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# Kentucky Press

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## Some Ky. papers making switch to 50-inch web

By **KARLA DOOLEY**  
KPA Contributing Writer

Following the lead of hundreds of newspapers across the country, including the Los Angeles Times, The Washington Post and the Boston Globe, several Kentucky papers are choosing to trim their web widths to 50 inches.

But the pages aren't the only thing getting trimmed.

Newspaper executives say they're making the change in order to cut thousands off their budgets. Averages say most are saving in the

neighborhood of 7 percent of the cost of newsprint.

Until now, most papers had a 54-inch web, which results in pages that are 13.5 inches wide. On a 50-inch web, each page is an inch smaller, 12.5 inches.

The web is the paper that travels from the newsprint roll to the press. On a regular double-wide press, four pages get printed across the web.

For now, most of the web width changes

See **WEB**, page 3

### Conversion tips

For newspapers that are thinking of or planning to convert to a 50-inch web, there's no lack of advice.

As far back as 1995, the Newspaper Association of America's TechNews was talking of web trims. The publication offered step-by-step instructions on how to prepare the mechanical workings of the press for a smaller

See **CONVERSION**, page 3

## Newsprint consumption up

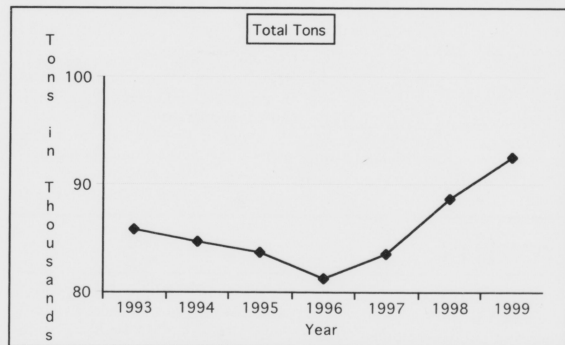
Just how strong are Kentucky newspapers? One has to do little more than compare newsprint use in the past year to answer that question.

According to information supplied by Kentucky's 42 printing plants, newsprint consumption in 1999 rose more than 4,000 tons over

the previous year and reflects the highest total of newsprint tons in the past seven years.

The information is compiled annually by the Kentucky Press Association and filed with the Kentucky Cabinet for Natural Resources to measure use of

See **NEWSPRINT**, page 4



### A message to journalism teachers

Virginia G. Fox, KET Executive Director and CEO, was the keynote speaker for the recent KHSJA workshop for teachers held at UK.

## M-I graphic artist designs national logo

The logo to be used for National Newspaper Week was created by John Shelton of The Messenger Inquirer, Owensboro.

National Newspaper Week has been sponsored by the Newspaper Association Managers since 1940.

KPA Executive Director David T. Thompson, a member of the NAM Board, is chairman of National Newspaper Week this year.



National Newspaper Week — October 1-7, 2000

### What's Ahead

• Jan. 18-19: 2001 Winter Convention, Galt House East, Louisville

#### Inside

- Pg. 2: Kentucky People, Papers in the News
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- Pg. 6, 7, 9, 12: KPA interns gain insight into newspaper profession
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- Pg. 13: Front page ads need, deserve special attention
- Pg. 14: Web sites offer help for new media newcomers

# Kentucky people, papers in the news

## Knox named producer for Kentucky.com

Aaron Knox has been named executive producer for Kentucky.com (<http://www.kentucky.com>), a member of the KnightRidder.com Real Cities network and the most viewed website in Kentucky.

Knox, senior sports producer at Kentucky.com the last 2 1/2 years, succeeds David Reed in the position. Reed left Kentucky.com in May to lead The Arizona Star's website in Tucson, Ariz.

Mary Epple-Ekhoff, site operations director for Kentucky.com, made the announcement Friday, June 30. Knox had been working as acting executive producer since Reed's departure and assisted in Kentucky.com's transition into a

separate business unit from the Lexington Herald-Leader, the Knight Ridder newspaper from which the site originated as Kentucky Connect in 1995.

Knox joined the Kentucky.com staff in December 1997, leaving the executive sports editor position at the Ogden (Utah) Standard-Examiner to pursue a career in online journalism. He had 12 years' newspaper experience, nine as an editor, before moving into new media.

## Herald-Leader to build new packing center

The Lexington Herald-Leader has announced plans to build a 75,000 square foot packaging center to handle the paper's inserts.

The operation, which will be located at Fortune and Trade Center drives in Lexington, is expected to open during the first quarter of next year.

Newspaper officials have said the center is needed in order to deal with a booming advertising circular business.

"Advertisers find them to be a more efficient way of selling their products," said Publisher Tim Kelly. "They are able to advertise more things and have color on every page."

Construction of the center will cost \$5.4 million and equipment will cost \$6.4 million. No jobs are expected to be cut in the change, the paper reported.

## Messenger Inquirer undergoes redesign

The Owensboro Messenger-Inquirer has undergone a redesign, as well as changes to its classified section.

"The main thrust of the redesign was to make the Messenger-Inquirer a more accessible paper," said Dan Hieb, a copy editor who worked on the changes.

The paper has a new nameplate, which takes up less space and is in a more modern style. The paper also dropped the hyphen between "Messenger" and "Inquirer" in the nameplate, as well.

Section heads, headlines and information boxes were also altered, and stationary index and corrections boxes were also introduced on the front page.

In response to reader and advertiser requests, the paper also merged its real estate, help wanted and other classified advertisements.

A home and garden section that had included real estate ads was dropped in the alteration, partly because it was not generating enough revenue, Editor Bob Ashley wrote in a column announcing the redesign. Home and garden news is now located on a page in the Sunday Lifestyle section.

## Paxton Media buys Illinois publications

Paxton Media Group has arrived at a deal to purchase Metropolis Media Inc., which includes The Metropolis Planet, The Southern Scene and related publications in southern Illinois for an undisclosed amount. The sale should be complete by Sept. 1.

"We are delighted to be able to bring a newspaper with the historic roots...of the Planet into our stable of newspapers," said Fred Paxton, chairman of Paxton Media.

The Metropolis Planet is a weekly paper with 5,300 readers and The Southern Scene is a total market coverage paper sent to 13,300 southern Illinois homes each week.

The chain is currently owned by Laura "Lolly" Harris and her two children. Harris and her late husband, Ray Edwards, once held major interests in the Mayfield Messenger and the Murray Ledger and Times.

Paxton Media owns 26 daily newspapers, including the Paducah Sun, and a number of weekly and specialty publications in nine states.

## Commonwealth-Journal announces promotions

The Commonwealth-Journal in Somerset has announced the appointment of three new department heads.

Jeff Neal is now managing editor, Bridgett Turner is advertising manager and Loretta Thacker is business manager.

Neal, a 16-year veteran of the paper, has most recently worked as assistant editor but has also held

See PEOPLE, page 10

**— The Kentucky Press —**

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## Deaths

### Carroll Bourne

Carroll Hunt Bourne, former owner and publisher of The News-Herald newspaper in Owenton, died July 29 at Owenton Manor. He was 89.

Bourne started working at the newspaper, which was in the Bourne family for many years, with his father, the late Morton Humphrey Bourne, in 1935. The younger Bourne sold the paper in 1982.

Hunting and pecking on an old typewriter in the newspaper office, which displayed a 6-pound turnip

in its front window, Bourne kept residents abreast of the news with coverage of events such as home-makers' meetings and Jaycees' projects. The county and city declared his last day at work in 1982 as C.H. Bourne Day.

Bourne helped organize the Owenton chapter of the Boy Scouts of America in 1937 and was involved in scouting for many years. He also was active in the Owen County 4-H Council. He had been a director of the Owen County Fair board and the Owen County Public Library board. He also had been a

See DEATHS, page 4

## Web

Continued from page 1

appear to be taking place primarily at daily newspapers. The Lexington Herald-Leader, Paducah Sun, Madisonville Messenger and Richmond Register have either completed the change or committed to doing so in the near future.

The Lexington Herald-Leader will be converting its presses during the first quarter of next year, said Vice President of Operations David Stone.

He said "a whole gamut" of mechanical changes tied up with a 50-inch web press could cost the paper about \$700,000, but he said it would be hard to say how much the paper would save by making the change.

"Newsprint pricing is going up," he said. "It's going to be difficult to gauge."

Richmond Register Publisher James Kerby agreed.

Although the Register expects to save \$8,500 by the year's end by going to a 25-inch page width this month, Kerby said the price increases could negate the effects of the change over time.

"It's an economical thing," he said "We can either go down on web size or go up in prices."

But Kerby said he did not expect the press work associated with the new web width to cost the paper much time or money.

"It's going to take us about four hours to do the work," he said.

However, Jim Paxton, publisher of the Paducah Sun, and Bob Morris, publisher of the Madisonville Messenger, said they're already seeing significant savings with a 50-inch web.

In April 1999, the Madisonville Messenger became the first Kentucky paper to convert to a smaller web. The Paducah Sun did so earlier this year. Both papers are owned by the Paxton Media Group, and Jim Paxton said the chain is encouraging the rest of its properties to make the switch as well.

The paper is saving about \$30,000 a year, Morris estimated, noting that \$3,000 paid for the parts and labor necessary to complete the change.

At the Messenger, Morris said plans for the move were in the works for over six months before the actual changeover, which made the process go more smoothly.

The paper experimented with mockup pages in a redesign effort that Morris said helped preserve the size of the news hole.

Efforts were also made to explain the change to advertisers, who were presented with research from the Newspaper Association of

**"It'll pay for itself four times over in a year... The bigger the paper, the bigger the incentive to do it."**

**Jim Paxton**

Publisher, Paducah Sun

**"We didn't tell the readers and no one noticed."**

**Bob Morris**

Publisher, Madisonville Messenger

America showing that readers prefer smaller pages. Morris said there was little backlash.

"They almost unanimously supported the move," he said.

Paxton said the conversion also brought with it some other unexpected financial benefits at the Paducah Sun. He said that the composing department is saving several thousand dollars per year since a smaller film roll is now used in the film setters. And by leaving classified fonts as they were, Paxton said the paper has also seen an increase in classified ad revenues. That's because a shorter column width causes an ad that once took up only three lines to now take up four.

"It'll pay for itself four times over in a year," Paxton said of Paducah's decision. "The bigger the paper, the bigger the incentive to do it."

By all accounts, the change has not had a negative impact on readership. Some reports even indicate that readers say they find the paper easier to hold, but for the most part, there has been no response to the conversion at all.

"It's a nonevent for them," Paxton said.

"We didn't even tell the readers and no one noticed," Morris said.

But despite its rave reviews for saving money and garnering a neutral response from readers, the nationwide trend toward a 50-inch web is making waves with some editors, designers and advertisers.

"It is a short-term money-saver and a long-term disaster," Rolf Rehe, a designer and typography expert, said in an article for the summer issue of Design magazine.

The article cited numerous designers and editors who complained that the change has resulted in smaller photos, hard-to-read type and in some places a five- or seven-column grid, rather than the standard six.

The National Newspaper Network, a subsidiary of the NAA, recently reported that it is hearing complaints from advertisers because of the switch.

"The biggest objection is to the

## Conversion

Continued from page 1

web.

The writer, Frank Balentine, also issued these words of wisdom: "Your first move should be to develop a well-defined and realistic plan of action, including the dates by which the press alteration should be completed, when the narrower newsprint should be ordered and when it should arrive at your plant.

"Without a realistic schedule and close coordination with other departments, you may find yourself carting large amounts of oversized newsprint to the warehouse."

Earlier this year, the publication again printed a story aimed at helping newspapers make the switch smoothly. The following tips were included:

- Include all departments in the change, not just the pressroom or other departments directly affected.

