

The Kentucky Press

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New board members begin duties in January

Four new faces and two not so new ones will be on the KPA/KPS Board of Directors beginning with the board's first meeting of 2002.

Tom Caudill, president of KPA in 1999, will return to the board representing District 13. Caudill is assistant managing editor of the Lexington Herald-Leader. He replaces Don White, publisher of the Anderson News, who didn't seek re-election.

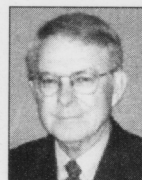
Ben Post, managing editor of The Courier-Journal, will serve on the board for the first time. He will represent District 6, the seat formerly held by Dorothy Abernathy, publisher of the Oldham Era and Trimble Banner, who also didn't seek re-election.



Caudill



Post



Wimmer



Robinson



Greene



Poore

D o n n
Wimmer, publisher of the Hancock Clarion, will take a first-time seat on the board, replacing Ed Riney in District 3 who also chose not to run for another term. Riney is publisher of the Owensboro Messenger-Inquirer.

New At-Large members on the

board are: Kelly Robinson, advertising director for Recorder Newspapers in Florence; Glen Greene, publisher of the Mt. Sterling Advocate; and Chris Poore, student media adviser at the Kentucky Kernel. Poore is presently completing a two-year term on the board as chairman of the News

Editorial Division.

Returning to the board as an at-large member is Keith Ponder, publisher of the Glasgow Daily Times.

Winning re-election to their District seats were: Charlie Portmann, editor of the Franklin Favorite in District 4; and Teresa

See **BOARD**, page 12

General Assembly convenes Jan. 8; busy session expected

Not many of those who follow the Kentucky General Assembly expect a repeat of the 2001 session when few issues came before the lawmakers and even fewer passed out of the chambers.

This regular 60-day session of the legislature, set to convene Jan. 8, is expected by many to be busy.

One issue that KPA and reporters across the state had been watching intensely and will still pay attention to, is any amendment to the state's Open Records Law.

Officials in Gov. Paul Patton's administration said in early November that they were looking into a possible amendment to the Open Records Law to cover sensitive material or documents relating to homeland security.

The Associated Press reported on Nov. 2 that a possible amendment to write a "security exemption" into the law was being drafted.

That changed, however, on
See **SESSION**, page 12

Special election announced to fill vacated District 10 board seat

The Kentucky Press Association is holding a special election in District 10 to fill a vacancy created by the resignation of Stephen Bowling.

The person elected will complete the unexpired term which is scheduled to end in January, 2004.

Nominations have been requested from district newspapers. According to KPA Bylaws an individual must live and work in the district for which he/she is nominated. The association hopes to complete the special election by
See **ELECTION**, page 12

Not too early to make plans to attend '02 Winter Convention

We realize that Christmas is still a few weeks away — but we're asking you to pull out that 2002 calendar you've got stuck on or in your desk somewhere. Mark the dates Jan. 24-25 and then put it away. But, don't forget them. The KPA 2002 Winter Convention is set for those days at the Marriott in Lexington, one of KPA's favorite spots.

An agenda is near the finalization point and we think it will be one that will benefit you and your staff and be well worth the effort and cost.

We're bringing back a couple of the things we tried last year that got

rave reviews: the coffee house (a gathering area inside the Trade Show where you can mingle with friends, play cards or enjoy refreshments) and a masseuse.

We also have a couple of presenters whose names are familiar and are coming back at members' request. Russell Viers will lead sessions on Photoshop 6.0 and a comparison workshop featuring Quark 5.0 and InDesign 2.0.

Mitch Henderson, the featured presenter at the 2001 Advertising Seminar, will lead sessions for our ad directors and salespeople.

