by the schools' original scores. Commissioner Cody notified the Jessamine County Superintendent of this result on November 18, 1997.

At about the same time, the Kentucky Department of Education issued a press release concerning the investigation and its results. This was the first investigation conducted by the department since the state revamped its procedure for dealing with allegations of cheating. In the midst of the continuing and pointed public concern about public education reform and, in particular, the KIRIS test program, the Department of Education obviously wanted the public to know that it had thoroughly investigated these allegations under its new procedures and that it had dealt severely with the violations.

News organizations, which have provided

See LIBEL, page 7

Guest editorial

Hoosier Press leads the fight for stronger 'Sunshine' laws

Those who want to keep you in the dark will argue that only reporters care about opening public meetings and public records. But often it is John Q. Citizen who wants to attend that decisive meeting, that controversial hearing, that so-called "executive session." It's average folks who want to copy documents, who want to study files, who want to follow the paper trails that lead to strip zoning decisions, fire district charges, school boundary changes, garbage pickup rules and cable service agreements — that explain the location of cell towers, water lines, sewer extensions and other civic encroachments.

It's the public's right to know — not simply, and not primarily, the reporter's right.

An executive task force has completed public hearings on Indiana's access laws. Recommendations for Gov. Frank O'Bannon are expected this month. The Hoosier General Assembly's own interim study committee has already made recommendations that advocate, among other things, (1) fines of up to \$1,000 for officials illegally withholding documents or closing meetings, (2) limits on copying fees that public offices can charge and (3) appointment of a full-time state official who would help settle access disputes.

These issues will be on the next

legislature's agenda, thanks in part to an investigation by Indiana newspapers that revealed systematic denial of access statewide, from the Lake Michigan dunes to the Ohio River mudbanks.

There is a constituency for action. The Associated Press surveyed 215 people running for state legislative seats this year, and a clear majority of the 148 who responded endorsed fines for those who break the access laws, as well as creation of a state commission with power to force open meetings and files. A Mason-Dixon poll showed that a huge majority of Indiana voters think government should do more to improve access to government.

The Hoosier Press Association and its 160 member newspapers are leading the way on this. It's one of the most important roles that such groups can play. The Kentucky Press Association operates where access laws are stronger, but where they routinely are broken by state and local officials. KPA has established a \$100,000 legal defense fund, in part to help members fight for open access even when they don't have the money for expensive legal battles.

Although press associations can lead the way, access won't improve unless the public stands with them.

— The Courier-Journal

Fleischaker, Greene named to best lawyers in U.S. list

KPA General Counsels Jon L. Fleischaker and Kimberly K. Greene have been named to the 1999-2000 edition of The Best Lawyers in America.

Lawyers are chosen by their peers. Past members nominate the most outstanding attorneys in their practice areas and vote on those to be included in the list. Fleischaker was one of 17 partners in the Dinsmore & Shohl law firm to be included in the edition.

Fleischaker's practice emphasizes communications law and employment law. He has been actively engaged throughout the course of his practice with counseling and defending newspapers, radio and television stations. He also has an extensive employment law practice, including counseling with clients and litigation in numerous state and fed-

eral forums.

He received his law degree from the University of Pennsylvania and his undergraduate degree from Swarthmore College.

Greene's employment law practice involves counseling clients regarding the legal ramifications of all kinds of employment decisions and litigating employment-related claims in state and federal courts of numerous jurisdictions. In her First Amendment practice, she counsels media clients and handles litigation relating to all aspects of the news gathering and reporting process. She received her law degree from the University of Kentucky College of Law, her master's degree from Queens College, City University of New York and her undergraduate degree from Duke University.

Got legal questions about a story or ad?
Call the KPA FOI Hotline
(502) 540-2350

Judges, journalists meet to hash out differences

(Editor's note: The second in a series of regional meetings to air irritations between judges and journalists was held Nov. 19 at Rough River State Park in Grayson County. The meetings are sponsored by the Administrative Office of the Courts and are designed to help ease the dis-temper between the two groups.)

By LISA CARNAHAN
KPA News Bureau

Gag orders — a necessary tool of the justice system or an "evil" perpetrated to thwart journalists' attempts to do their job? The answer depends on the audience and when that audience is an even mix of Kentucky district and circuit judges and reporters and editors, the discussion is guaranteed to be lively.

Although obviously the most despised action of the bench by reporters, judges were quick to point out that gag orders are not commonplace. In fact, many of the judges that attended the Green River regional meeting have never even issued a gag order. And two that had used them only once, regretted it.

William Harris, circuit judge for Simpson and Allen counties, said gag orders "are a lot like unicorns...I just don't know how widespread they are."

"I loathe gag orders," said Bob Ashley, editor of The Messenger-Inquirer, Owensboro. He pointed to a situation in the Michael Carneal case in Paducah in which a judge issued a gag order after attorneys for the victims' families held a press conference on the courthouse steps. At the press conference, they released psychological profiles of Carneal and created a media "circus."

"(In this type situation) Don't sanction us all...sanction the officer of the court," said Ashley. "The public has a legitimate interest in knowing about this particularly wrenching case. It's an example of trying to put the genie in the bottle."

Robyn Minor, a city editor for the Bowling Green Daily News, told the judges that gag orders contributed to false information being reported because reporters couldn't check with prosecutors, defense attorneys or judges on the veracity of information contained in court-filed papers.

Eighth Circuit Chief Judge John Minton told the group he could only recall one instance in which he used a gag order and it had caused more problems than it solved.

"I'll fess up," said Minton. "It was demonstrated that it (the gag order) resulted in more misinformation being reported. I can't imagine in what situation I would ever do it again. It was a rare experience...but it was a bad experience."

Bob Schulman, the moderator of the judicial/journalists' meetings, started out the Rough River session by asking the group to consider whether the irritations and misunderstandings between the two add to public sneers. Schulman, executive director of the Center for Humanities and Civic Leadership at the University of Louisville, is a retired media critic for The Louisville Times and Courier-Journal.

Ashley said at the outset of the meeting that communication "before a crisis" is critical to the judge-reporter relationship. Others at the meeting, including several judges, agreed saying it was imperative to establish a dialogue as soon as a reporter is assigned to cover the courts.

David Greer, publisher of The Kentucky Standard in Bardstown said early in his career as a newspaper reporter at the Bardstown paper, a

"It's my understanding of the media that it's part of our purpose, as the Fourth Estate, to hold the other three accountable. We are a tool for that accountability."

Stan MacDonald

Special Projects Editor, The Courier-Journal

judge had helped foster a relationship with him.

Greer said this particular judge, who's now retired, felt very strongly that news coverage helped deter crime and therefore was pleased anytime reporters were in his courtroom.

As in previous meetings, the high turnover rate at news organizations was cited as a stumbling block to building a solid relationship.

Stan MacDonald, special projects editor for The Courier-Journal, said the Courier takes an active, not passive, role in defending the public's right to know which many times involves fighting to open court proceedings or court documents. He said by and large, however, the relationship between the C-J and Jefferson County court officials was good.

Warren District Judge Sam Potter asked MacDonald if the newspaper noticed any correlation between the poor relationships and judges that had been on the losing end of a Courier-Journal endorsement.

MacDonald said he hadn't personally noticed a link and defended a newspaper's right and obligation to editorialize in judicial races. He said many times the general public is uninformed about judicial candidates' qualifications and performance in office.

Ashley said as long as judges in Kentucky were elected, newspapers had the same right to editorialize about judges as they do to give their opinion on any other issue.

Tom Lewis, a circuit judge in Warren County, said he frequently takes cub reporters "still wet behind the ears" and shows them the ropes of court proceedings.

Ed Staats, Kentucky bureau chief for the Associated Press, said court coverage is too often assigned to new reporters although it is one of the most complicated beats. He also noted that although there is an "unending proliferation of news" today in America, it's on the national level. "News coverage on the local level has actually been reduced...what with downsizing and cutbacks," he said.

At least two judges expressed the opinion that pre-trial publicity did not excessively taint a jury pool.

"I think there's too much stock put into 'prior knowledge,'" said Daviess Circuit Judge Tom Castien. "I don't think 'some' exposure to a case, keeps a juror from putting it out of his or her mind and rendering a fair decision."

Harris agreed too much emphasis is often placed on pre-trial publicity. He said he's found jurors, and people in general, have short memories unless they are personally affected by a case.

Guidelines for journalists, or the lack of them, were discussed at length by the group.

Judges pointed out their actions are guided by judicial canons and

See JUDGES, page 13

Paxton elected for SNPA board

Gregg K. Jones, co-publisher of the Greenville (Tenn.) Sun, was elected president of the Southern Newspaper Publishers Association at the association's 95th annual convention.