- Be careful in dealing with image size and typography. People who have completed the conversion say its best to keep typography changes to a minimum, rather than hit readers with major alterations.

- Watch out for unforeseen problems that can occur in the way classifieds are billed. If you convert in the middle of the month, the experienced newspaper warn, you may have to "grandfather in" rates for ads that go

abandonment of the standard advertising unit system and the resulting need to create original materials for different-size newspapers," wrote free-lance writer Anita Brown.

And though shrinking an image is a simple way for newspapers to solve the problem of ads that no longer fit, they should be wary, since distortion can occur, Brown wrote. A round logo can become oval and tiny print on some ads can become too small.

The state's largest newspaper, The Courier-Journal, is still in the process of considering the plan, as is the Bowling Green Daily News.

Michael Przybylek, vice president of production for the Courier-Journal, said the move from a 54-inch web to a 50-inch web would cost the paper about \$2.5 million in alterations to its four presses. He said the paper expects to make a decision before the end of the year on whether to make the switch.

"I think the pros far outweigh the cons," Przybylek said. "It would pay back the \$2.5 million very, very quickly."

The Daily News is also talking about the issue, said General Manager Mark Van Patten, adding that the change would definitely

over onto extra lines in the conversion. Or you might consider the adjusting indents and gutter width so that the number of lines needed won't change.

- Let your advertisers know about the change early and explain it carefully.

- Quadruple-check your facts and figures in planning the change. Make sure you have the right numbers when it comes to the configuration of presses, units and folders, as well as their age, model and manufacturer. Check for platenroom, conveyor and inserter adjustments, and if you need a contractor, set that up early too.

- If you're using a contractor, get the details of the arrangement spelled out clearly.

- Expect to have to clean up a huge mess. Ink may get everywhere.

- Manage your inventory of newsprint carefully to avoid having lots of oversized paper left after the conversion is complete.

For more information, see the NAA's TechNews Web site, located at [www.naa.org/technews](http://www.naa.org/technews). The January/February 1995 and May/June 2000 issues include the stories mentioned here.

The NAA's recommended advertising dimensions and other related information is available at [naa.org/technology/pressweb](http://naa.org/technology/pressweb).

The organization also offers an online forum on web-width reduction. Employees of papers that belong to NAA may sign up at [e-forum.naa.org/#technology](http://e-forum.naa.org/#technology).

not come this year.

The paper would have to make \$12,000 to \$20,000 in changes to its folder, rollers and pin system in order to go to a 50-inch web, but the alterations would save the paper 7.5 percent of the cost of newsprint.

"We've talked about it," Van Patten said. "It definitely is on our radar scope."

And though the changeover to a 50-inch web appears to be concentrated at daily papers, some weeklies are also monitoring the nationwide switch.

Larry Coffey, president of Landmark Community Newspapers, said that the chain's Kentucky papers are poised to go to a 50-inch web in 2001 or 2002.

The NAA has recommended an 11 and 5/8 inch image width in response to the trend and in March estimated that 250 papers are reducing their widths.

"These guidelines are designed to help newspapers and advertisers work with reduced page sizes," NAA President and CEO John F. Sturm said. "The Board is neither recommending that these guidelines replace the current SAUs, nor is it advocating that newspapers reduce their page size."

# Newsprint

Continued from page 1

newsprint and recycled newsprint on an annual basis.

The report is required by House Bill 282 from the 1994 Kentucky General Assembly.

The final report was delivered to the cabinet in mid-July.

On a comparison basis, the total newsprint consumed in 1999 for Kentucky newspapers was 92,539 tons, up from 1998's 88,699,330.

The 1999 figure is also 9,000 tons more than the 1997 consumption. Kentucky's lowest newsprint tonnage year was 1996 when 81,285.033 tons were used.

In 1993, the first calendar year reported to the cabinet, 85,816.359 tons of newsprint were used. That total fell steadily through 1996 (81,285 tons) then began rebounding in 1997.

"I think newsprint use is one way to show the strength of Kentucky's newspapers," said David T. Thompson, executive director of the Kentucky Press Association. "We haven't had increases in the number of newspapers in the period and it's doubtful many newspapers have increased editorial space to account for such a large increase.

"So you have to believe that the increased newsprint tons meant increased advertising, either in display or preprints (newsprint used for preprints is included in the total for commercial printing.) Whatever the case, I think this shows that Kentucky's newspapers are strong."

And there's more good news to report — the total tons of recycled newsprint rose by nearly 11,000 tons in 1999.

"The success Kentucky newspa-

pers have had in the past five years caught up with us in 1998," said Thompson. "From 1994 through 1997, more than 90 percent of the newsprint used in Kentucky contained recycled fibers, reaching a high of 96.209 percent in 1996" or 78,203 of 81,285 tons.

In 1998, just better than three out of every four tons contained recycled fibers. Final figures for 1999 show a total of 78,382 tons consumed contained some level of recycled fiber. "That means 84.702 percent of newsprint used last year had recycled fibers in it.

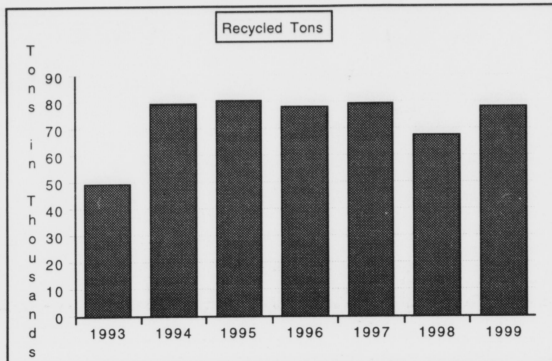
"It shows what can happen when government requires newspapers to use recycled fibers," Thompson said. "Newspapers in states with mandated levels are having problems finding that much recycled newsprint. Most states, where legislatures have mandated recycled fiber levels, are asking their legislators to delay or decrease the target goals. They just can't reach the standards."

When the Kentucky legislature debated the issue in 1994, the discussion centered on increasing the level of recycled ton percentages through the year 2000.

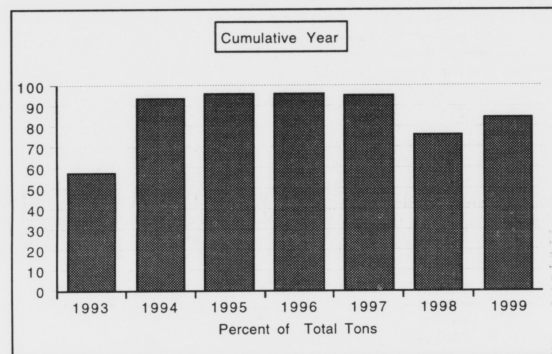
"Some of the ideas were to reach 40 percent by 1998, 50 percent by 2000," said Thompson. "We explained that numerous factors might keep us from reaching those levels but assured the legislators that Kentucky newspapers would do all they could to use recycled newsprint and as much as possible."

For the sixth straight year, all plants were able to obtain recycled newsprint.

The report is required annually of all newsprint consumers in the state. KPA developed the survey in 1993 and presents the report each year to the cabinet.



The above graph shows the tons of recycled newsprint used in Kentucky for the past seven years. The 1999 figure showed an increase of nearly 11,000 tons over the previous year's mark. Below, the chart shows the percent of recycled tons of newsprint used at Kentucky's printing plants. The survey is done each year and presented to the state Cabinet for Natural Resources.



## Court of Appeals hears newspaper carriers' case

A decision is expected soon from the Kentucky Court of Appeals in a case involving newspaper carriers who sued for unemployment benefits.

The appellate court will determine whether the Franklin Circuit erred last year when it ruled in favor of the employees and against Landmark Community Newspapers, Inc. (LCNI).

The carriers worked at The Kentucky Standard in Bardstovna, a paper owned by LCNI. When they lost their jobs in 1996, they filed for unemployment insurance benefits and an auditor with the Division for Unemployment Insurance determined that the two men, along with 21 other carriers at the paper, were employees of the newspaper for the purpose

of unemployment insurance.

Since the agency ruled the workers were employees and not independent contractors, it billed Landmark for contributions it said was owed to the state on monies paid to the workers, plus interest. Landmark appealed the agency's ruling in circuit court but lost the case.

Kim Greene, LCNI's attorney, argued before the court that the carriers in question in the case met the criteria for an independent contractor-employer relationship and shouldn't be considered as 'employees.'

Greene said unlike other employees, newspapers have very little control over carriers who are free to determine several aspects of their job, including an ability to

See CARRIERS, page 16

## Headlines rules to live by

- Use positive words that are short, evocative and informative.
- Some names are headline names, some are not. A name in a headline should be a household word, in order to work.
- Avoid acronyms and abbreviations unless they are universally known.
- Avoid professional jargon.
- Don't simply steal the lead of the story for the headline; don't blow the suspense.
- Accuracy, accuracy, accuracy. Tell what the story is about.
- Don't breakup lines erratically

- ly — one thought, one line.
  - Sometimes headlines have to be written in the historical past tense.
  - Make headlines active. A label head can work only when followed by an active subhead.
  - Beware of puns, if you're not a punster.
  - Beware of cliches. Don't always use "send in the clowns."
  - Sound out the headline to make sure it makes sense.
- (Phillip Ritzenberg is a co-founder and former president of the Society of Newspaper Design.)

## Deaths

Continued from page 2

been director of First Farmers Bank & Trust Co. and had been involved with the Owenton and Owen County fire departments and the Owenton Housing Authority. He was a former director of the

Owen County Chamber of Commerce and had been a trustee at Owenton First Baptist Church.

The Owenton Rotary Club named Bourne the Owen Countian of the Year in 1968.

Contributions are suggested to the Owen County Volunteer Fire Department or to a favorite charity.

## Disk Warrior simple to use but has powerful features

### Dr. Tech Hotline

By Tim Jones  
Parts-Plus



This month I have tried a utility software that many of you might like. You will like it because of its simplicity. DiskWarrior by Alsoft is easy to use, but has some powerful features. It could be considered a damage prevention software.

DiskWarrior will rebuild and replace file directories and not just "patch" the old ones. While this program does not have all the menu options of Norton Utilities or TechTool Pro, it is safe for the novice to use. Included is an optimizer software that will defragment the drive.

To run both DiskWarrior and Optimizer on a six gigabyte drive takes less than 30 minutes. If you have no Macintosh Utility programs or if you have them all, this should be your next investment in data security.

The Epson PhotoPC 850Z digital camera is a winner. Moss Vance at the Woodford Sun has two of these cameras and the output on newspaper has been super.

The feature most people will appreciate is that it feels and acts like a 35mm SLR. There is control of shutter and aperture settings and you can adjust focus. If you

### Hotline Numbers

1-800-484-1181  
code:7076

606-872-2349

606-623-3880

606-624-3767

email:

tjones9692@aol.com

FAX:

606-624-9893

need more flash power, this camera has a hot shoe for adding an optional flash. Its 3X optical zoom lens allows you to zoom from 35mm to 105mm. Optional screw-on lenses can be added for more flexibility.

The 850Z's resolution is not the highest in the industry but with 1984 X1488 pixels, Epson claims you can print images as large as 11 X 14 inches. Connection is possible to any USB equipped G3 Macintosh or Windows 98 computer. The bottom line on this camera is that pricing is about \$250 less than a Nikon Coolpix 990 or the Olympus C-3000.

Feel free to call me with any questions.

## API schedules two seminars for weekly newspapers

Two management-development seminars focusing on leadership of weekly newspapers are featured in the American Press Institute schedule for 2000-2001.