Jim Stasiowski, a nationally-
See **CONVENTION**, page 12

What's Ahead

*Jan. 24-25, 2002: KPA Winter Convention - Marriott, Lexington

Inside

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*Pg. 5: Slimp lists his 'end of year favs'

*Pg. 3: Newspapers must have good 'stop the stops' program

*Pg. 10: Beware hidden danger of 'false light' lawsuits

Kentucky people, papers in the news

Baker named publisher at Elizabethtown

Sarah Baker will take the publisher's post at The News-Enterprise in Elizabethtown on Jan. 1.



Baker joined Landmark in Norfolk in 1990 in the corporate information systems department. She became benefits manager for Landmark in 1992. She moved to the Greensboro (N.C.) Record-Herald in 1994 as business manager where she played a key role in developing and implementing strategic and operating plans. She's currently vice-president and general manager at the Greensboro

paper with oversight responsibility for advertising, production, accounting and IT functions. She is a graduate of Old Dominion University in Norfolk, Va., and is a CPA.

New Era publisher tapped for SNPA post

Taylor Wood Hayes, publisher of The Kentucky New Era in Hopkinsville, has been nominated for the Southern Newspaper Publishers Association (SNPA) board of directors. Hayes will join publishing executives from Arkansas, Florida, South Carolina and Texas as new members on the regional publishing group's governing board. He succeeds Fred Paxton, chairman of the Paxton

Media Group in Paducah, as director for Kentucky.

McKee named GM/ad manager at Carrollton

Mark McKee has been named general manager/advertising manager of The News-Democrat in Carrollton.

McKee has been serving in the same roles for another Landmark newspaper, The Riverland News in Dunnellon, Fla. He has also worked for The Sumter County Times as advertising manager and for the Citrus County Chronicle. Both are also LCNI newspapers in Florida. McKee has also worked as a city police officer in Mooresville, Inc. He is a graduate of the Indiana Law Enforcement Academy and has successfully completed over 30 sales/management training courses. He is currently working on his bachelor's degree in theology.

Vrocher comes to Edmonton from The Tipton (Ind.) Tribune where he worked as ad manager. A native of Florida, Vrocher served in the U.S. Army. He is an active member of the Kiwanis and Lions Club.

Bussell joins staff at Spencer Magnet

Debbie Bussell joined the staff of The Spencer Magnet recently as a graphic designer. A Louisville native and graduate of Jefferson Community College, she now lives in Shelbyville. She previously worked as a graphic designer at PowerCreative and in the production department at Marr Reprographics, both in Louisville.

Gleaner staff writer wins Bingham award

For the seventh-consecutive year, Henderson Gleaner staff writer Judy Jenkins has won the Barry Bingham Sr. Media Award for her stories on mental health.

Jenkins, a newspaper columnist whose assignments include medical/ health reporting, was among honorees announced at a luncheon sponsored by the Kentucky Psychiatric Association. Jenkins won among the entries in the 15,000-and-under circulation division "for her exceptional efforts to bring information on mental illness to the people of Kentucky." The Bingham Award is named in honor of the former publisher of The Courier-Journal.

Neeley picked for top post at Paintsville Herald

Robert Neeley has been named publisher of the Paintsville Herald. He replaces Fred Foutz who recently resigned from the position. Neeley is a former general manager of the Herald's sister newspaper, the Appalachian News-Express in Pikeville.

Neeley is a former sales manager for Tri-State Outdoor Media Group, a regional billboard company. He attended both Pikeville College and Somerset Community College.

Vrocher named ad director at Edmonton

Jack Vrocher has been named advertising director for The Herald-News in Edmonton. He replaces Kandis Gallagher who left the newspaper for a position in Metcalfe County outside the newspaper industry.

Wadsworth joins news staff at Jackson Times

Cara Wadsworth has been hired as a reporter/photographer at The Jackson Times. She previously worked for some time at The Hazard Herald and had six years of reporting experience and more

See PEOPLE, page 6

The Kentucky Press

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Deaths

William Leonard Busby

William Leonard Busby, a former Clay County businessman, one-time owner of The Manchester Enterprise, a retired employee of the Lexington Herald-Leader, died Oct. 25 of complications from a heart attack. He was 81.