Fred Paxton, president of Paxton Media Group, Paducah, was elected to a three-year term on the board of directors.

Jones succeeds H. Graham Woodlief, president of the Publishing Division of Media General, Inc., Richmond, VA., who was elected chairman of the SNPA Board of Directors.

See SNPA, page 15

Libel

Continued from page 6

excellent coverage of issues related to education reform, reported on the press release.

Now, the teachers are not disputing that they violated the code of ethics by taking the notes and distributing them on one another. They are not disputing the penalty assessed against Brookside Elementary because of these actions, nor have they disputed that the Jessamine County Superintendent reported their violations to the Kentucky Education Professional Standards Board, as required by KRS 161.120.

Instead, they dispute the statements in the news articles to the

effect that the teachers had used the copied information in their classes. While the division's Investigation report had recommended the highest possible penalty for the infraction of taking the notes and disseminating to one another, the report did not substantiate that the teachers had used the notes to alter their instruction.

The lawsuit is still in its infancy; the news organizations have yet to file responses to the complaint. This will be important litigation to follow, since it involves reporting of an issue of such vital concern in Kentucky. We will keep you advised of its progress in this space.

In the meantime, please let us know if there are specific issues and questions you would like to see addressed in this column. Your

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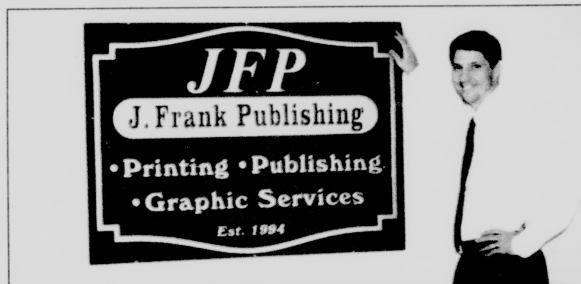
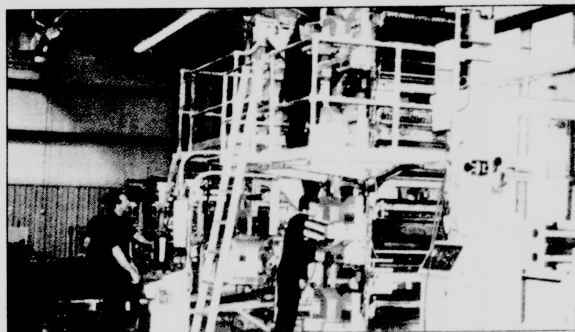
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Hotline lawyers want to make this column, and the Hotline service in general, as useful to you as possible. Tell us what you want to hear. E-mail your questions or ideas to "kgreene@dinslaw.com."

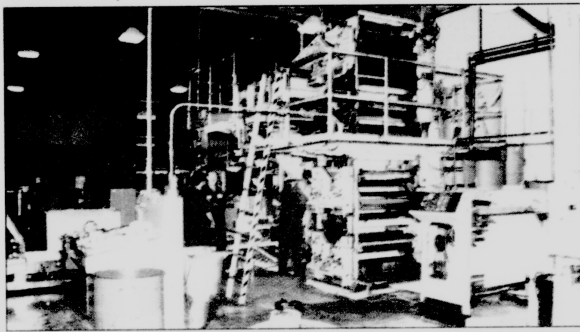
And, as always, if you have questions relating to libel, privacy or access issues, do not hesitate to call us.



Duke Publishing's new plant in London houses the London-Laurel News Journal and the company's new Goss Community press, pictured below.



Jay Nolan is following in the family's footsteps as president of J. Frank Publishing. The plant recently moved from Manchester to London. The press crew, pictured below, prepared for another run.



London

Continued from page 1

with his plans for the News Journal publications. By some point next year, the papers will start publishing twice a week. Doubling current production and the papers' heavy use of color will keep the plant's print crew busy for a while, Estep said.

The 14,000 square foot building houses a new four-high Goss Community press.

"There are four units stacked on top of each other, so we can get better color quality and registration," said Estep. "We also have four units on the floor so we feel we can take on any type of job we want to."

Although the plant's primary focus will be on the News-Journal publications, Estep isn't ruling out other possibilities.

"I was recently contacted by a very big commercial printer...in the millions. It would mean adding another shift," he said. "They contacted us after seeing our work and they were impressed with the quality."

Although Estep was told by vendors to not expect top quality for at least six months after the plant started operating, "after just two months, the print quality was as good as I've seen," he said.

Estep's been in the newspaper business in South Central Kentucky for nearly 20 years. His career includes stints at the Corbin Times-Tribune in advertising and seven years with Al Smith at the Sentinel-Echo where he worked as ad manager. After that, he went to the Whitley Republican and joined forces with

Forcht. The two decided to publish a Corbin edition of the paper and named it "Corbin! This Week" — a play on USA Today, according to Estep.

"We started looking at the newspapers' flag and decided we needed a name people understood...that sounded like a newspaper," he said. "We looked through Editor & Publisher and chose 'News Journal.'"

A year and a half ago they bought the Pulaski Week in Somerset and changed the paper's name to the Somerset-Pulaski News Journal.

Forcht is the financier behind Duke Publishing and the News Journal publications. According to Estep, Forcht now owns 18 radio stations, seven or eight banks, and seven nursing homes.

"Terry lets me run the newspaper side and I'm a small partner in our operation," said Estep. "He's really quite the entrepreneur, employing about 1,400 people. This has all been made possible with his support."

Forcht selected the name for the new printing plant — not out of an affinity for Duke University, according to Estep — but because of his love for John Wayne movies. There are two life-size cardboard figures of "The Duke" in the entrance way to Duke Publishing.

Estep was able to draw some experienced employees to run Duke Publishing. General Manager Rich Chandler was ad manager of the Sentinel Echo and Plant Manager Ray Frye worked at the Corbin Times-Tribune for 34 years.

J. Frank Publishing

The company is named after his grandfather, James Frank Nolan Sr., and Jay Nolan is proud to be running

what he believes are one of the few old family-owned businesses.

"I just don't think there's that many of them around any more that are older than 50 years," he said.

And one of the most unique things about the company is that Jay's grandfather is still around, inserting two days a week and after a couple of hours on his feet, retreating to a recliner kept in the shop just for him.

The family moved its printing plant to London from Manchester last year.

"We like Clay County...that's still home, but it's not exactly a booming metropolis," said Nolan. "We needed to be in a more central location for not only our newspapers, but our commercial jobs as well."

Nolan said newspapers only account for 45-50 percent of the printing plant's business.

The company purchased an existing building, the old 84 Lumber building, and remodeled it.

"All things considered, it made more sense for us to take an existing structure, that already had the infrastructure in place. It made the move a lot faster, too."

As a result of the move, two presses were added which gives J. Frank the capability to consecutively print two 16-page newspapers with four-color process.

In addition to printing jobs "camera ready," Nolan also has the staff to layout and design any type of publication for the client.

The printing company, which employs 20 people, is actually three divisions: the newspapers and commercial printing; the Job Shop, which is business cards, letterheads and other forms; and a sign company that

is also located in London but in a different building.

"Our decision to move was prompted by a couple of things. We already had a sign company here and because of London's access to the major roadways, it just made sense. Plus, our largest single customer is in London," said Nolan. "Also, we're really beginning to focus a lot on the Internet and electronic data transmission. That means we're going to be able to take a job in Cincinnati and they can send us the information electronically. But we'll still have to deliver the finished product or they'll have to pick it up. You need good access for that."

There's plenty of room for growth in the 18,000 square foot plant and an architectural firm that specializes in designs that optimize work flow was brought in.

"It's really made a difference in our efficiency," said Nolan.

Nolan never intended to follow in the family footsteps, but as fate would have it....

After receiving a degree in communications from the University of Kentucky on a ROTC scholarship, and his master's degree from Pepperdine University in southern California, Manchester seemed worlds away.

But in 1989 lightning struck the building that housed the family paper, the Manchester Enterprise, and he moved back home for what he thought would be about six months.

"When I was 18, I thought I never wanted to be in this business," he said. "But I guess it's true that you always 'bleed black'...I don't think I could ever leave now and I'm enjoying every second of it."

Cable

Continued from page 1

Nelson County.

Greer, who was a veteran broadcaster himself before he became a newspaper man, Isaacs and Kim Huston, PLG sales and marketing manager and on-air talent, do all the voice work for the locally-generated information on the cable system including the newscast.

The station's technical genius is John Coulter, a 21-year-old from Louisville and former employee of WAVE-TV. Coulter does the camera work and editing and mans the station on the weekend.