During these week-long seminars at API's newly renovated facility in Northern Virginia, participants will engage in a systematic look at challenges, and solutions, across all major disciplines of running weekly newspapers.

"Management of the Weekly Newspaper" will be held October 15 through 20, 2000. Every major aspect of weekly newspaper management — revenue growth, performance management, leadership styles, new-business development, circulation challenges, editorial excellence and online strategies — will be covered.

Glenn Ritt, Editor-in-Chief, Cape Cod Community Newspaper Company (and former Vice-President, News and Information, The Record of Hackensack, New

Jersey) will open the seminar with an interactive discussion on the strategic newspaper executive.

Participants will receive instruction in budgeting for newspapers and will engage in an individualized self-assessment of their leadership style.

"Editing the Weekly Newspaper" will be held Jan. 30 through Feb. 3, 2001. It features a condensed seminar schedule, from Tuesday evening to Saturday, so that participants can meet early-week production deadlines.

Speakers such as Bernard Stein, Pulitzer-prize winning editor and co-publisher of the weekly Riverdale Press in the Bronx, will share with seminar members their passion for leading weekly newspapers.

For more information about these or other API seminars, please call 703-620-3611 or visit the web site at <http://www.newspaper.org>.

## Publisher makes most of available technology

By Kevin Slimp  
Director, Institute  
for Newspaper  
Technology



I was fortunate enough to meet with Roger Holmes in Edmonton, Alberta a few weeks ago while I was in the area teaching some Acrobat classes. Roger publishes a small weekly about an hour from Edmonton and prints several others. Roger has always reminded me of other publishers I've met recently in that he's always looking for newer, better ways to produce his newspapers.

I first met Roger when he attended the initial session of the Institute of Newspaper Technology in 1997 and I've grown to admire his work quite a bit. Even at that time he was working to devise the perfect plan for remote printing of newspapers. The last time I visited with Roger, prior to seeing him in Edmonton, was two years ago. At the time he told me his next goal was to purchase one of the first direct-to-plate system in Canada, which would allow him to bypass film altogether.

I wondered at the time how realistic his goal was. But when I met with Roger over breakfast a few weeks ago he told me, with great enthusiasm, how his new direct-to-plate system is working. He had to put in a lot of legwork with Monotype (imagesetter dealer), plate companies (to create plates that would accurately print from his new imagesetter) and others to perfect the process. He tells me the effort was definitely worth it. Roger brought copies of the 15 newspapers he prints each week, all with full color, so I could see just how good the results were. I've got to hand it to him. The pages looked as good (perhaps better, when you consider the accuracy of the registration) as if they had been produced using film separations.

Roger confirmed my long-held thoughts about technology in our industry. Pushing the limits of technology has brought him great success, not only as a publisher, but also as a commercial printer for area newspapers. We talked about the process used to print those 15 newspapers and I thought many of you would be interested.

All 15 of these newspapers are created remotely, converted to PDF files, and sent over traditional modems to The Wainwright Star Chronicle, Roger's newspaper. A computer is set up in Wainwright to automatically answer the modem calls and send the files directly to the RIP (a computer set up to deci-

pher and send files to an imagesetter). At this point, no one in Wainwright has had to touch any files. The RIP automatically sends the files to the imagesetter, which prints out a polyester plate of each color separation.

Finally the plates are mounted and the press prints the newspapers. Roger said one of the most difficult problems he encountered was finding plate material that was perfectly cut and would run through the imagesetter without problems. With that done, he tells me the system has been running flawlessly.

In a recent press release by Monotype, Holmes reports, "We have achieved an automated workflow with newspaper customers sending us their PDF pages to our FTP server where they are picked up by the rip, imposed and imaged to plate with zero operator intervention. We arrive at work in the morning to find plates in the press room that were made overnight, while no one was in the building, which is exactly what I had envisioned for the system."

One of the most interesting aspects of this process was the PDF files which were being printed. Rather than sending color-separated files (PDF files of full color pages are traditionally four pages long, each page representing a separation), each of these fifteen newspapers sends color composite PDF files to Wainwright.

The Wainwright facility uses an Acrobat plugin called Crackerjack (see review below) which allows for color separation to be performed within Acrobat. Over the past year I've had a few Tennessee publishers talk to me about the future of direct-to-plate printing. It looks like the future is here.

### Software Review Crackerjack Makes Color

Separation from Acrobat Possible

A few months ago I started paying closer attention to plugins available for Adobe Acrobat. Plugins are software programs which work within other programs to provide features which otherwise would not be available. There are three plugins which I've found extremely worthwhile to folks in our business who are more than casual Acrobat users. You may remember Quite a Box of Tricks (QBT), which I reviewed a few months ago. QBT allows users to convert colors to CMYK, resize PDF files, and offers several other features which help with creating good PDF files or troubleshooting files which might have problems. Next month I plan to write about

See TECHNOLOGY, page 11

# Students gain valuable experience as interns

*(Editor's note: Through the Kentucky Journalism Foundation, internships were awarded this summer to 20 college students.*

*The students worked at various newspapers across Kentucky for a 10-week period and were paid \$3,000.*

*We asked the students to submit a photo and comment on their internships, specifically if the experience had affected their career choice. The intern's name is listed first, followed by the newspaper where they completed the internship and the school they attend.)*

## Heather Brock Grant County News junior, NKU

When I first agreed to pursue an internship in journalism, I doubted my ability to be a hard-nosed reporter. I was a little intimidated by the task at hand, but The Grant County News soon changed my mind about writing for a newspaper.



I currently attend Northern Kentucky University as a junior majoring in English, with a journalism minor. Although the instruction I've learned at NKU taught me the basics of journalism, I learned what reporting truly is during my internship. I was treated as a normal reporter, given a list of assignments every week and allowed to arrange my schedule as I decided necessary. Every one was exciting and an abundant learning experience.

While working for The Grant County News, I've covered a variety of stories. The one closest to my heart was a column I wrote about my mother. During the cancer awareness walk in the community, my editor, Jamie Baker-Nantz, suggested I write about my mother's struggle to survive breast cancer.

I also felt as though I made a difference in the community. When I wrote about another cancer survivor in town, members of the community told the editor how much they liked the article. As I wrote about these touchy subjects, I tried to connect with the people I interviewed, which I think created more realistic and humanistic articles.

Although there were some people who didn't want to cooperate, most everyone I spoke with was very interested in participating in an article. Writing for a small town might be different than a larger city, but I enjoyed the personal attention people showed me. Everyone was very helpful and excited to be part of the community news.

My favorite articles centered

around horses. As a child I grew up on a horse farm, and this series of articles reminded me of pleasant childhood memories. The people I featured in the horse club articles were especially friendly. They even allowed me to ride one of the horses I wrote about. I don't feel like I've just written about someone, I feel like I've made a connection with them and maybe even made a few friends.

Writing for a weekly paper provided ample time to interview and polish up my articles. After working as an intern, I think I might be happy as a professional journalist for a weekly paper. However, I don't think I would enjoy a daily newspaper as much because of the time constraints. Although interviewing at first was a bit intimidating, this experience has made me realize that I can be a successful reporter with a little effort.

The experiences I've learned while working for the Grant County News will hopefully help to direct my career as a journalist. This internship did convince me that this is not only a profession I can perform well, but also one that I thoroughly enjoy. Those two elements spell out a recipe for my ideal job.

## Stevie Lowery LaRue Co. Herald News senior, Murray State

I attend Murray State University and will be a senior this fall. Being a print journalism major I knew that I needed to do an internship this summer, but I tried to talk myself out of it. I was scared to death. I had only volunteered and contributed articles to my school newspaper, so I had not had much experience. When I found out that I had received the internship at LaRue County I was excited because it was a small town newspaper and I knew that I would have a closer relationship with the people that worked at the newspaper and more of a chance to write feature articles.

Well, the start of my internship was a bit of a rocky one. (That's an understatement). Ironically, the editor and general manager of The LaRue County Herald News, Susan Lambert, was gone the first three weeks of my internship because of gall bladder surgery. I was the only reporter at the newspaper and literally had a panic attack one day at work. However, as a result of having so much responsibility from the start I learned so much more and had to do so many different things that I



may not have had to do under different circumstances. I felt like I had been thrown to the wolves, but it was definitely a learning experience.

I can't point out one specific "interesting thing" that has happened to me, but I have had some wonderful opportunities to write feature articles. I've been especially happy with the feedback and response I have gotten from the community. I've received many thank you notes and calls from individuals in the community. People seem to enjoy my articles and that means more to me than anything.

The main thing that has impressed me the most about the "real" world of journalism is that even small town newspapers are important. Some journalists may laugh at such a small town newspaper, but I've realized that this "small" paper is a "big" part of the community and the people that live here. I take every article seriously and try to make each one the best it can be. I want people to look forward to reading the paper just as much as I look forward to writing for the paper.

At the beginning of the internship, I wanted to be anything but a journalist! However, now that I am in the groove of things I absolutely love it. I don't know if I will ever aspire to be an editor of a newspaper, however, I can totally see myself as a feature writer. I look forward to going to work everyday. I get excited when I'm interviewing people because my creative juices start flowing and my mind starts writing the article before I even finish the interview.

To sum it all up, I was born to be a writer.

The feeling I get when I write is indescribable. It is one of the best feelings in the world, and I would love to continue having that same feeling in the future as a professional journalist.

## Allison May Maysville Ledger-Independent junior, Georgetown College

I never thought I would be spending my summer as a KPA intern doing actual reporting and writing. I imagined I would be stuck in a closet typing obituaries and picking up lunch for the boss. Little did I know that by the time I was halfway through the 10 weeks, I would have already covered a murder and had more than 10 front page stories.

My expectations were exceeded as soon as I walked into the



Ledger-Independent. I was immediately surrounded by people that were willing to take a chance on me. I ended up covering everything from the trial of actor Sonny Landham to city meetings to a 300 pound pot-bellied pet pig!

After working with the wonderful people in Maysville, I have come to love the newspaper business more than I ever imagined. Most of all, though, I have come to respect those who choose to make it their career. I learned more about both the newspaper and life than I ever would have imagined during my 10 weeks at the Ledger-Independent.

## Amber Ashby Madisonville Messenger sophomore, UK

I will be a sophomore this fall at the University of Kentucky, majoring in print journalism.



Working at The Messenger has proven to be a valuable experience and more than I could have hoped for at my age. As a full-time reporter, I covered everything from city council meetings and features to breaking news.

My editors and co-workers didn't just dump the unwanted stories on my desk; they let me cover lead stories that were important to people in our community. Writing nearly every day has improved my journalism skills and opened my eyes to the different ways a story should be approached.

Perhaps the most interesting story I covered involved a series of sinkholes that occurred in our immediate circulation area. All of the openings were caused by underground mine shafts or mine subsidence, and I got the opportunity to do some investigative reporting as to why each hole appeared within days of one another.

My story was sent over the Associated Press wire and was printed in the Louisville Courier-Journal. Naturally, it didn't have my byline, but it was an accomplishment I am proud of.

I thoroughly enjoyed working in a newsroom and was especially impressed by the amount of planning and thought that goes into creating a daily newspaper. Even on slow news days, everyone is working to find a story that will in some way affect the public. Working with people in different communities and finding out what is important to them is the aspect of journalism I enjoy most.

Overall, the experience has

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# Interns

Continued from page 6

made me realize that I can be successful in this profession and enjoy it at the same time. However, I have also realized that the pay is extremely low for the amount of work and headache that often accompany the job. This has prompted me to think more about double majoring, so I will always have something to fall back on.

**Amy Crawford**  
The Sentinel-Echo, London senior, UK

For a college student, the world is sometimes small.

You eat, sleep and study. Maybe on the weekends, you go out and have a good time.

But this summer, I shrugged off my college world for an internship 70 miles away from Lexington where I'm a senior at the University of Kentucky.

The first day of my internship colored the whole summer when I was sent to a fatal accident with another reporter. When we arrived, the gentleman was still lying uncovered on the ground, his body slack and broken. I stood in shock while the other reporter told me to start taking pictures. I couldn't. My entire being was recoiling from what my eyes were seeing. This man was someone's father, husband, brother, grandfather. Yes, the photos would have been dramatic. But didn't I owe this man the dignity of a peaceful death, not one splattered all over the front page, just for a piece of "news?"

My internship experience is one I will never, ever forget. Throughout the summer I was a part of a community, sharing with the lives of its occupants. It was truly a time to leave nothing to chance and I enjoyed being a part of the paper and the town.

**Brian Moore**  
The Courier-Journal sophomore, WKU

Wow. What a summer! I felt very honored and challenged that The Courier-Journal took the confidence to award me with an internship after only my freshman year. I wasn't quite sure what to expect of myself, but I'm confident I did exceptionally well.

Working at The C-J was a lightning-speed learning experience. I learned an extraordinary amount about reporting and estab-



lishing rapport with sources by writing stories and talking with veteran staff members everyday.

One of the greatest opportunities I had was sitting next to Sheldon Shafer when I spent time at the downtown Louisville office, otherwise known in the bureaus as "The Big House."

Sheldon knew more people and had established more working relationships with sources than anyone I've ever met. People called him when something happened, he didn't have to go find it himself. Although, he did when he needed to.

Simply listening to him deal with people on the telephone was a terrific way to learn.

I couldn't have been happier with the internship. After about five weeks at the downtown office, I was moved to the Southern Indiana bureau where I wrote more stories than I could have ever imagined. It bulked up my portfolio and immediately made it more versatile with a variety of stories.

After two weeks in Indiana, my editor gave me the cops' beat because the cops' reporter moved to Arizona. I covered cops for my final four weeks and had some great stories. I finished the internship having written more than 70 stories in 45 days of actual work.

I couldn't thank my editors, primarily Mark Provano in Indiana and Theresa Humphrey downtown, enough. They guided when I needed help and took confidence in having me write some important stories that could have been easily given to someone more experienced.

Perhaps my greatest, but also challenging experience was doing a color story on the infield crowd at the Indianapolis 500. Heavy rains soaked my notebook not long after arrival, but my photographer and I were able to fight through the rough weather and put together a pretty good package. We even had a little fun while we were at it.

**Charlie Lanter**  
Lexington Herald-Leader senior, WKU

In 10 weeks at the Lexington Herald-Leader, assignments took me from the bowels of the Bluegrass Stockyards to the high class of the Hyatt Regency Hotel.

My time here was much more than I could have expected. It was my fifth internship and I figured intimidation and boring stories would flow like water.

I was wrong. I had never been treated so much like a full-time reporter and I loved it. I can only hope that after graduating this December I'll be able to land a job in an equally exciting newsroom.

After finishing at the Herald-Leader I'll spend a couple weeks preparing to be editor of the

College Heights Herald, Western's award-winning student newspaper, this fall.

**Greg Stark**  
Benton Tribune-Courier senior, Murray State

The experience in Benton this summer has been one of the most valuable I've ever had while working for a paper. I've been fortunate enough to be in charge of the design and content of the "Leisure Scene," which is a traveling/touring guide that is distributed throughout western Kentucky.

Since the "Leisure Scene" has a large distribution area, many people have been able to see my work. And that makes me very proud. This publication has been able to use my writing and designing talents more than anything else I've worked on.

Being in charge of the content and design of a publication like this is also a new experience. It has been a great time, and I hope to do more work like this in the future.

**Chris Markus**  
The Anderson News junior, UK

What can I say other than that it has been a great experience? I have learned far more writing for the Anderson News than I have in any journalism class that I've taken in college.

The staff at the Anderson News is top notch, and working with people who I believe are the best in their field drove me to write as well as I could. After the first month I could already see that my journalism skills were improving.

And like I said, this came as a result of being driven by the abundance of talent around me.

Missy Rogers is the news reporter here in Anderson. Her work is the standard by which I measured my own stories...I was always trying to make my pieces read as well as a Missy Rogers story. I never did, of course, but it was something to work toward. Missy's award winning work is a textbook example of fine literary journalism.

Mary Madden is our copy editor, but that job description fails to describe everything that she really does. I don't know that much at all about laying out a page, and it was mind-boggling how on Tuesday all of the stories and photos were on a computer screen in the form of a jumbled mess, but in some sort of overnight miracle, Mary had put



together an outstanding looking paper.

Rusty Kiser, leader of the ad crew at the News is a computer whiz and a true professional when it comes to his job. Any technically computer-based questions I had he was able to answer in the form of a few quick mouse clicks. Recently, Rusty put the Anderson News on the world wide web, and a visit to the site will give you a cursory glance at his high level of talent.

Don White is the editor of the Anderson News and the main reason that this internship has been such a good experience for me. He got me out and reporting as soon as I walked in the door. It was because of Don that I got to write cool stories about stuff that I enjoyed learning about. To say that I owe him a lot is an understatement.

That sums up my intern experience. I think that it's pretty clear how mine went.

**Jacob Bennett**  
Kentucky New Era WKU

During my summer at the Kentucky New Era in Hopkinsville, I got the full experience of covering stories that made people happy and made people sad, and it made me certain this is what I want to do.

Sure, it wasn't fun covering the city's first traffic fatality of the summer, and it was heart-wrenching to be at the scene when a small child was hit by a truck and killed, but other stories made it all worthwhile.

I wrote a story about a local woman who moved to Los Angeles after the successful publication of her first novel, and I interviewed her dad, who quit his job to open an antique store and used that money to put his daughters through college.

This summer I also wrote my most rewarding story, about a 73-old blind woman who lives alone with her 99-year-old blind mother. That's amazing enough, but they are also the happiest and most thankful people I've ever met, despite their hardships.

So although I learned that there are stories that I don't want to cover, I found that there are other stories out there that make it all worthwhile.

**Jaime Howard**  
London-Laurel News Journal graduate, ECU

When I declared a journalism degree at the end of my junior year of college, I didn't dream that I would follow through with it and actually graduate with a bachelor of arts degree in journalism from



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## LEGAL NEWS & VIEWS

# Getting in a hurry can get you in legal trouble

By KIM GREENE  
KPA General Counsel  
Dinsmore & Shohl



Like a broken record, your Hotline attorneys take every opportunity we have to remind all of you that your newspaper is responsible legally for every single bit of content you publish.

If there's something defamatory in it, you will be legally responsible. It doesn't matter whether it's a news article of your original reporting, an editorial, a letter to the editor, an advertisement, or a reader's comment printed verbatim from your reader's call-in line. Republish a defamatory statement made by anyone and you own the consequences. (The exception, of course, is a defamatory statement contained within an official government document or proceeding. Your fair and accurate summary of that will be protected.)

Anyway, as often as we harp on this, and as sure as you are that you know it and everyone on your staff understands it, stuff happens. A recent report of what happened to a small newspaper in a small community in Florida illustrates that no amount of reminding on this subject is too much.

This story also reminds us that, even though some mistakes are inevitable in our often frenetic business, how we deal with those mistakes after they're brought to our attention can make a huge difference in the outcome.

Really bad stuff happened to Clay Today in Orange Park, Florida when it published some particular comments in its "Sound Off" column. You're familiar with this kind of column — some of you have run them yourselves. You invite readers to leave comments on your voice mail and then publish them word for word (with appropriate/necessary editing for defamatory content). That was the policy at Clay Today, too. But one time — just once — things didn't go according to policy. And the ultimate result was a huge money settlement.

One of their "Sound Off" columns printed a caller's comments accusing a local politician of physically abusing his eight-year-old son and wife. When the politician demanded a retraction he was treated rudely by the newspaper's acting general manager. The manager refused to retract and said "What are you gonna do, sue me?" Sue he did.

How did a comment so blatantly troublesome get into the newspaper in the first place?

Weren't there red flags popping up all over the place? The circumstances unfolded this way: that particular edition of the newspaper had been thrown together hurriedly on deadline and was not carefully proofread. Why? The general manager was in the process of being transferred and half of the newsroom employees were out sick.

In any event, it turns out that, before his transfer and before this incident, the general manager had responded to an angry call from a reader whose item wasn't printed in "Sound Off!" The general manager instructed the editor to print everything he received on that line "as is," because the "Sound Off!" column was popular with readers. The editor followed his orders when it came to this call about the local politician. (He had been the one who had killed the previous libelous comment that resulted in the reader's angry call to the general manager.)

So, the circumstances of how that comment about the politician got into the paper were shaky. But information that developed after the lawsuit was filed put the publication in an even more damaging context. The newspaper's editor at the time of the lawsuit (a new editor) testified that he had killed the "Sound Off!" column as  
**See TROUBLE, page 12**

## AG Opinions

Jane Prendergast, Kentucky Enquirer/Northern Kentucky Drug Strike Force

The Attorney General found that the Northern Kentucky Drug Strike Force did not violate the Open Records Act in its responses to Jane Prendergast's requests to inspect records concerning its investigation of complaints filed against Dan Steers, the Strike Force's executive director, alleging sexual harassment and hostile work environment.

Prendergast is a reporter for The Kentucky Enquirer.

In a letter dated March 20, Howard W. McMillan, chairman of the Strike Force, responded to Prendergast's request stating that there were no written complaints filed against Steers or written evaluations of his performance. He also wrote that documents dealing with the allegations were not being sent pursuant to KRS 61.878 (1)(h)(j).

He said the documents contained preliminary information and that the premature release of some information "would harm the agency."

When Prendergast renewed the request by seeking "essentially all public records pertaining to the Northern Kentucky Drug Strike Force," McMillan wrote back on March 27 stating that he would arrange for her visit.

However, he noted that information on ongoing investigations or adjudications would not be

released, and that the personnel records on strike force members were in the possession of the county where the officers were assigned.

Prendergast appealed to the AG, stating in her letter that the Strike Force had issued a public statement on March 29 saying that the investigation did not find sexual harassment or hostile work environment. She therefore argued that the investigative records should be released since there was no longer an ongoing investigation.

McMillan responded, stating that "the board believes the release of the documents for public consumption would be pernicious to ongoing investigations since in the course of the investigation it was necessary for the investigators to interview each member of the organization."

He argued that it was important to keep secret the names of the officers on the Strike Force, since it could undermine the work of the agency to disclose them publicly.

"Succinctly, an allegation of sexual harassment and or hostile workplace was brought to the board's attention and the allegation was promptly investigated," he wrote. "The board did not determine the allegation to be true but did accept the executive director's resignation."

The AG stated in the opinion that normally, the complaint that led to the investigation, the final

**See AG, page 12**

## Legal updates

**Disciplinary records are 'educational' and must be secret**

Student disciplinary records are "educational records" and therefore are no longer publicly available in Ohio, a federal judge ruled in March. The decision directly contradicts a 1997 ruling of the Ohio supreme Court that "nonacademic" records cannot be "education" records. The federal decision came after the U.S. Department of Education ordered Miami University of Ohio and Ohio State University to stop complying with the state high court's rule that they must make the records available under the state's open records law.

The Federal Educational Rights and Privacy Act — better known as the Buckley Amendment — denies funds to any school that releases education records without consent. The federal District Court held that the act has a stronger mandate as well: It directs schools not to release the records even if they might be willing to forego fed-

eral funding.