One of the most exciting and well-received projects undertaken by the PLG staff is a newsmagazine show, "On Location," that began airing last year. Huston is the host and producer of that show which features different places, events and people in Nelson County.

Working at PLG has been a reunion for Isaacs and Huston who worked together for over eight years at the Bardstown radio station.

"Tom and I worked really well together, so it's been nice," said Huston. "I really enjoy doing the television work, too, especially the 'On Location' programs. In radio, I did a lot of hard news, court proceedings and meetings. There wasn't a lot of opportunity for features, so I'm enjoying the change. People are responding well to the show, too. People are calling us and I'm getting e-mails every week with ideas and suggestions for the show."

Greer said he's also hearing from satisfied customers.

"We play nice, soothing music throughout the day and we've got people who tell us they keep it turned on all day," he said. "We've got a crawl across the screen with the current time, temperature and other specific information like the rainfall and average temperatures for the month. That part is all computerized and automated, we don't touch it."

Another popular feature on PLG is a show called "Cardinal Connection," featuring the Nelson County High School Cardinals. The show is compiled of game highlights and interviews with the former state high school football champs.

"We've had quite a bit of interest in possibly doing this with the other schools as well," said Huston. "At this point, we just don't have time it would take but I'd like to see us be able to do it with all three area schools."

PLG was formed about three years ago by a former Standard publisher, Steve Lowery, Isaacs (who at the time owned the Bardstown radio stations WBRT and WOKH before they were sold to Commonwealth Broadcasting) and Gary Burtoff, owner of the cable television system in New Haven. The three men put together a plan for a cable system as

"It's a growing business for us no doubt."

—David Greer
Publisher, Standard
Communications

a defensive measure — they knew if they didn't, someone else was going to.

"It was quite a unique and innovative plan...especially coming from three competing entities — newspaper, radio and cable," said Greer. "They put together this concept of a cable insertion business and called it PLG for the 'Phoenix Loft Group.'"

The men met weekly in Burtoff's loft apartment to iron out the details of their plan, and saw the idea as their "gigantic Phoenix," according to Greer, thus the name Phoenix Loft Group.

The cable system had been operated by the city of Bardstown for over 10 years but the city didn't want to be in the business of selling advertising. So, the city decided to bid it to an outside vendor.

Many nationwide cable networks, like CNN, have commercial breaks. Local cable franchises insert commercials into these breaks, allowing local businesses to advertise on CNN or ESPN, for example.

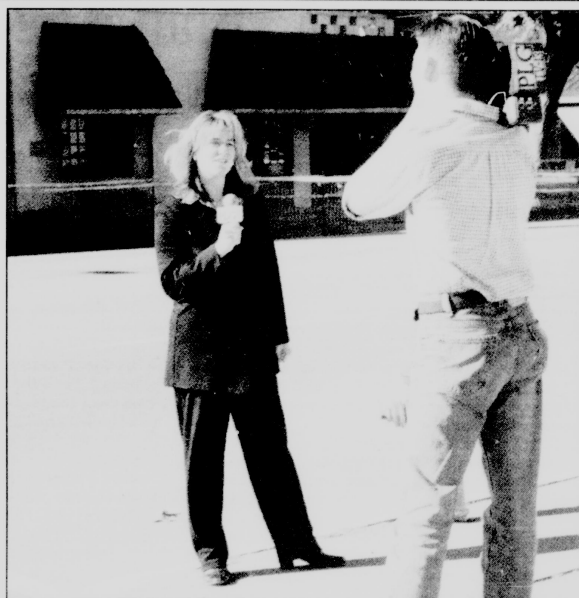
The three partners decided Channel 13, a local access channel, would be an added bonus to their cable insertion plan and the city agreed, awarding them the bid. Landmark Community Newspapers Inc. (LCNI), Standard Communications' parent company, bought out the other two partners in PLG and is now the sole owner and operator of the company.

"Right now we insert on CNN, TNN, ESPN and the USA Network," said Greer. "The commercials are inserted in a seamless manner and you can't tell they're coming from Bardstown and not CNN in Atlanta. It's kind of neat to be tuned into CNN and see a commercial for one of our local banks."

"PLG is actually a two-phase business," he explained. "We've got the cable insertion business that inserts 30-second spots, normal TV commercials, into the four networks. We contract those out right now to a TV production company, but may look at doing some of those in-house as well. Then we have PLG-Channel 13, which does the feed programming here from the Standard that includes everything from the public service announcements and local advertising to the nightly newscast and the newsmagazine show."

The News-Enterprise in Elizabethtown has also ventured into the cable business, inserting commercials into 16 national networks and Greer is considering expanding the number of networks for PLG.

"It's a growing business for us no doubt," said Greer. "We're producing infomercials for area businesses — and everything is done in house. The business owners appear on camera



Kim Huston and John Coulter of Standard Communications' PLG-TV shot footage in front of Bardstown's historic Talbott Tavern.

and explain to viewers what products and services they offer in their store and what specials they have for Christmas. We have an hour of these running called 'Shop At Home.' We're producing and broadcasting a different package of shows the four weeks preceding Christmas. As the mix of advertisers change from week to week, the show will be different."

Greer has high praise for the show's producer, Coulter.

"John has done a wonderful job of producing this show, adding the music and editing," he said. "We've had overwhelming response from the advertisers. They are very impressed with the high quality."

PLG recently provided Nelson Countians with some pretty impressive election coverage, an aspect of their programming they hope to expand.

For the November General Election, Isaacs and Huston manned the courthouse and results were given on Channel 13 precinct by precinct.

"We beat the radio station by almost 30 minutes, which didn't figure out until pretty far into it that they had to total the precincts themselves," said Greer.

PLG promoted its election coverage with a professional-looking house ad that emphasized Isaacs' news experience. The promo showed Isaacs as a young man covering Nixon's presidential election beside a current shot of him covering elections.

The staff would like to see its election night coverage include "talking heads" and would also like to include debate coverage.

PLG Channel 13 was operated out of the radio station until Isaacs sold it about a year ago and moved the operation to the Standard building.

Isaacs worried about sponsors when the idea for the nightly newscast was first developed.

"It was such a different concept...basically a radio newscast, but on TV with pictures," he said.

But those fears quickly faded when sponsors for "The Nelson News" signed on board immediately. Advertisers have been very pleased with the reaction they've received from ads aired on PLG, according to Isaacs.

The newspaper and cable system "cross-promote" one another, according to Isaacs, with house ads in the newspaper and tag lines on the newscast that say "See Lisa Tolliver's story in The Kentucky Standard." The paper's news staff is also working closely with Isaacs for the station's news coverage.

"It's hard for others to compete when we were already in the news business (with The Kentucky Standard) and we knew we had a leg up on anybody as far that goes," said Isaacs.

Isaacs is a firm believer that the station's news must stay current and he's putting in some grueling hours to make sure it does. The paper's reporters call him or leave voicemail messages after evening meetings to let him know the highlights so he can produce a news brief when he comes in at 4 a.m. Editors also let him know what stories the newsroom is working on so the station can promote and use them.

"I'm very competitive, there's no question about that," said Isaacs. "We're hustling and we enjoy breaking news. But in this, you've got to be creative, too. I've set really high expectations for this...set the bar up really nice and high."

Sequencing plan a key to any good redesign

Design is Everything

By Edward F. Henninger



Redesigning your newspaper is easy. You pick a couple of new type faces. You choose some fresh colors. You throw in a rule here, a box there — and you're done.

Nope. Doesn't work that way. As a matter of fact, I can't think of a worse way to redesign than to pay attention to the cosmetics first. Change only the cosmetics and you're only brushing another coat of paint over what could be a poorly built structure.

When you're ready to redesign your paper, you've got to redesign it from the inside out.

Many newspapers are poorly organized. Some pay little attention to consistent organization from issue to issue. For example, the editorial page may be in the same place with each issue while other content that readers find important — such as obituaries and comics — will float throughout the paper. On a Monday, the obits will be on page 6. On Wednesday, they could be on page 13.

Just depends on the placement of ads for that day.

Readers have a right to expect better consistency from you. You can get that consistency by creating a sequencing plan.

I define sequencing as the logical, orderly and consistent placement of elements within your newspaper. Logical: it is thought out and planned.

Orderly: elements flow in a progression that makes sense. Consistent: for the most part, it gives readers the same content in the same place with every issue.

Of course, if you're a daily — especially with weekend issues — the organization of your Saturday and Sunday issues will be different. Readers can accept that.

What's more, they expect those issues to be different.

But consistency still demands that this Saturday's issue be organized like last Saturday's, and the same for Sundays.

A good sequencing plan strives to give readers key elements in the same place day in and day out, week in and week out. It gives your newspaper an organized, planned feel. And readers appreciate knowing where they can expect certain content from issue to issue.

There are three methods you use to sequence:

1. Page number. The Opinion page is page 4. Always has been, always will be. If you're reading today's editorial, you're on page 4.
2. Position: Sports front is always the first page of the B section.
3. Relative position: Legals are always placed just before classifieds. Or comics are always on the page following classifieds.

To properly sequence your paper, you have to use all three methods, to allow for the

increase and decrease in size of any paper because of ad percentages and the like.

When I go through sequencing with my clients, I always recommend that they begin with the smallest average paper. No, not the smallest — the smallest average. In a year, your smallest paper may be 16 pages, but your smallest average may be 24 pages.

When you have the smallest, you do what you can, fudge through it and come back the next day ready to do something better. But for sequencing to work properly, we begin work with the smallest average issue. If you can make your sequencing work in that number of pages, it will work as your page count increases.

The people who must be part of our sequencing discussions include:

1. The publisher, who will tell us whether we can increase our page count, or whether he's willing to accept moving the Opinion page if it helps to better organize the paper.

2. The advertising director, who will help by looking for win-win situations where he can get better ad space by making some trade-offs with editorial for page position.

3. The editor, who works with the ad director and the publisher to achieve those trade-offs while looking out for the interests of the reader.

4. The news editor, who has to make the plan work with every issue, and may know some reasons why a particular move may not work.

See SEQUENCING, page 15

API offers fellowships

The American Press Institute, a center for training of newspaper professionals, will offer nearly \$20,000 in scholarship aid for its programs in 1999.

The aid, in the form of tuition/room and board fellowships to its five-day seminars, is available to both journalism educators and newspaper staff members.

API conducts about three dozen professional seminars annually in a variety of topics, including editorial, advertising, marketing, circulation and management, from its headquarters in suburban Washington, D.C., and several off-site locations.

The following fellowships are available:

James H. Ottaway Fellowships (2). Honors the former chairman of Ottawa Newspapers and API Board chairman, 1968-78. Open to any college-level journalism educator. Provides tuition, room and board.

Philip S. Weld, Sr. Fellowship. Honors the late former owner of Essex County Newspapers in Massachusetts. Open to any college-level journalism educator. Provides tuition, room and board.

See API, page 15

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 LCarnahan1@aol.com

Outside Sales Team Leader/ Key Account Advertising Consultant

The News-Enterprise, a daily publication, has an immediate opening for an Outside Sales Team Leader and Key Account Advertising Consultant. The News-Enterprise publishes Sunday through Friday, with a circulation of 16,500 daily and 19,000 on Sunday.

Purpose of Position: Maximize the performance of retail sales staff, by evaluating team members technical competencies proficiency level, establishing development goals, provide training and coach performance standards.

Qualifications:

- Five years media sales experience
- Experience leading and coaching a sales team
- Proven record of setting and achieving goals
- Strong leadership skills
- Excellent communication skills

Key Account Advertising Consultant

Purpose of Position: Achieve budgeted revenue goals by building long-term relationships with key advertisers and acting as their marketing consultant.

Qualifications:

- Three years daily newspaper sales experience.
- Effective presentation skills, both written and oral.
- Must be comfortable with in-person interviews and formal presentations.
- Must possess initiative, decision making aptitude and good judgment and problem solving skills.

Persons interested in either position should send their resume by

Dec. 15 to: Debbie Crawford, Advertising Manager, The News-Enterprise, 408 W. Dixie Ave., Elizabethtown, KY 42701.

Editor

The Kentucky Standard, a tri-weekly in Bardstov, seeks an editor. The editor heads an 8-person editorial staff. Qualifications include three or more years newspaper experience, supervisory experience is a plus; be able to direct efforts of staff writers and day-to-day operations such as making assignments, planning local news coverage, writing and editing stories, selecting photos, writing headlines and assisting in pagination. Highly developed news judgment, mentoring and time management skills are also essential.

Interested persons should apply to: David Greer, Publisher, The Kentucky Standard, P.O. Box 639, Bardstov, KY 40004.

Reporters/Sports Copy Editor

The News-Enterprise, a daily publication covering growing Hardin County, has immediate openings for two reporters and a sports copy editor/reporter. The staff members will be required to produce accurate, balanced and compelling stories on deadline. Primary responsibilities include beat and enterprise reporting.

A minimum of two years of newspaper experience preferred. Strong communication, grammar and organizational skills needed. Send resumes to Editor Deedra Lawhead at The News-Enterprise, 408 W. Dixie Ave. in Elizabethtown 42701.

Sentinel-Echo, Laurel News-Leader merge

CNHI buys News-Leader, Wayne Co. News-Outlook

The Sentinel-Echo and the Laurel News Leader have merged.

Willie Sawyers, owner and president of Leader Communications Inc., agreed to sell the company to Community Newspaper Holdings Inc., which owns The Sentinel-Echo and 24 other publications in Kentucky.

Leader Communications published the Laurel News Leader and Premier Homes Magazine.

Sawyers said he had several offers for his company before deciding to sell to CNHI.

"This is the agreement which excited me the most," Sawyers said. "When you talk about combining the strength and tradition of The Sentinel Echo and critically-acclaimed abilities of the Laurel News Leader, you're talking about putting out one heck of a newspaper for Laurel County."

The merged publication will keep The Sentinel-Echo name, but will incorporate unique features of the Laurel News Leader into the final product.

The merger didn't result in any job cuts or layoffs as the two newspaper staffs were combined.

Sawyers began his newspaper career at The Sentinel-Echo as a writer and photographer for the

paper in the summer of 1979 while he was still in college. After managing other papers in Southeastern Kentucky beginning in 1983, he decided to publish his own newspaper in his hometown in November 1989.

Wayne County News Outlook

The Wayne County Outlook has been acquired by Community Newspaper Holdings, Inc. (CNHI).

The Outlook officially became a part of the CNHI family on Thursday, November 5. Melinda Jones will remain publisher of the newspaper and David Thornberry is regional publisher for The Outlook, as well as other CNHI papers located in south central Kentucky.

Thornberry is publisher of the Commonwealth-Journal in Somerset. He noted that the proximity between the two locations is a plus for The Outlook as well as other CNHI papers.

The Outlook was formerly owned by Larry Traylor, chief stockholder in Wayne County Newspapers, Inc.

"It was a hard decision to decide to sell, but I feel that we have left the newspaper in most capable hands," said Traylor. "Melinda Jones has a wonderful staff and the community should see no changes in the quality newspaper they are accustomed to."

Thornberry stressed that because The Outlook is a quality product, any changes made would be necessitated by the readers.

News council holds forum on minor-party candidates

(AP) — The Minnesota News Council plans to hold a public forum on how the media cover minor candidates.

Environmental activist Leslie Davis, a write-in candidate for governor, filed a complaint with the council, claiming that seven media organizations "arbitrarily and unfairly" excluded him from coverage.

Last month, Minnesota voters elected Jesse Ventura, a former pro wrestler, as governor. Ventura, who ran as the Reform Party candidate, defeated two major-party candidates.

The news council is an independent panel of journalists and non-journalists that holds hearings and issues non-binding opinions on the fairness of stories.

Tribunal

Continued from page 3

appropriate situations.

Does that sound benign to you? After all, many "mature" democracies — among them Great Britain, Canada, and Australia — have news councils of one sort or another. Highly-respected journalists have urged the reestablishment of the National News Council right here in the United States, and a few individual states already have their own versions. The free press seems to thrive pretty well in those jurisdictions, so what's the problem with making the concept an international one?

The most obvious one is that there really is no "problem" that an international news council could solve. We've heard a lot of complaints about media coverage of the Clinton scandal, for example, and many have come from abroad. Would an international press council sit in judgment of the U.S. media and decide whether or not they had acted "responsibly"? And what standard would they apply? Would they use standards that exist in many other parts of the world, where it is a criminal offense to "insult" a government official, and where truth is not always a defense?

And what happens after the council issues its opinion? Take Flint at his word and assume that as far as the council is concerned, that's the end of the matter. But suppose a journalist whose news organization has been adjudged "irresponsible" tries to get a visa to go to, theoretically, Turkey. What would stop the Turkish govern-

ment from using that finding as its basis for denying that journalist permission to enter the country?

The answer, of course, is nothing, which demonstrates that it is always foolhardy to assume that even a well-intentioned plan to adjudicate press ethics and conduct could never be used for nefarious purposes.