While she was editor of The Miami Student, the campus newspaper at Miami University of Ohio, Jennifer Markiewicz asked the University Disciplinary Board in 1995 for copies of its proceedings so that she could track crime trends on campus. She specifically stated that she did not want names or other identifying details.

The university first denied her request and then a year later relented somewhat, providing records to the newspaper after deleting not only names but ages and genders of students and identifying times or locations of the incidents that led to disciplinary proceedings. This information could lead to the identities of students, the board said.

The university claimed that the Federal Educational Rights and Privacy Act (FERPA), which is also called the Buckley Amendment, prohibited release of "education records" without a student's permission.

**See UPDATES, page 11**

Got legal questions about  
a story or ad?  
Call the KPA FOI Hotline  
(502) 540-2300



# Interns

Continued from page 7

Eastern Kentucky University this past May.

You see, I had always wanted to be a writer and after wadding through several other majors, writing proved to be where my heart belonged.

After declaring journalism as my major, I managed to weasel my way in as a staff writer for our college newspaper, The Eastern Progress, and somehow managed to work my way up to a section editor. This is where I learned of the Kentucky Press Association summer internship, applied for it, and eventually received a call from Don Estep who gave me the news that I had been hired at the London-Laurel News Journal.

My third day on the job I was awarded a front page story and I knew things were going to go well. I had duties of writing news stories, with a few features along the way, and also some layout and design, of which I wouldn't have known how to do if I hadn't worked at The Progress.

My most memorable moment was when I was called down to the Sheriff's office in London and asked to take a picture of 206 pounds of marijuana, valued at \$1,500 a pound, that had been confiscated from a local hotel room.

My favorite story to cover was the Relay for Life, sponsored by the American Cancer Society. The event hit close to heart because my own grandmother is battling cancer.

Through my experience at The News Journal, I found that people really are willing to talk to the press. Not everyone thinks we are the bad guys, and some even call us up, just to make sure we don't miss things.

I also found out that jobs are what you make of them, but it also helps to have good company. The staff at The News Journal made me feel at home and I just want to thank everyone there for welcoming me with open arms. I had a great time working there and I only wish I could have stayed longer.

**Julie Nelson**  
Citizen Voice & Times, Irvine senior, UK

Starting any new job is nerve-racking, at least for me. But this internship was especially nerve-racking. Coming back to Irvine, my hometown, was a trip all in itself.

The Citizen Voice & Times is where the journalism tradition began in my family. As my father



began his career here in this office, so did I. I played in the hallways while he wrote stories. He waxed, and I pasted. He even let me write my own stories on the word processor.

However, I knew walking into this internship that the situation was different. I was no longer 6 years old, but an upcoming senior at the University of Kentucky with more at stake than just a few hours of play-time. It was now my turn to learn the trade, all by myself.

I have learned that working at a weekly paper is worlds different than a daily. The word "journalism" takes a whole new meaning in small communities. When people have problems, they turn to the newspaper for help. And when the newspaper has questions, the community provides answers.

Working at the CV&T has also opened the doors to more experience in design and layout. This internship has me more excited about being a journalist because it has given me a deeper perspective into where I want to go with my career.

More importantly, however, this internship has let me open the doors to some great memories of being a little girl. Some of the most valuable learning experiences are those that teach us a little about ourselves — and I think I have learned more than I care to know.

**Kate Coran**  
Franklin Favorite WKU

I ruled out a career in math a long time ago. I could add and subtract like a pro, but it was all downhill after long division.

Instead, I wrote. And after years of practically paying people to read my stories, I landed my first paid position — an internship at the Franklin Favorite.

I learned so much about what goes into making a good story, from the first ideas to layout. In a small town, you're held especially accountable for your mistakes, so I learned to check every detail.

Being at a small paper was wonderful because I actually got to write — as opposed to honing my coffee-making skills.

I got to cover "W" when the presidential hopeful made a campaign stop nearby. It was my second day as an intern and I stood between reporters from CNN and NBC.

A few weeks later, there was a local man who put dynamite on his car in the downtown square. The paper's photographer and I spent the morning crouched behind bushes while federal agents dismantled it.

Try having that kind of fun when you're a mathematician.



**Stephanie Lynn Brady**  
LCNI papers senior, WKU

For the second consecutive summer I have had the pleasure to intern at not one, but four LCNI newspapers. I interned at the Central Kentucky News-Journal in Taylor County, The Lebanon Enterprise in Marion County, The Springfield Sun in Washington County and the Casey County News, this year as a KPA intern.



Once again, I was amazed at the information I obtained by working at these newspapers. Weekly, I learned something new about not only the newspaper industry, but myself as well.

The staffs of these papers were always friendly, never making me feel like a bother.

The staffs and I maintained a mutual respect for one another that I greatly appreciated. The editors often encouraged me to ask questions and I welcomed their criticism and/or suggestions. My ideas were listened to enthusiastically and several were utilized in the newsroom.

This summer I was not only given the opportunity to write and photograph stories, but I was also given the chance to scan photographs, design and layout pages, sell advertising, set copy and edit stories written by other staff writers and editors.

In addition, I was allowed to find and write my own stories and columns. My internship helped me to achieve my goal of becoming a well-rounded journalist who can fill many positions within the business.

Overall, my internship was a excellent experience. I would encourage other budding journalists to apply for the internship next summer.

**Kristin Hill**  
Sentinel News, Shelbyville senior, Murray State

When I was hired as a KPA intern at the Sentinel-News in Shelbyville, I was unfamiliar with the community. All I knew was that I passed through Shelby County when I drove to Lexington from my Oldham County home.



In the 10-week period, I have learned how this community sitting between the state's two largest cities clings to its small-town values. The people and places here could transform themselves into part suburban America, but fortunately its strong character holds true to its identity.

The best thing about this internship for me was discovering

a new place. The atmosphere in Shelby County is consistent with small towns in general, including my hometown of La Grange and Murray, where I go to school. Yet it is different because of its own character. It was evident this summer when I went up in a small plane with a pilot, who has a grass runway in his backyard; was inches from a bee hive while a bee keeper introduced me to his hobby; and visited churches and witnessed a spiritual foundation that binds people together.

I am a senior at Murray State University and intend to pursue a career in either reporting or copy editing. Regardless, this internship has reaffirmed that I value a newspaper's place in a community. I want to be part of this ever-changing, yet traditional industry that captures the character of a community.

**Matt Coy**  
Kentucky Standard, Bardstow senior, Asbury College

My internship consisted of a number of things. During my time at The Kentucky Standard, I've written soft news articles for special sections like our Agriculture tab and Business Line inserts, hard news articles covering everything from injury car accidents to trends (population, birth rate, etc.) in our county, feature pieces (like the one I did on a local elementary teacher who is doing her best to carry on a normal life while having multiple sclerosis) and sports stuff.



Speaking of sports, I also got the job of interim sports editor for four and a half weeks (which I'm still in the midst of) because our sports editor resigned June 26th. Not only do I write sports, but I also paginate the section as well. I had done pagination at my college paper, so I'd had some experience. I'm still not that good at it, but I'm a team player and I told the editor and publisher I'd do what they need me to do. (This is the most interesting part of this summer.)

I can definitely say this internship lived up to my expectations. I came into the situation believing that I would be challenged, stretched in some way. After all is said and done, I don't know if I'll be able to count the ways that has happened.

What impressed me a great deal about this profession is how much fun it can be. When you're working with a newsroom full of energetic, fun people and you're getting interesting assignments and turning out quality stories, journalism can be a rewarding job. That's the kind of experience I've had this summer and it has encouraged me to continue in the business. I hope I like all my jobs as much as I've liked this one.

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## People

Continued from page 2

positions as reporter and sports editor. He holds a bachelor's degree in journalism from Eastern Kentucky University.

"It's an exciting time at the Commonwealth-Journal," he said. "We are looking at expansion ... Our readers will notice some changes very soon."

Turner has been employed by the paper for six years and worked her way up from a telemarketer's position in the circulation department.

Thacker, who was educated at Somerset Community College, has served two terms on the Ferguson City Council.

### McLean Co. News updates front page

After 43 years with the same nameplate, the McLean County News has updated its flag for a more modern look. The paper added a few other alterations to its front page format as well.

"This was not an easy decision," said Publisher Teresa Revlett. "The old 'McLean County News' heading is older than me. We felt like it was dated and that a new look would show our commitment to the future."

### Ky. Standard announces promotions, additions

Lisa Tolliver has been promoted to assistant editor and Crystal Clayton is a new circulation assistant at The Kentucky Standard in Bardstown.

Tolliver has spent two years as a reporter for the paper and worked for nearly two years before that as a reporter at the Mount Sterling Advocate. A 1996 graduate of Western Kentucky University, she holds a degree in print journalism.

Clayton is a Bardstown native who attended Elizabethtown Community College.

### Lockhart named editor at Middlesboro daily

Nikki Lockhart has been named editor of the Daily News in Middlesboro.

Lockhart began working for the paper as a reporter in 1992. She has been news editor for the past six years and is a 1991 graduate of Lincoln Memorial University.

### Foster joins news staff at Campbellsville

Beth Foster, a former intern for the Central Kentucky News-Journal, will rejoin the staff as news editor.

She is currently a staff writer at the Lebanon Enterprise. Foster has also held a reporter's position at the Commonwealth Journal in Somerset and a managing editor's position at

the Times Journal in Russell Springs. She has a degree in journalism, English and political science from Campbellsville University.

Foster is a one-time student of Stan McKinney, who has been news editor at the News-Journal for 20 years and has taught classes at Campbellsville University for 13 years. He recently accepted a full-time teaching position there.

### Backus receives area business award

Marty Backus, publisher of the Appalachian News-Express, was honored recently when he was named Businessman of the Year by the Pike County Chamber of Commerce. Miss America Heather French presented the award. Backus has been publisher of the paper since 1990. He is also KPA president-elect.

### Lawson hired as page designer at Richmond

Donald Lawson is a new page designer at the Richmond Register. Lawson graduated in May from Murray State University, where he worked for the student newspaper, The Murray State News. He is originally from Shepherdsville.

### Abbott, Adkins join staff in Nicholasville

Wendy Abbott and Veronica Adkins have been added to the staff of the Jessamine Journal. Abbott, a 2000 graduate of Asbury College, is a graphic artist with a degree in applied communications. She edits photographs and writes some news and sports stories in addition to designing pages. Adkins is a business assistant who recently returned to Kentucky from Alabama, where she worked for Woodmen of the World Insurance.

### Roy hired for news staff in Greensburg

Bekki Roy has been hired as a staff writer and photographer at the Greensburg Record-Herald. Roy most recently worked as a staff writer at the Russell County Times-Journal. She is also a photojournalism student at Western Kentucky University.

### Journal-Enterprise launches web site

The Journal-Enterprise in Providence has recently launched a new Web site. The site, located at [www.journalenterprise.com](http://www.journalenterprise.com), is updated daily and includes news, classifieds and archives.

"This site will allow us to break information at any time so Internet users will not have to wait for the printed paper," said Kristie Daugherty, news editor.

The paper is also selling Internet service through Pennyrile Online.

## Coach's 'collection' provides sound advice

Coach's corner

By Jim Stasiowski



I live in a messy little office, I work at a desk so cluttered, it looks like a refugee camp in Bosnia. All around me at all times, I have papers, clippings, stories, letters, drafts of letters, drafts of columns. If I ever took the time to look, I'd probably find a winning lottery ticket and an invitation to play golf with Tiger Woods.

Like most people, I surround myself with things important to me. I am a serial taper, I am always taping up things I want to see or remember.

For instance, I count 10 cards from my wife, Sharon, whose constant theme is that she loves me. (She created five of the cards from nothing more than construction paper and her own sweet poems.)