There are dozens of examples of repressive regimes citing international conventions and treaties to justify arresting reporters and closing down news organizations. Recently, the Serbian government banned independent media from publishing because it claimed they were contributing to panic by reporting on threats of retaliatory airstrikes by NATO forces. In other words, the Serb government thought the media were acting "irresponsibly" by telling the truth.

It appears that much of the motivation for this initiative is coming from Sri Lankan, Indian and Turkish press council members who believe that reporting on the ethnic conflicts in their countries by foreign news agencies such as the BBC is biased. At the Istanbul conference, one Turkish journalist reportedly said that the goal is to ensure that Turkey is treated "objectively" by the international press when topics such as Kurdish rebellion, or the partition of Cyprus, come up.

So in other words, the aim is to set up an "international" tribunal that will adjudicate "truth," or at least someone's version of it. Call it what you want, but to me, it sounds like just another example of governments trying to "spin" the news, and seeking an "independent" imprimatur to justify them doing so.

Many organizations, based in the United States and abroad, among them the World Press Freedom Committee, the American Society of Newspaper Editors Forum, the Times of London and Le Monde of Paris, have denounced the whole idea of an international press council. Even UNESCO, which in the 1970s championed a "politically correct" concept called the "new world information order" so draconian that it prompted the United States to withdraw from the organization, has repudiated the idea as "wrong in principle, impossible to formulate and impossible to apply."

But Flint gives no sign of being deterred. In the face of all this opposition, plus the nearly unanimous hostility of the group gathered at the Freedom Forum, he insisted that WAPC will continue with its feasibility studies, with the aim of producing proposals by late June 1999.

The Freedom Forum reported that when Oktay Eksi heard that ASNE was denouncing the concept, he accused the American editors of trying to tell other countries how to treat journalists while refusing to submit to any kind of international standard for themselves.

I wonder how Mr. Eksi will react if his precious international tribunal becomes a reality, and the first person appointed to head it happens to be Greek?

(Jane E. Kirtley is the executive director of the Reporters Committee for Freedom of the Press. Reprinted from the West Virginia Press Association Newsletter.)

Training

Continued from page 3

travels extensively providing training for newspaper groups and associations.

"Everyone associated with the Institute has been thrilled with the response we've received from past attendees," said Shimp.

Slimp has been appreciative of the role of the University of Tennessee in the institute.

"We plan to continue our partnership with the School of Journalism at The University of Tennessee (host of past Institute sessions) by offering a large session open to newspapers throughout the U.S. and Canada on campus once each year. We've offered sessions almost quarterly over the past year and we've decided to trim that down to allow us to look into other training areas," he said.

One of the future plans of the Institute is to offer regionally-based sessions for newspapers of Tennessee throughout the year. In addition, large newspaper chains have already begun to inquire about the possibility of setting up Institute programs just for their employees. "We're already in discussions with one of America's largest newspaper groups about just such an arrangement," said Shimp.

Participation in the institute is limited to newspaper design and production professionals. Several publishers have attended one or more of the sessions to learn more about tools available to their employees as well. For more information about the Institute of Newspaper Technology call Greg Sherrill, registrar, at (423) 584-5761.

Who's responsible for what online?

Interactive Insider

By Peter M. Zollman



Does your Webmaster handle everything having to do with the Internet at your newspaper?

If so, you're doing it wrong.

Just as you divide responsibilities in your newsroom, pressroom, and advertising and classified departments, you have to divide responsibility for your online operation. Even if you have just one person handling your Web site.

What does that mean?

Simple. Your Webmaster should be responsible for "Webby" things, and each department at your paper should be responsible for its own slice of the Internet pie.

For example, the classifieds department should put the classifieds online. That means the daily process of posting classifieds to your site or sending them to your service provider should **not** be the Webmaster's responsibility, but should be handled routinely by the classifieds department.

Your Webmaster, however, should play an integral role in providing the Web tools and services for putting classifieds online and managing them:

- Developing computer scripts or software necessary to make it simple for the classified department to post or send the ads to your site.
- Reviewing the technology, with the classified department, of any new software or service provider that may be used to run the online classifieds.
- Checking and reporting on log files that tell how many visits or page views classifieds have generated.
- Troubleshooting and debugging the Web processes that underlie the online classified service.

Again, in other words, the Webmaster does the "Web" part of the equation, and the classified-master does the "classified" part of the equation.

The rule applies everywhere

The same rule should apply throughout your newspaper.

The marketing department should have a section on your Web site for marketing. It may start out small — a few pages devoted to key advertising facts about your newspaper, perhaps. But as the department gets the hang of it, more information can go online — a history of the newspaper; a virtual tour of your facility and pressroom (even if it's a contract shop), information about on-site tours, a virtual store with newspaper merchandise, biographies of key executives, and so forth.

The Webmaster shouldn't develop that content or design the pages. He should merely provide tools and templates for the marketing department, and show them how to build an online presence matching the elements of the marketing services you offer. And he should make sure (before the pages are posted online) that the tools worked properly.

Let's consider circulation. Can readers order your paper online? (If not, why not?) All of the Web pages about circulation — subscription order forms, complaint forms, vacation stops, route drivers wanted, subscription prices, whatever — should be developed by the circulation department. After all, who knows the issues better? If your Webmaster provides the tools and training, your circulation department should handle all of the functions it normally would through the old channels (mail, phone, fax).

All about integration

This theory is all about integrating the Web site

into your paper's normal operations. It works even if you have a small weekly with a freelance Webmaster. If people at your paper are responsible for the same services online that they are in your overall operation, the Web site becomes part of your ongoing operation.

A one-person editorial department? He (or she) posts the news. He uses **tools and training** supplied by the Webmaster, and maybe gets help from the Webmaster on tricky projects. But day-to-day responsibility for posting news online is his, just as it is editing copy, writing headlines and turning out pages. Whether you have 30 or 300 people in your editorial department, and 10 or 20 in your Web department, the rule is the same (absent union considerations) — only the scale is different.

What's the alternative?

What happens if your Web site runs the typical way — with the Webmaster doing everything that's thrown at her, with minimal help and a "not my job" attitude from each department? Very little. Web work backs up. The Webmaster, who was probably hired for her skill with HTML and design and Web tools, spends most of her time making editorial decisions, trying to post content from other departments, fighting technical fires, and rarely if ever completing developmental projects and services that will enhance your interactive operation.

Instead of deciding **how** classifieds should be posted, she posts them. Instead of compiling Web usage statistics for the publisher and each department, she handles department e-mail. Instead of choosing a software package for your virtual store, she plans to build the store in her spare time — which, of course, she doesn't have.

Overcoming resistance

Will departments resist the new responsibilities?

Of course. If your employees already think they're overworked — and which ones don't? — they'll be initially very unhappy when they hear that "posting to the Web is now your responsibility." But would reporters and editors, for example, want production people doing final edits on stories? Wouldn't they prefer the control over online content they would get by putting it online themselves? Wouldn't they improve their Web design if they designed Web pages just as they do front pages? Wouldn't they develop the skills and creativity to handle online content in new ways?

Ditto circulation, marketing, advertising, whomever. At first, they'll complain that they are too overworked, underpaid and technically illiterate to handle Web services **"too!"** But if they receive appropriate training from your Webmaster, basic control of their own pages, and simple tools for posting whatever they want and need online, slowly but surely they'll gain the freedom and responsibility to do the job they want done, and do it right.

(Peter M. Zollman is a consultant in interactive media services who focuses on practical solutions and profitability. He is principal of Advanced Interactive Media Group, L.L.C., based near Orlando, and can be reached at pzollman@aol.com or (407) 788-3204. He is lead author of the Editor & Publisher Research Reports on Interactive Media, "E-Commerce: A Media Money Maker" and "Online Directories: Pathways to Profits?" He is affiliated with Phelps, Cutler & Associates, Consultants to Newspapers.)

Nominations to Journalism Hall of Fame at UK sought

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

The hall of fame recognizes persons who have made significant contributions to journalism. Selection is made of individuals, living or dead, who are Kentucky natives or who have spent a substantial part of their journalism careers in Kentucky.

Since the hall of fame was established in 1980, 101 journalists have been inducted. Plaques honoring them hang in the UK School of Journalism and Telecommunications building.

Deadline for nominations is Jan. 15, 1999. Further information may be obtained by writing the School of Journalism and Telecommunications, University of Kentucky, Lexington, Ky. 40506-0042; or by calling (606) 257-4360.

'99 convention to include photo exhibit

Photographers interested in displaying their talents have the perfect opportunity at the 1999 KPA Winter Convention.

A photo exhibit will be set up and displayed during our Trade Show and is available for local use, at public libraries for instance, after the convention ends on Jan. 22.

The exhibit isn't a contest and most of the entries are displayed in the exhibit, depending on space available. Photos should have been taken during the previous calendar year and may be in color or black and white; should be no larger than 11 x 14; and should be mounted, preferably on black poster board. The photo should be affixed to the poster board along with the name of the newspaper and the photographer's name and a cutline, if appropriate. These do NOT have to be photographs that were published in the newspaper.

Please indicate on a cover memo that the photos being sent in are for use in the KPA Photo Exhibit.

The deadline to submit photos for the exhibit is Dec. 15. If your newspaper would be interested in displaying the exhibit after the convention, contact Sue Cammack at (800) 264-5721.

Newspaper recycling continues to climb; Ashland among the top

By WILLIAM KELLY
Of The Daily Independent

ASHLAND, Ky. — For millions of Americans, recycling has become a way of life.

Area newspaper readers who take their old papers to recycling centers may not realize how well the effort is paying off.

The newspaper recycling rate climbed from 35 percent in 1988 to 68 percent in 1997, according to the American Forest & Paper Association. Last year, old newspapers accounted for just 4 percent of the waste in the nation's landfills, compared to nearly 6 percent in 1980.

Newspapers recently surpassed aluminum cans as the second most recycled product after corrugated cardboard. In 1997, 68 percent of old newspapers were recycled, compared to 67 percent of aluminum cans and 73 percent of corrugated cardboard.

The Daily Independent ranks first among the 20 papers in the

Ottaway Newspaper group for use of recycled newsprint, publisher Joe Vanderhoof said Thursday.

"We owe it to our readers and we owe it to ourselves to do this," he said.

Fifty-one percent of newsprint material used by The Daily Independent is recycled fiber. The average for the entire Ottaway group is slightly over 27 percent.

The Independent's high percentage of recycled newsprint is possible because one of its newsprint suppliers, Southeast Newspapers of Georgia, produces only recycled newsprint, Vanderhoof said.

The Daily Independent buys 600 metric tons of newsprint annually from Southeast, and 1,000 metric tons from its other supplier, Bear Island in Virginia, he said. Roughly one-third of Bear Island's paper has been recycled.

"All of us would love to say we have 100 percent," Vanderhoof

See RECYCLING, page 15

Judges

Continued from page 7

journalists have no "official government body that can sanction them for violations."

Kim Greene, KPA General Counsel and one of the foremost First Amendment attorneys in the region, told the judges that journalists by and large don't operate recklessly for the fear of libel lawsuits.

Staats added that many news organizations have policies or a code of ethics which guide their reporters.

Unbalanced reporting is too prevalent among all the news media, according to the judges, who said "hit and miss" reporting on a huge civil judgment, for example, gave the public the perception that such judgments were the norm. Another example cited was the heavy reporting of "sensational" cases which gave the public the perception that crime rates are soaring while actually, the incidence of most crimes is on the decline.

Again, journalists countered that it is impossible for court reporters to report on all civil or criminal cases and judgments due to staffing. One possible resolution discussed was for reporters to contact their local judges and ask for a weekly or monthly summary of cases adjudicated in their court.

MacDonald said reporters can also take advantage of databases to analyze the courts and "help put in perspective" the actions of a par-

ticular court and judge.

Daviess District Judge Mac Griffin expressed some concern over the use of comparative data that he said could be misconstrued if enough explanation didn't accompany the data.

"I have no problem comparing judges in my district," said Ashley. "If we compare their conviction rates and one is 10 percent and other is 90 percent...that's something worth exploring."

"I'm just saying it's complicated information," said Griffin. "If you have just the numbers...and no basis for why they are what they are, no explanation...it shouldn't just be left at the doorstep."

"It's my understanding of the media that it's part of our purpose, as the Fourth Estate, to hold the other three accountable. We are a tool for that accountability," said MacDonald. "You obviously can't take a set of statistics and report them without explaining what they mean."

When Schulman asked the group to consider "what's next?", the group agreed that those attending had for the most part had a positive working relationship with each other.

"It's the judges and media, I speculate, that aren't here that have the rocky relationships," said Ashley. "But that's OK. It's good to discuss our different expectations of one another. There will always be tension — and that's not a bad thing. It comes from solid, intelligent, philosophical differences. We can respect and appreciate each other's point of view."

Kentucky weeklies capture NNA Better Newspaper awards

Falmouth Outlook, Henry County Local honored in contest

Two Kentucky weeklies recently won awards in the National Newspaper Association (NNA) Better Newspaper Contest.

The Falmouth Outlook won two awards: A first place for Special Issue, Weekly Division,

less than 5,000 circulation; and an honorable mention in the same category. The first place award was for the special section the newspaper staff produced after the devastating 1997 flooding that destroyed their town and building which housed the paper.

The Henry County Local won three honorable mentions: Special Issue, Weekly Division, less than 5,000; Best Spot News Story; and Best Sports Feature.

Would you buy used equipment from your KPA Office Staff?

If the answer is yes, do we have some deals for you!

Actually, we've been doing some computer upgrades and have some Mac platform equipment we need to get rid of.

This Mac platform equipment wasn't driven by little old ladies to church on Sunday but everything was in great working order when it was unhooked, most of it unhooked in the past month. Everything, except the Mac Classic, Mac Plus and Mac IICi and the two cellular phones, was in use until recently.

Here's what's available. If you're interested in any of it, make us an offer. It's on a first-come with the money, first-served basis.

- 1 Quadra 605 hard drive
- 1 Personal LaserWriter printer
- 1 LaserWriter Plus printer
- 1 USRobotics 28.8 Modem
- 1 Mac Classic II
- 1 Mac Plus
- 1 Mac II Ci
- 1 Technophone Cellular Transportable Phone
- 1 BellSouth Motorola Cellular Transportable Phone
- 1 Nokia Cellular Portable Phone

If you're interested, call David T., Bonnie or Sue at (800) 264-5721 to make an offer. Equipment can be seen at the KPA Central Office.

Owens remembered for contributions to KPA, industry

Lewis E. Owens, publisher emeritus of the Lexington Herald-Leader and president of KPA in 1984, died Nov. 27 of complications from a variant of Lou Gehrig's disease. Owens was 64.

He retired as publisher of the Herald-Leader because of health reasons in mid-1996 and became publisher emeritus on Oct. 1 of that year. Owens played a major role in nearly every major civic and charitable organization in the area.

In 1996, he received the Edwards M. Templin Award for outstanding community service from the Herald-Leader and at the same time, the award was renamed for him.

"Lewis took over KPA, as president, at a time really crucial for the organization," said Don Towles, former vice-president for public relations at The Courier-Journal and a past president of KPA. "He and David Thompson (KPA Executive Director) turned it from a nice, very non-profit organization, into one that was vibrant, alive and well. The team of Lewis Owens and David Thompson made KPA what it is today. They made a good team, a wonderful combination for KPA. Plus, Lewis was just a heck of a nice guy."

"Each year, we ask our president to develop at least one member service for our newspapers. Lewis laid the groundwork for several new programs but he always wanted to make sure any program would benefit our weekly newspapers," said Thompson. "He recognized that 'the big guys' could take care of themselves so he wasn't concerned about them. He wanted to help the smaller community newspapers as much as he could. In anything we did, he'd first ask, 'How does it affect the weekly newspapers?'"

"One of those was our ad placement service. Lewis, Betty Berryman, Don Towles, John Munford and Floe Bowles, as the KPA/KPS Executive Committee, wanted us to have a full-time ad service. Until 1984, we were doing about \$300,000. In 1985, we started the full-time service and this year it's reached more than \$3 million with much of that going to the weeklies. The committee's foresight through Lewis' direction made this possible."

Berryman, publisher of the Winchester Sun and former KPA president, recalls Owens as someone willing to lend his support to fellow publishers.

"Lewis was a publisher's publisher. He always looked at the big picture, assessed the needs, and then worked diligently toward addressing those needs," she said. "Whether in his profession or in his volunteerism he willingly gave of his talents and time."

"On a personal note, Lewis was a dear friend but also a cohort who was always willing to share his expertise with a small town publisher."

Owens and his predecessor as publisher, Creed Black, aggressively expanded the Herald-Leader's circulation base from Central Kentucky into Eastern and southern Kentucky. Although Owens' roots in the newspaper business were in advertising and marketing, he was known for his ability to keep the advertising side of the newspaper from interfering with getting the truth out.

A few days after he became publisher, the newspaper began publishing a series of race relations called "Divided We Stand." Owens read all the articles before they appeared, and his only suggested change was that a series of vignettes about places where only whites or blacks congregated in Lexington include more country clubs that had no minority members. That included his own at the time, Lexington Country Club, from which he later resigned. It has since integrated.