I have six comic strips on my walls, five of them "Peanuts," one of them "Shoe." Of the five "Peanuts," four are about Snoopy, and three are about writing or creativity.

I have taped up photos (my wife, my dad, dogs past and present), phone numbers (doctors, neighbors, newspaper people) and an old weather report for Maui (three straight days in November, highs of 81, lows of 68 or 67).

I also have a pretty good collection of ideas about how to write better. The following are all from my walls:

General writing advice:

"A writer who undertakes to be a tour leader can't afford to be bashful. We want a guide who is in command." - William Zinsser, author.

"A story that includes too much and lacks focus is often writ-

ten to satisfy the chorus of editors and censors who haunt us all." - Donald Murray, writing coach.

"Don't put anything in a story that does not reveal character or advance the action." - Kurt Vonnegut, novelist.

On creativity:

"Minor artists borrow, great ones steal. All art is clever theft. Conscious that he is stealing, the artist seeks to cover his traces. In doing so, he expresses himself despite himself. The act of covering ones tracks is the art of creation." - Ned Rorem, writer and composer.

On storytelling:

"People read to be amused, shocked, titillated or angered. But if you can amuse or shock or make them indignant enough, you can slip lots of information into your message. Sort of like putting castor oil in orange juice." - Jim Murray, sports columnist.

"A single death is a tragedy, a million deaths is a statistic." - Josef Stalin, dictator.

On what will interest people:

"(N)obody can give you a really truthful answer to the question, 'What is it you want to see in a movie?' The only answer to that question that makes sense is, 'I want to see something I've never seen before.' And they can't tell you what that is because they don't know what it is. They haven't seen it yet. And that's what I try to do. Give people something they haven't seen before." - Robert Altman, movie director.

"If you know what's going to happen, if it happens all the time, why would 80,000 people come out and watch it?" - John Madden, football analyst.

On writing clearly:

"Clarity, clarity, clarity. When you become hopelessly mired in a sentence, it is best to start fresh; do not try to fight your way

See COLLECTION, page 11

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## Technology

Continued from page 5

Enfocus Software's PitStop, a plugin that helps "preflight" and make corrections to Acrobat files on the creation end. This month, I'd like to look at Crackerjack. Crackerjack is an Acrobat plugin that allows users to separate colors, set angles, and carry out a variety of functions on the printing side of PDF files.

Crackerjack is very straightforward and easy to use. The program, from Lantana Software (lantana.com), is operated within Adobe Acrobat. When the user is

ready to print color separations (or a composite print) of a PDF file, he simply chooses "Crackerjack" from the File menu. First, the Target menu - which instructs the user to select a printer driver, pops up. The Media menu comes up next, which is basically the same as Page Setup in most programs. Here you select a paper or film size and designate portrait or landscape printing.

The Options dialog box allows the user to set up functions such as "print to negative" and "rotate pages." In addition, the Marks dialog box gives the user the option of using circle registration marks or crossbars in addition to printing a color bar on the separated sheets of film.

Next, the Color window instructs the user to designate color output (separated, composite, etc.). It's also in the Color window that you set up the line screen and printing angles. A nice feature of Crackerjack is the ability to convert all colors to process. I purposely left part of my text as a spot color in a test file as well as placing an RGB graphic on the page. Crackerjack accurately converted both spot colors and the RGB file to CMYK. This area also allows you to choose a shape for halftone dots.

If these weren't enough features, Crackerjack goes so far as to allow the user to designate the media type (similar to Photoshop).

It's in this area where a page can be set up for printing on newsprint as well as offering the ability to set the dot gain.

After working with this plugin several times, I'm convinced that it was created with newspaper printing in mind. I would recommend that anyone who prints newspapers from full-page PDF files have a copy of Crackerjack. The price may sound steep at \$495, but this amount could be covered by saving one full-page ad from printing with the wrong colors. Crackerjack can be purchased through most computer catalogs or directly through Lantana Software. It is available for both Mac and PC.

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## Collection

Continued from page 10

through against the terrible odds of syntax. Usually what is wrong is that the construction has become too involved at some point; the sentence needs to be broken apart and replaced by two or more shorter sentences." - Strunk and White.

"It became necessary to destroy the town to save it." - U.S. Army major, Vietnam War.

On interviewing:  
"There's so much more lying now. People lie in a way they never did before." - Ben Bradlee, editor.

On using foreshadowing:  
"Chekhov's Law specifies that if the opening of a story mentions a shotgun hanging over the mantel, then that shotgun must be fired before the story ends." - Jon Franklin, writer, author.

On envisioning the story at the outset:

"Before flying out the door, a reporter should consider the range of his story, the central message, the approach that appears to best fit the tale, and even the tone he should take as a storyteller." - William Blundell, writer, editor.

On hearing criticism:  
"If you aren't taking flak, you aren't over the target." - Former World War II bomber pilot.

On humor:  
"There's no possibility of being witty without a little ill-nature; the malice of a good thing is the barb that makes it stick." - Richard Brinsley Sheridan, playwright.

On happiness:  
"Remember: It's not enough to succeed in life; one's friends must also fail." - Dick Cavett.

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

## Updates

Continued from page 8

Markiewicz and her successor at the newspaper, Emily Herbert, sued the university for the records in the Ohio Supreme Court, which directly reviews open records cases after agency denials. They argued that disciplinary records are not "education records" protected by FERPA and no exemption under Ohio's Open Records Act would permit the state-funded university to withhold these records.

In any event, FERPA did not mandate that states withhold the records, it only provided that funds would be withheld, the editors argued.

In July 1997 the Ohio Supreme Court in Columbus ruled for the editors. It held that disciplinary proceedings before the university board, including criminal matters, were "nonacademic in nature" and not the "educational records" FERPA would protect. By refusing to release information such as the general location of misconduct the school denied students and the general public the right to obtain invaluable information such as when and where alleged offenses took place and how guilty offenders were punished.

The court ordered release of the records but ruled that names, social security numbers and exact dates and time of misconduct could be withheld.

Miami University wrote the U.S. Department of Education that it might no longer be able to comply with FERPA due to a "potential conflict" with state law. It also informed the federal agency that it had gotten a request for all student disciplinary records over a two-year period from the Chronicle of Higher Education.

In August the Education Department wrote the president of Miami University that it believed that the Ohio Supreme Court had incorrectly ruled in the case and the university responded that it would appeal the state's decision to the U.S. Supreme Court.

When the U.S. Supreme Court announced in December 1997 that it would not hear the case, the university told the department it would comply with the ruling, releasing student disciplinary record and only redacting students' social security numbers, and it began releasing the records. The federal government learned the next month that Ohio State University was similarly complying with a request from The Chronicle.

The Department of Education filed suit against Miami University and Ohio State University in January 1998 in federal District Court in Columbus. In a telephone conference, the schools' attorneys told the federal judge that they would release the disciplinary records including students names as requested by at least one newspaper unless they were enjoined from doing so and the court issued a preliminary injunction. "It is abundantly clear," the court said, that disciplinary records are education records under FERPA because they "contain information relating to a student" and are "maintained by an educational agency or institution."

The Chronicle intervened because its interests would not be represented by the universities and argued that the federal government could not force the state to violate its own open records law.

It told the federal court that the Ohio public policy favoring openness was clearly made law in the state's Open Records Act. The Education Department's funding mandate in FERPA did not prohibit disclosure of any records, it said. Instead it articulated that the government would cut off funds to states that did not comply. But here, the funding was not even jeopardized as the disciplinary records requested were clearly not education records.

Judge George Smith disagreed. In March 2000 he granted a permanent injunction to keep state-funded schools from releasing disciplinary records. Departing from rulings in other federal courts, he said federal grants such as those to these schools create binding contracts between the federal govern-

ment and the recipients. He ruled that FERPA does not just condition federal monies on whether or not schools release education records, it imposes a direct obligation on the schools not to disclose them.

Smith reiterated his findings in the preliminary injunction that disciplinary records fit the definition of "education records" because they pertain to a student.

Additionally he said that because Congress had amended FERPA to require the release of crime statistics, the requesters did not need the information to let the public know about campus crimes.

(*United States v. Miami University*. Reprinted from *The News Media & The Law*, Spring, 2000)

### Court rules 'infraction', 'misdemeanor' have same meaning

A Utah district court has rejected a city councilman's claim that a newspaper defamed him when it published information about the circumstances of a criminal charge against him.

A city in Utah charged one of its council members with disorderly conduct after he allegedly assaulted a local police officer. City authorities agreed not to prosecute the charge for one year, and further agreed to dismiss the charge at the end of that time if the councilman had committed no criminal violations during the interim period.

A newspaper then published an article on the councilman that mentioned the assault allegation, and characterized the pending charge as a misdemeanor.

The councilman sued the newspaper arguing that the article's description of the charge as a "misdemeanor," rather than the technically correct term "infraction," was false and defamatory. The court disagreed, holding that both terms are understood to mean minor, non-felonious offenses. The court found that the published information was true or substantially true, and therefore, dismissed the case.

(*Brown v. Wanlass*. Reprinted from *First Amendment Comment*)

## Trouble

Continued from page 8

soon as he took over the job because those types of columns make newspapers vulnerable to libel suits. Ouch!

It became apparent during the litigation that the defamatory call about the politician was likely made by a relative of a political rival. That relative was the subject of a news report about her own conviction on charges of making false statements about that politician. That report was in the very same edition of the newspaper containing the defamatory "Sound Off!" column. Ouch!

Another example of the newspaper's cavalier reaction to the politicians complaint had to do with phone message tapes. During the case, the politician asked the newspaper to make sure it saved those tapes and the reporter who handled the tapes testified that they were still in a desk drawer when she quit for another job. However, when they were needed for the lawsuit, they were no where to be found. Of course, that looked like intentional destruction of evidence. Ouch!

In addition, the newspaper could not count on helpful testimony from the acting general manager who had been rude when the politician demanded a retraction. His termination from the newspaper was acrimonious, to say the least. But that's not all, none of the managers or editors involved in the situation was still employed with the newspaper at the time of the litigation. That makes putting together a defense in the lawsuit extra difficult.

As a final blow, the newspaper's libel insurance carrier decided it would not renew the newspaper's policy.

I don't know about you, but this story makes us weak-kneed. In the hope that we can learn from others' misfortune, what lessons can we take from Clay Today's experience? I think the lessons reported by Clay Today and its owner are worth noting: that newspaper has discontinued its "Sound Off!" column. If you want to publish such a column make sure you review it and edit it very carefully, every time, without fail.

Make sure everybody on staff attends the sessions provided at KPA meetings, or by your own lawyers, on libel law. As it happened at Clay Today, editors and reporters attended those sessions, but the general manager and her assistant didn't. Of course, that's who the politician talked with when he came to demand a retraction.

Make sure that everyone on your staff (really, everyone) knows that all retraction demands must be reported to management. Only top management should be making the judgment whether a retraction demand is warranted or frivolous.

## Contest entry time doesn't have to be a drag

(Reprinted from *The Oklahoma Publisher*, June, 2000)

Selecting entries for any newspaper contest is a daunting process. Looking through a minimum of 52 issues for the best writing, advertising and layout is a time-consuming process.

Once the rules arrive at your office, the race is on to pick the best entries.

Tips to make the task easier were discussed at the Oklahoma Press Association's summer conference in June. Two consistent winners, Gloria Trotter, publisher of the Tecumseh Countywide News, and Floyd Jernigan, publisher of the Miami News-Record, were pan-

elists and discussed contest entries with fellow publishers.