During his stint as publisher, the Herald-Leader won its second Pulitzer Prize for editorial writer Maria Henson's series in 1993 on abused women.

"He was a very powerful person, but I never saw him abrupt, or rude. It seemed that he always communicated with a smile."

— Celia McDonald
former KPA president

"He wanted to help the smaller community newspapers as much as he could. In anything we did, he'd first ask, 'How does it affect the weekly newspapers.'"

— David T. Thompson
KPA Executive Director

"...those of us on the news side appreciated his unwavering support for the newsroom. The Herald-Leader is a strong regional newspaper largely because of Lewis and his vision."

— Tom Caudill
Herald-Leader Assistant Managing Editor and KPA President-Elect

"His background was in advertising and marketing, and everyone who knew him appreciated how good he was. But those of us on the news side also appreciated his unwavering support for the newsroom. The Herald-Leader is a strong regional newspaper largely because of Lewis and his vision," said Herald-Leader Assistant Managing Editor Tom Caudill. Caudill is president-elect of KPA.

Owens was also responsible for developing the Herald-Leader's Newspaper in Education program into a nationally-recognized program.

"He was an exceptional publisher and did enormous good in the community, often behind the scenes and without receiving credit. He liked to say that we're cause-driven, not publicity-seeking. That was the way he lived his life and, I believe, the way he would want to be remembered," said Timothy M. Kelly, who succeeded Owens as publisher.

Another former KPA President, Celia McDonald, also recalled Owens' fondly.

"What I recall most about Lewis is that his smile made me feel good — about him, about whatever made him smile, about myself. What a leadership gift that is, especially when it's genuine," she said. "He was a very powerful person, but I never saw him abrupt, or rude. It seemed that he always communicated with a smile. I missed him when he drew away from KPA to give his attention to other concerns, and I miss him still. When I remember dear John Munford, I see his freckled hands on the piano keyboard; when I remember Lewis, I'll always see that sparkling smile."

Among the highest awards Owens received were the John S. Knight Gold Medal, Knight Ridder's highest honor, in 1996; and the Charles Scripps Award for his promotion of literacy in 1989. He was inducted into the Kentucky Journalism Hall of Fame in 1995.

Owens joined the Herald-Leader in 1975 as advertising director. He was retail ad manager of the Charlotte (N.C.) Observer and News before coming to Lexington. He was promoted to vice president of sales and marketing at the Herald-Leader in 1978 and was named vice president and general manager in 1982. He became president and publisher in 1988, succeeding Black, who retired from the newspaper and then became president of the John S. and James L. Knight Foundation.

Born in Knoxville, Tenn., Owens, through divorce and remarriage had 15 siblings and step-

siblings. He helped his family out by collecting soft drink bottles and shining shoes. He left school after the ninth grade.

After a stint in the Marine Corps, he worked for a time on the assembly line at a General Motors plant in Texas and as a carman's apprentice on the railroad.

Then in 1956 he got a job with the Fort Worth Press as a copy boy in the advertising department. Soon he was selling advertising and found he was good at it. In 1959 he left Fort Worth to become ad director at the Gainesville (Texas) Daily Register. He also used the GI Bill to enroll in Gainesville College, where he earned a degree in business administration.

In addition to being noted for his efforts to boost circulation, Owens also was a major force behind home-delivery and single-copy price increases. Although some subscribers were lost with the increases, most were usually made up within months. With each increase the customer got an extra section or feature, and the newspaper and its new additions were heavily promoted. When Owens retired, the Herald-Leader was the most expensive Knight Ridder home-delivered paper.

Owens' community involvement included the United Way (he was chairman of the board twice and received the organization's Helping Hands Award in 1990), the Chamber of Commerce, Lexington United, and the Bluegrass Community Foundation. He was one of the organizers of the Lexington Chapter of the Dream Factory, Inc., an organization dedicated to making dreams come true for seriously ill children.

"Above all, he had a big heart," said former Herald-Leader editor John Carroll, now editor of the Baltimore Sun. "He came from a very impoverished background and he pulled himself up to become publisher of the newspaper, but at the same time he never forgot the people that hadn't been as fortunate."

Owens is survived by his wife, Janetta Wells Owens; four sons, Michael Owens, Biloxi, Miss., Robert Owens and Eddie Owens, both of Charlotte, N.C., and Wade Mitchell of Lexington; four grandchildren and a great-grandchild.

Burial was in the Pine Hill Cemetery in Corbin. Contributions are suggested to the United Way of the Bluegrass; Cardinal Hill Rehabilitation Hospital; or the Blue Grass Community Foundation Lewis E. Owens Fund.

(Reprinted in part from the Lexington Herald-Leader)

API

Continued from page 10

Minority Journalism Educators Fellowship. Open only to collegiate journalism educators who are members of a recognized minority. Provides tuition, room and meals.

Rollan D. Melton Fellowship. Honors the former president of Speidel Newspaper (now merged with Gannett) and former member of the API Board. Open only to college-level journalism educators who are members of a recognized minority. Provides tuition, room and board.

The Cissy Patterson Fellowship. A memorial to the owner of the defunct Washington Times Herald. Provides seminar tuition, room, and meals for a female reporter or editor from a newspaper with daily circulation under 25,000.

The John E. (Jack) Heselden Fellowship. Honors the retired

deputy chairman of the Gannett Co., Inc. Provides seminar tuition for a newspaper executive interested in marketing or general management. Room, meal or travel subsidy provided.

The Walter Everett Fellowship. Honors a former director of API. It provides tuition for a city editor. Room, meal or travel subsidy provided.

The Malcolm F. Mallette Fellowship. Honors a former director of API. It provides tuition for a news editor or managing editor of a newspaper under 50,000 circulation to attend one of three seminars: News Editors and Copy Desk Chiefs, Critical Management Skills, or Real Journalism: Core Values and Practices for Senior News Executives. A travel allowance is added if funds permit.

For further information about API fellowships, contact associate director Warren Watson for an application, or visit the API website, www.newspaper.org for an online application.

SNPA

Continued from page 7

D. Jordan Whichard III, publisher of the Greenville (N.C.) Daily Reflector, was elected president-elect. Burl Osborne, publisher of the Dallas (Texas) Morning News, was elected treasurer.

Each year, the terms of six members of the 18-member Board of Directors expire. Elected to three-year terms on the Board — and the areas they will represent — are:

- Arkansas—Walter E. Hussman Jr., publisher and owner of the Arkansas Democrat-Gazette, Little Rock.

- Florida—Dereck Dunn-Rankin, president of Sun coast Media Group, Inc., Venice.

- Kentucky—Paxton.

- South Carolina—Fred Mott, publisher of The State, Columbia.

- At-Large—Fred Patterson, publisher of the Denton (Texas) Record-Chronicle.

- At-Large—Jon Segal, president of the Eastern Division,

Freedom Communications, Irvine, Calif.

In addition, Jerry Strader, president and CEO of the Community Newspaper Division of Hollinger International Inc. of Chicago, Ill, was elected to the SNPA Board of Directors to represent Mississippi. He will fill the unexpired term of Kenneth S. Boone, who resigned.

Directors remaining on the Board are: Albert T. August III, Richmond Newspapers, Richmond, Va.; Joseph H. Edwards, Bartlesville (Okla.) Examiner-Enterprise; H. Miles Forrest, Houma (La.) Courier; Ashley Futrell, Washington (N.C.) News; Wanda Jacobs, The Mississippi Press, Pascagoula; Roger S. Kintzel, Atlanta (Ga.) Journal/Constitution; Frank McComas, Knight Ridder, Inc., San Jose, Calif.; Richard H. Remmert, Memphis (Tenn.) Commercial Appeal; Ron Sawyer, Tuscaloosa (Ala.) News; Craig L. Selby, Charleston (W. Va.) Gazette; and Dolph Tillotson, Galveston County Daily News, Galveston, Texas.

Recycling

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said. "But manufacturers are not ready to begin producing it. It's so expensive to do."

The cost of newsprint has jumped in recent years due to the retooling costs of manufacturers who are shifting toward recycled paper, Vanderhoof said.

In 1999, Ottaway expects to pay \$690 for each ton of newsprint. That would be a 4 percent increase over this year, though Vanderhoof

said market variables could push the increase up to 10 percent.

When newspapers began using recycled paper, there were concerns about the quality of the finished product. But the technology has improved. "Now you can't really tell a whole lot of difference," Vanderhoof said.

The Daily Independent uses soy-based ink, which is more environmentally friendly than tradition oil-based ink, for color.