Gloria Fletcher, publisher of the Enid News & Eagle, has her staff select the top stories and ads each day. These are placed in a file which is culled at the end of the month. By the end of the year, she has assembled what her staff thinks is its best work.

Barb Walter, publisher of the Hennessey Clipper, said she prints a reduced version of the front page of her paper every week and places it in a file.

"It's easier to go through a year's worth of letter-size front pages than full-sized pages," she said.

What the staff thinks is its best work may not be what your readers think, said Joyce Carney, publisher of the County Connection at Eakly. Although she's never done it, she has considered inviting several subscribers in to choose their favorite stories.

Another good way to identify top stories is by looking over "The Year in Review," said Jernigan.

Jernigan also said to remember that judges are in a hurry and are looking for articles that grab their attention.

"And not just the front page," added Trotter. "I still remember one judge's comment that said our

See CONTEST, page 16

## Interns

Continued from page 9

**Natasha Allen**  
News-Herald, Owenton  
sophomore, Georgetown College

I have worked at The News Herald in Owen County for three years, beginning with the summer of my junior year of high school. I am now a freshman at nearby Jefferson Community College, specifically decided upon because of its proximity to the paper. This fall I will attend Georgetown College to major in English or journalism.

I will readily admit my first year as an intern, I really had no idea what I was doing.

Sure, by my high school's standards I was capable of writing, and more importantly enjoyed doing so. But before I had completed my first hour of the internship I had already realized that my writing style had to change.

The transition from my accustomed flowery, descriptive, long-winded writing, to clean, concise, straight-forward reporting was the hardest obstacle I've had to overcome thus far.

The second, was coming to terms with the fact that if someone is



angry over an article, it's pretty likely you've reported it correctly.

And as corny as it sounds, I have more or less re-discovered the county I've lived in all of my life by working at The News Herald.

Many of my assignments have led me to people anyone would be blessed to meet, and situations I will be learning from for years to come. My experience here has undoubtedly encouraged a future for me in the field of journalism and inadvertently provided me with a new hobby: photography.

I would also have to say the most impressive thing about the real world of journalism (be it good or bad) is the power media sources have over a community.

Overall my internship here has been an awesome experience for me, and this fall I will walk away from it smiling, silently counting the hours until I again have the opportunity to write.

**Rex Hall Jr.**  
Henry County Local  
WKU

It's been fun. My internship here at the Henry County Local is one that I will not soon forget. My expectations of what an internship should be were far exceeded. I learned more in 10 weeks than I thought my



issuance of a final report.

The fact that the agency decided to take no further action on the complaint or that the investigation was preempted by the resignation, in our view, indicates that the 'final action' of the agency was to take 'no action' on the complaint."

As to Prendergast's request for records compiled during the investigation, Assistant AG James Ringo wrote that the AG has consistently found that agencies can withhold investigative reports and preliminary notes and memos that

brain was capable of absorbing. I've covered a broad range of stories and have been able to work out in the field, all the time learning about how a reporter should act and what questions to ask to best cover the story.

I've had many experiences here over 10 weeks, but the first story I ever covered for the paper sticks out in my mind. There was a wreck on a local highway. I was nervous about what to do when arriving on the scene, but I knew I had to go and cover what happened, and I did.

I made my way through the accident scene, talking to police officers, rescue workers and anyone I thought could answer my questions. I learned a lot just from that one story I covered.

I think what really impressed me about working out in the field is how people are affected by what I write.

I know the biggest thrill I got from working as an intern this summer was receiving a letter from a woman I interviewed for a personality profile telling me what a good job I had done with the story about her. Not only was it gratifying to know someone thought I was doing a good job, but it strengthened my belief even further that this is what I want to do with my life.

I want to be a journalist, and after my great experience here at the Local, there's no turning back.

give opinions, recommendations and observations in an investigation if they are not a part of any final action.

Because no final action was taken in this instance, the AG was of the opinion that any notes or reports would be exempt from public inspection.

However, the AG did note that Steers' letter of resignation would be open under the Open Records Act, since "the letter is final unto itself, and a matter of legitimate public interest."

## AG

Continued from page 8

report on the investigation and any records that became a part of that report would be open to the public.

However, there was no written complaint, so there was obviously no

record to release. As to the investigative report, the AG wrote: "Apparently, as a result of the resignation, no final action was taken on the investigation, such as the

## Front page ads need special design rules

### Design is Everything

By Edward F. Henninger



I'm an editorial guy. I came up through the newsroom. That's where my heart lies.

But I also know what side of the bread my butter is on.

So, no, I do not have a philosophical problem with ads on page 1.

But as a designer — and especially as a consultant — I do have some serious problems with the way most page 1 ads look. For the most part, they are overwritten, oversized and sloppy. And that assessment may be kind. It is ironic that we take the most important page of our newspaper, page 1, and place on that canvas some of the ugliest work we do.

No, I'm not an expert in advertising. But I know a thing or two about design and I've brought this issue before publishers and advertising directors — and they agree with my position.

They also agree with some of the remedies I've developed.

My four rules for Page 1 ads are simple — and they're easy to

put into place at your paper:

**1. We design the ad.** Yes, your advertiser has a right to tell us what he'd like to see. And we should factor that into the design. But if the advertiser wants his ad on page 1, we must help him to understand that the rules are different for that page. No, we shouldn't be arrogant about it — but we should be firm. We also must be sure to give page 1 ad design to the best design person we have on staff. If that person happens to be in editorial, let's find a way to apply that designer's skills with typography and color to the page 1 ads.

**2. Twenty-five words or less.** Most page 1 ads tend to be smaller than average ad sizes on inside pages. Yet we tend to let advertisers cram as much as possible into a 1-column-by-2 inch ad. The result: type that's so small that it can't be read easily. If the type is too small to read, we have not served the advertiser well at all — and we have frustrated those readers who may be interested in the advertiser's goods and/or services.

**3. One image.** Advertisers also will feel tempted to place multiple images in a page one ad. A photo of the store and a leading product, credit card logos. Mug shots. It all becomes too much — and certainly,

no image can be dominant in that situation. Let's use just one image. Let's use it with some size. Let's use it in color. But just one.

**4. Your advertiser pays a stiff premium.** Remind him that he's getting page 1 space and more design attention. Remind him that his ad will be seen by the greatest percentage of your readers. Remind him that you are committed to making sure that his ad sends the best message to readers about him, his business, his product or service. And then ask him to pay for all of your attention and care.

Most of your advertisers appreciate the value of what you do for them. They know that their advertising buck is an investment in their business and in themselves. They see advertising as a tool to generate more revenue. They understand it's more than an expense.

And if your advertiser can appreciate that your newspaper's rules for page 1 advertising were created in an effort to improve your service to him, he will be more than willing to go along.

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

## C-J running front-page ads

The Courier-Journal broke a long-standing tradition recently when it began publishing front page ads. The newspaper joined a handful of other Gannett papers in the move.

USA Today started running one-inch strip ads across the bottom of its front page in October after selling front page ads on other section fronts for some time.

After announcing the proposal in mid-June that would have required annual commitments of 365 days, The C-J revamped its policy to allow advertisers to run only one day per week for the entire year, for a commitment of 52 weeks.

Advertisers are required to pick the same day for their year-long run. For example, Kroger's will run on Section A every Wednesday for a year.

Advertisers liked the change. Section A is sold out as well as some of the special weekly sections like "Weekend Extra." On the weekly sections, one exclusive advertiser has the section for a year. C-J ad reps are now focusing on the remaining newspaper section fronts.

No alcohol or tobacco product advertising is permitted on the front of the Main News section A, but it is allowed on other sections.

In May, Gannett Co. Inc. reiterated its policy allowing all 74 of its dailies to run front-page ads. The issue was raised by company executives who were meeting at a publishers' annual convention in early May.

Journalists have long considered front-page ads a breach of a newspaper's editorial independence, but ads have been creeping onto front pages at a scattering of papers.

Thomson Newspapers, for example, began allowing front-page ads in 1997.

## Report offers suggestions for tackling tough problem of credibility in newsrooms

(Editor's note: The following article by Judy Pace Christie first appeared in the May-June issue of *The American Editor*, a publication of the American Society of Newspaper Editors. Christie is a consultant for Gannett and 1999-2000 chair of ASNE's Ethics and Values Committee.)

After three years of research and experiments, the ASNE Journalism Credibility Project has come up with some fairly simple messages for newsrooms.

Among them: Get the basics right, confess your mistakes. Explain what you're doing to readers.

Though these messages are simple to understand, it remains apparent that they are much more difficult to make happen.

So, add to the findings: Don't expect to fix stagnant or eroding credibility in a few months.

And realize that there is not a formula for building reader trust. A combination of approaches will be needed and will depend on the individual newspaper and its readers.

Throughout the past year, the Journalism Credibility Project's focus has been on developing and testing solutions to build reader

trust. The project, a \$1.2 million effort funded by the Robert R. McCormick Tribune Foundation and eight test-site newspapers, started three years ago with the hope of better understanding why newspaper credibility is eroding and to find ways to stop the slide.

The results of the latest research were presented to the ASNE convention with examples of what the test-site newspapers have done and feedback from readers and newsroom staffs.

Guided by scientific research done in 1998 by Urban & Associates, test-site newspapers tackled critical problem areas: improving accuracy, addressing perceptions of bias or sensationalism in news coverage and communicating respect for readers by explaining and discussing the editorial decision-making process and better connecting with the community.

As the project wrapped up its third year, editors from the test sites said they realized they must listen better, pay more attention to the basics and let readers know that the newspaper is working to get better.

"The biggest lesson is a simple one: We need to be accessible to our

readers, to engage them in regular conversation about what we do, and accept their criticism in an open and non-defensive way," said Kathy Warbelow, managing editor of the Austin (Texas) American Statesman, a test-site newspaper.

Janet Weaver, executive editor of the Sarasota (Fla.) Herald-Tribune, agreed that the hardest lesson is learning how to let go of defensiveness and invite readers in, to listen to their comments without trying to argue with them. She also mentioned the importance of the basics. "We recognized that credibility isn't just about the big stories, but about the details — which are very important to our readers."

Bob Stover, managing editor of Florida Today in Melbourne, also spoke of the need to bring readers in and stressed selling the staff on the importance of the credibility issue. "The most important thing you can do is put credibility high on the list of priorities for each news staff member. You can make great strides simply by making credibility a regular newsroom discussion topic. Then you can build on that by setting specific credi-

See CREDIBILITY, page 14

Watch your mailbox for information about the 2000 KPA Fall Newspaper Contest.

You can't win if you don't enter!



# New to new media? Learn more at these sites

## Interactive Insider

By Peter M. Zollman



Imagine for a minute that you've been at a newspaper for a few years, and the publisher asks you to take over the Web site.

You've been a writer and editor - but all of this interactive-media stuff is new to you.

Or perhaps you're a new publisher, and you need to learn more about media Web sites and the Internet. Fast.

Where would you turn?

These are common scenarios, of course. One of them, the first, happened with a friend and client of mine. She's very smart (has her Ph.D., even) - but the newspaper had only been operating a limited Web site, and she wasn't involved. Now the paper is building a more complete site and wants it to be profitable. The task has fallen to

her.

The best place for her to start learning is the Online News e-mail list. It's free, and provides extensive collective wisdom from people who've been in the business a while and are willing to share their knowledge.

In fact, to start researching this column, I posted the first few paragraphs to the group, and received some valuable input. E-mail lists - sometimes called Listservs, which is a trademark - are cyclical, and Online News is no exception. Right now it's in a slump. But following the threads is a great way to learn.

Go to [www.planetarynews.com](http://www.planetarynews.com) to sign up (look in the left-hand navbar). You can also review list archives at that site, and choose between the "digest" - compiled - edition of the list and the individual postings.