The paper's black ink is still oil-based because costs haven't permitted a transition to soy-based black ink, Vanderhoof said.

Sequencing

Continued from page 10

5. The press chief, who will be able to help you by identifying color positions and working out how the paper breaks down on the press.

6. The ad layout person. This is the person who actually dummies the ads into the paper — and usually knows better than anyone else why a particular florist is upset when her ad is not on the obits page.

Yes, I understand that at some newspapers, one person may

perform two or three of these tasks. The objective is to get editorial, advertising and production to talk with each other.

Now, there's a radical concept!

Kidding aside, putting together a sequencing plan will help you to create a newspaper that is better organized, more predictable and easier for your advertisers and your readers to use.

And who among us doesn't want that?

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Criticism

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to win and hold the confidence of others. Praising my competitors did not make those sales, but it did get me on first base."

A local business owner once told me about a meeting he had with someone who wanted his advertising business. "I couldn't believe it," he said. "He spent most of his time attacking his competitors. He acted like he was the only

person in town who knew anything about advertising. I decided then and there that I would never do business with him. In fact, I learned more about him in that little tirade than I learned about the people he was criticizing."

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

Job

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ment for Hispanics in the news media." The listings, which are updated two times each month, include job openings in both print and broadcast media.

Even editors who traditionally have turned to networking when job openings occurred are finding Web sites to be advantageous.

"When we have an opening, the first step usually is to call our contacts around the country to get leads," said Larry Rose, executive vice president and editor of the Corpus Christi (Texas) Caller-Times.

Nevertheless, Rose considers Web ads to be an especially viable option when difficult-to-fill open-

ings occur.

"Also, it's nice that people can apply and send resumes easily through the Internet," he said.

Tom Clinton of The Messenger in Madisonville, Ky., is another editor who has relied heavily on networking to fill jobs.

But Clinton is quick to point out that he has nothing against the newfangled methods of tracking down qualified applicants. In fact, he has high hopes of using his paper's own Web site to advertise openings -- "if we can ever get the darned thing working."

(We would love to share your thoughts on job-hunting with our readers throughout the nation. Please write us at ETSU Box 70667, Johnson City, TN 37614 or call us at (423) 439-4167. The e-mail address is hlliarj@access.etsu.edu.)

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My tribute to Lewis Owens

On Second Thought

By David T. Thompson
KPA Executive Director



I know that elsewhere in The Kentucky Press there's a full page article about KPA Past President Lewis Owens. But I need this space to offer my own thoughts.

The whole newspaper industry in Kentucky, especially the weekly newspapers, lost a dear friend with Lewis' passing. To my knowledge, Lewis never worked for a weekly newspaper. Yet he recognized their importance to their communities and knew that in most everything KPA does, it needed to consider the weekly newspapers. He did, with almost every board action, want to know how an action or decision or service would be helpful to those smaller community publications.

Lewis did not demand respect because he earned it. Earned it from most every newspaper person he met.

With his advertising background and working at such a large daily publication, there might have been a tendency to pit the editorial side against the advertising side. That's the way it is sometimes. But not to Lewis. And comments from the news staff at the Lexington Herald-Leader show the support Lewis gave them.

Let me give you an example with a story that's never been published, pretty much staying between Lewis and me.

In January, 1984, Gov. Martha Layne Collins was giving her budget address to the General Assembly. It was being televised statewide. During her speech, she announced that she wanted the legislature to consider a service tax, a new type of tax that affected the many businesses offering services to the general public. It included a tax on advertising.

Seven minutes after she made that announcement, Lewis called me at home. The conversation was short and to the point. "Davey boy, are you watching the governor's speech?" he asked. "Then you heard about the service tax." Both of my answers were in the affirmative. He ended the conversation with simple directions, "Kill it."

Fortunately her proposal never saw the light of day.

Fast forward now to December, 1989. I was attending the Newspaper Association Managers Legislative Conference in D.C. We're at the American Newspaper Publishers Association office (ANPA, now known as Newspaper Association of America). Ironically, the state press association executive directors are in the hour when we were talking about service and ad taxes.

The phone rang at ANPA and a staff member interrupted the session to tell me I had an urgent telephone call.

It was Lewis. "David, I just want you to know that Governor Wilkinson is proposing an ad and service tax."

"Don't worry, Lewis, we'll get it killed."

"No," he said. "On tomorrow's editorial page, we're endorsing the service tax to include advertising. I don't want you to kill it."

"What's changed?" I asked. "The last time it was discussed you thought it was a terrible idea."

"I'm supporting it now because the editorial staff is endorsing the idea," he responded, "and I just wanted to let you know about that."

As publisher, Lewis probably could have voiced his opposition to the service tax and told the editorial staff not to endorse it. But he didn't. He supported them and nothing was going to sway that support.

During the 1990 legislative session, there were more editorials supporting the service tax and stories about the groups opposing it. In a couple of cases, the stories and even one editorial cartoon pitted KPA against the Herald-Leader. The editorial cartoon was especially hurtful because we had taken steps to stay behind the scenes and had said nothing publicly about the service tax.

Yet the stories and the cartoon did not reflect the delicacy with which we handled a situation where newspapers were on both sides of the issue.

The 1990 executive committee of KPA had a special meeting to address the stories and the editorial cartoon, acknowledging that the association had stayed in the background while the Herald-Leader seemed to put us at the forefront of the battle.

The executive committee appealed to Lewis to take issue with his editorial and news staff for what it said was unfair reporting. Lewis promised to look into the situation. He did and reported back that he felt the news side had done nothing wrong and he totally supported what they had reported.

Though we disagreed on that subject, and to this day I think Lewis,

deep down, was against the service tax, never once did he waiver from his support of the Lexington Herald-Leader's news department.

I gained an even deeper admiration for Lewis during that time. And because of that admiration, we never discussed it again.

Lewis was on the executive committee that hired me, back in September, 1983. He served with Don Towles, Betty Berryman, John Munford and Floe Bowles. That's an intimidating group. It's doubtful that such a powerful executive committee will ever be duplicated by any state press association, probably not even any association of any kind.

We are wordsmiths, masters of the often-complex English language. We are artists, able to paint mental pictures of news events, or for the advertiser able to sell their services and products.

We are able to relay emotions through the printed word, able to pull readers into a sense of "being there" simply by the way we write. Able to...well, you get the picture.

That being the case, during this Holiday season, try this test. Perhaps these samples are titles English professors would have used for some of the more popular Christmas songs and hymns. Fortunately someone, perhaps even a newspaper person, came up with the more original titles. See if you can decipher them.

(This is copied but the author is unknown.)

(Answers are printed upside-down at the end of the column. But no cheating!)

1. Small City in Judea
2. Colorless Yuletide
3. Singular Yearning for Twin Incisors
4. Loyal Followers Approach
5. Righteous Darkness
6. Weather: Cloudless. Arrival Time: 2400 Hours
7. Far Off in a Feeding Trough
8. Array the Corridors
9. Bantam Percussionist
10. Monarchical Triad
11. Nocturnal Noiselessness
12. Father Christmas on Route to Borough
13. Initial Christmas
14. Frozen Precipitation Commence
15. Proceed and Enlighten Upon the Pinnacle
16. The Quadruped with the Vermillion Proboscis
17. Query Regarding Identity of Descendent
18. Delight for the Third Planet
19. Give Attention to the Melodious Celestial Beings
20. Hence Arriveth Kris Kringle
21. To Decry Matriarchal Osculation of Yuletide Anthropomorphian
22. At the Zenith of the Domicile
23. Endocarps Vesicated on a Conflagration
24. Jehovah Dulcify Blith Chevaliers
25. The Dozen Festive Earthly Rotations of Yuletide

- Answers
1. Little Town of Bethlehem
 2. White Christmas
 3. All I Want for Christmas is My Two Front Teeth
 4. O Come All Ye Faithful
 5. O Holy Night
 6. It Came Upon a Midnight Clear
 7. Away in a Manger
 8. Deck the Halls
 9. Little Drummer Boy
 10. We Three Kings
 11. Silent Night
 12. Santa Claus is Coming to Town
 13. The First Noel
 14. Let It Snow
 15. Go Tell It on the Mountain
 16. Rudolph The Red-Nosed Reindeer
 17. What Child is This?
 18. Joy to the World
 19. Angels We Have Heard on High
 20. Here Comes Santa Claus
 21. I Saw Mommy Kissing Santa Claus
 22. Up on the Housetop
 23. Chestnuts Roasting on an Open Fire
 24. God Rest Ye Merry Gentlemen
 25. The Twelve Days of Christmas