Don't worry, if it's too much, you can always unsubscribe.

Online News is owned by Steve Outing, a writer and interactive media expert who writes a weekly column for Editor & Publisher

magazine's online site. The column is also an excellent resource, covering topics like privacy, wireless devices, content, sales and marketing questions, and the history and future of online news. Find it at [www.editorandpublisher.com](http://www.editorandpublisher.com); click on the weekly columns. For background, read Steve's archives (go to the very bottom of the page and start clicking).

Also, check the E&P site every day. It frequently carries stories about interactive media. It's a good way to keep up with news developments.

While you're bookmarking E&P's site, you should also bookmark the American Journalism Review, [www.ajr.org](http://www.ajr.org), and the Online Journalism Review, [www.ojr.org](http://www.ojr.org). Both are updated less frequently than E&P's site, but each includes solid articles and analysis of the issues in interactive media. OJR, particularly, includes several good columnists like Matt Welch and Ken Layne. AJR includes some fun sections, especially Take2, a look at (print) editing winners and losers. And the

Newspaper Association of America sites, [www.digitaledge.org](http://www.digitaledge.org), and [www.naa.org](http://www.naa.org), also provides valuable insights (although some of them are password protected for NAA new-media federation members).

If you're interested in online "usability" - i.e., how Web users actually relate to sites, and what sites do right and wrong - sign up at [www.useit.com](http://www.useit.com) for a free monthly e-mail from usability expert Jakob Nielsen and the Nielsen Norman Group. Nielsen was "distinguished scientist" - his actual job title - at Sun Microsystems before breaking loose as a consultant.

Two first-rate sites linking to news about papers and interactive media are [www.poynter.org/medianeews](http://www.poynter.org/medianeews), by Jim Romenesko, and [www.newspaper-industry.org](http://www.newspaper-industry.org), with its companion site, [www.inma.org](http://www.inma.org). (The INMA site carries several strong weekly columns.) The entire Poynter site is worth reading, although it's more about journalism in general and education for

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## Credibility

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ty objectives - such as trying to be more accurate."

Reader panelists at the convention said they want their news to be fair and accurate.

Patricia Carroll, an auditor with the Texas Department of Insurance and a resident of Round Rock, Texas, said that she expects her newspaper to offer an accurate, unbiased view of the people it reports about.

Marguerite Le, a teacher from Camden, N.J., said she hopes her newspaper will go into every community and report on the lives of people with respect and dignity and not as "novelty" articles.

Said Carroll: "If I pick up a newspaper and see myself inaccurately portrayed in the press, the newspaper loses credibility with me. The newspaper has the power to bring people together, instead of reinforcing biased perceptions that keep us estranged from one another ... Newspapers build trust when they really reflect the community and report on matters that all facets of the community can embrace."

Le agreed. "Cover lots of people. Cover them with sensitivity and respect. If you do not, you are forming negative or stereotyped images of them in the minds of the general public." And, "have enough people on staff to check the facts and to check on typos."

Reporter Jason Hall from

Sarasota told editors at the convention that credibility needs to be part of everyday conversation in the newsroom, not some special program journalists go to.

"If it's agreed that newspapering is done in the newsroom - by reporters and line editors - then it should be agreed that accuracy and credibility are done there too. Editors should concentrate on doing what they're paid to do, which is hire good people and then let them work," Hall said.

Researcher Christine D. Urban who conducted the research throughout the project, said readers are willing to give newspapers credit for efforts undertaken and like the initiatives they've seen so far.

However, she said, efforts must go further. This will take time; much remains to be done to build reader trust. "Given no more than 18 months between the two national surveys, it's not surprising that there were no major shifts in the structure of the public's attitudes and perceptions of the press," her report said.

As the project research showed: "There's no question that we share an important goal with our readers. The credibility we want is what the public wants us to have," Urban said.

N. Christian Anderson III, 1999-2000 ASNE president, said that the practice of good journalism day in and day out is at the heart of building newspaper credibility.

"The work ASNE has done on credibility over the past three years reminds us that we must

## Key findings

- Fundamental public perceptions of credibility haven't changed.
- Efforts to improve credibility are applauded.
- Errors can be forgiven, but confession is required.
- Absent explanations, motives will be presumed.
- For our efforts to make any difference, they must show in the pages of the newspaper.

constantly strive to meet our journalistic ideals, look at our challenges through the eyes of others and be willing to show leadership in the newsroom and in the community."

### Building reader trust

Detailed information on the latest findings of the ASNE Journalism Credibility Project is available in a report called, "Examining Our Credibility: Building Reader Trust." Copies of the report are available for \$15 each with a \$5 shipping and handling fee for each order. They are available from ASNE Foundation, Publications Fulfillment, 11690B Sunrise Valley Drive, Reston VA 20191-1409. If ordered at the same time, a 13-minute companion video that offers an overview of the test-site projects and can be used in staff training sessions is available for an extra \$5.

### Foundation OKs JCP extension

One challenge ahead is to take the findings generated by the Journalism Credibility Project into newsrooms to generate discussions

## The test-site newspapers

The Journalism Credibility Project test-site newspapers and the areas they focused on:

- Accuracy - Florida Today, Melbourne; the Sarasota (Fla.) Herald-Tribune; and San Jose Mercury News
- Connecting with the community - The Philadelphia Inquirer, and the Daily Press in Newport News, Va.
- Perceived bias and sensational coverage - The Oregonian, Portland; The Gazette, Colorado Springs; and the Austin (Texas) American-Statesman.

and self-examination.

To that end, the Robert R. McCormick Tribune Foundation has approved an ASNE proposal to fund a Journalism Credibility Handbook to summarize the credibility research and document good efforts by newspapers in accuracy, bias, sensationalism and connecting with communities.

In addition, the grant extension will pay for a training program to be used in newsrooms, helping to spread key lessons from the project. The materials would give newspaper staffers the chance to apply lessons to their daily work.

Finally, the grant will allow ASNE to put together a comprehensive credibility web site. The goal is for this site to pull together the best efforts and ideas on credibility throughout the industry and make it easily accessible.

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Classes are held in Institute labs on the campus of the School of Journalism at the University of Tennessee in Knoxville. A new G4 lab is scheduled to be completed in time for the October session, in addition to two G3 labs and one Pentium lab.

Sponsorships from several software companies and foundations make the Institute a tremendous value. The cost to attend the Institute of Newspaper Technology is \$595, which includes all classes and materials. For more information, contact the Institute at (865) 584-5761 or email [kslimp@newspaperinstitute.com](mailto:kslimp@newspaperinstitute.com) or visit our web site at [www.newspaperinstitute.com](http://www.newspaperinstitute.com).

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## 'Chicken Run' stars in latest reading promo

Rocky and Ginger, the claymation stars from Aardman Studios' new film "Chicken Run," are the latest movie tie ins to be featured in an ad from the Newspaper Association of America that promotes reading among young people.

The quarter-page black-and-white ad features Rocky and Ginger reading a newspaper, with the headline, "Encourage your children to read a newspaper every day. Don't be CHICKEN!" The body copy reads, "When you want to learn what is going on outside the fence, read a newspaper as soon as the sun comes up! Read everyday ... newspapers are eggsciting!"

The ad closes with the familiar, "It all starts with newspapers" tagline.

The ads are available for download from the NAA web site at [www.naa.org/display](http://www.naa.org/display).

"Featuring these characters in ads promoting newspaper reading is a great way to make the connection that reading not only is important, but can be fun and surprising as well," said NAA Senior Vice President and Chief Marketing Officer John E. Kimball.

"Chicken Run" opened in June and is the first full-length film from Aardman Studios, home of the award-winning Wallace and Gromit, which is known for its distinctive clay animation technique.

In December 1999, NAA featured the animated mouse Stuart Little in a similar ad that tied in with the opening of that film.

NAA launched the "It all starts with newspapers" campaign in September 1997, followed by flights that began in April and October 1998, and April 1999. In addition, an ad featuring Denver Broncos quarterback John Elway was included in a special print and broadcast release during and around the 1999 Super Bowl.

Other celebrities featured in the campaign included recording artist and actress Brandy; supermodel Christie Brinkley; former first lady Barbara Bush; and former President George Bush.

## Carriers

Continued from page 4

subcontract the work.

Randall Justice, an attorney for Cabinet for Workforce Development, told the judges that control is exercised by the paper including specific delivery instructions and route assignments.

A decision in the case could come as early as mid-August.



### Talking it out

Buck Ryan, director of the University of Kentucky School of Journalism and Telecommunications, (far left) was the moderator at a roundtable on ethics and censorship at the KHSJA workshop for teachers. Panelists included, left to right, Lauren Hill, journalism adviser, Western Hills High School, Frankfort; Arthur B. Post, managing editor, The Courier-Journal; and John Voskuhl, assistant managing editor for projects, Lexington Herald-Leader. The participants encouraged the teachers to establish a line of communication with their administrators and a clear review policy for writers and editors on what is and isn't acceptable to publish. It was the fourth year for the "Basic Survival Course for Beginning Journalism Teachers/Advisers," and the two-day workshop received its best reviews ever.

## Contest

Continued from page 12

paper had good, solid news throughout — not just on the front page."

Trotter recommends selecting the best writing and not the most interesting story.

David Stringer, publisher of the Norman Transcript, agrees with Trotter. "Take time to enter your best stuff," he said.

Another way to learn how judg-

ing a newspaper contest is done is by volunteering to judge one.

"You'll find out how difficult it is, how much reading is involved and you might even walk away with some new ideas for your newspaper," said OPA Creative Services Director Jennifer Gilliland.

One suggestion was to include a letter with every entry.

Judges may not be aware of issues in your community and a letter can explain why a particular entry was selected.

Another suggestion for improving your odds was to be neat when

marking the entries as well as when packaging them.

There's no magical formula for selecting winning entries, but Jernigan had a reminder for his fellow publishers: "It's great to win a contest but we need to remember that our readers are the final judge."

(Entry forms will be mailed this month for the KPA Fall Newspaper Contest. Awards will be presented at the 2001 Winter Convention in Louisville on Jan. 19 at the Galt House East. Remember, you can't win if you don't enter!)

## Media

Continued from page 14

journalists than it is about interactive media. For a similar, international view of newspapers — with a smattering of coverage of interactivity — see [www.ifra.com](http://www.ifra.com), the site of the global newspaper technology organization.

For a couple of sites with general news and information about interactive media, check [www.slashdot.com](http://www.slashdot.com) and [www.redherring.com](http://www.redherring.com). Slashdot's more than a little tough to follow — it calls itself "News for Nerds," — but it's techie heaven.

Two print weeklies — The Industry Standard and Inter@ctive Week — provide outstanding coverage about interactive media and online business. Both have companion Web sites.

The print editions are mailed by

paid subscription, but if you qualify they'll comp you. Visit their Web sites at [www.thestandard.com](http://www.thestandard.com) and [www.zdnet.com/intweek/](http://www.zdnet.com/intweek/) for details.

That ought to get you started. Check all of these sites and publications regularly and you (like everyone else) will suffer from information overload.

But if you read them diligently, within three months you'll feel like you know as much as any "expert" when it comes to interactive media. Heck, you'll probably be one!

(Peter M. Zollman, [pzollman@aimgroup.com](mailto:pzollman@aimgroup.com), 407-788-2780 is founding principal of Advanced Interactive Media Group, L.L.C., a consulting group that offers practical consulting services to media companies, including advertising training, strategic planning sessions and workshops. The AIM Group also offers Classified Intelligence, a comprehensive consulting service and newsletter about all aspects of interactive classifieds.)

## Job Shop



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