Busby owned and operated the Manchester newspaper for a time in the 1940s, doing everything from setting type to writing news stories to selling advertising. He owned and operated Busby Variety

Store, a print shop and the Royal Hotel in Manchester from 1950 to 1967.

He went to work for the Lexington newspaper in the late 1960s and retired from there in 1984.

Survivors include his wife, Grace Busby; two sons, William Lynn Busby of Versailles and Milton Hayes Busby of Helmet, Calif.; two brothers; a sister; four grandchildren and two great-grandchildren.

How to stop the 'Stops'

Pressing Issues

By Randy Hines
UNC Pembroke



Newspapers, even more than most industries, lose customers faster than they can count them. Unlike the average 20 percent to 40 percent annual loss of company customers, the newspaper field overall averages up to a 66 percent attrition rate.

This is even more alarming when you read how much more it costs to claim a new customer than to retain a present one. Replacing a defector with a new subscriber costs about six times more than keeping the current reader.

Many papers have excellent programs in place to "stop the stops." Others are jumping on the bandwagon out of necessity when circulation figures remain flat or decline. But more needs to be done by everyone.

A helpful tool, although not geared specifically for the newspaper industry, is "Customer WinBack: How to Recapture Lost Customers—and Keep Them Loyal" (Jossey-Bass, 2001). The \$28.95 hardcover provides tons of examples to help circulation departments tackle the inevitable task of reducing reader cancellations.

Jill Griffin and Michael Lowenstein inform us that losing one customer is not the end of your readership decline. Unfortunately, unsatisfied customers typically tell an average of 11 other individuals about their unpleasant experiences. And if they tell 11 others...

The 314-page book mentions research by Marketing Metrics that found companies have a higher possibility of winning business from lost customers than new ones.

Their study showed a major difference in successfully marketing to various audiences. Selling again to active clients has a 60 percent to 70 percent attainment rate, selling to lost customers has a 20 percent to 40 percent of success, and selling to prospects only a 5 percent to 20 percent probability.

Does your paper keep statistics on its efforts to reclaim those vanishing readers?

A major reason cited for the higher achievement rates with attritions is that you already possess a wealth of information about them.

The authors provide three reasons why newspapers should

expand their win-back programs:

"1. Never before have technological tools for winning back lost customers been more available or affordable.

"2. In any market space, there is a limited number of best customers, so you need to keep yours close.

"3. Win-back programs can give you a real competitive edge."

But why worry about the competition in a one-newspaper town?

If you're serious about that question, talk to the folks in advertising. They battle cable television, radio, outdoor and the Internet for local ad dollars each day. Those in news face 24/7 TV news networks, all-talk radio, national newspapers and the Internet.

Residents stop their newspaper delivery for lots of reasons. Ranking near the top for many publications are delivery problems, price and lack of time to read. The time factor is being handled by many editors who redesign their front pages to index the news with quick summaries and a guide for getting the meat of the stories inside.

Often untold explanations about stops are complaints handled unsatisfactorily. Many upset readers call to vent frustration about getting another soggy paper to match their soggy cereal. Or the fact that it landed behind the impenetrable holly bush. Although one late paper won't lose a customer, being disrespectful to callers can and will.

Your paper's staff must be trained in listening skills and handling irate callers. You can defuse a hot situation by not interrupting, talking calmly, asking for information that will remedy the situation, and agreeing with the customer's reason for being agitated.

Statements such as, "I can understand why you're upset," or "You're right. No one should have to read a soaking wet paper," get you on the caller's side.

Rephrasing the complaint is one way of conveying empathy for the distraught subscriber. The argument stops when you're not the enemy.

Sometimes venting is all that is needed and the person will say, "I just wanted you to know so it won't happen again."

Many papers conduct exit telephone polling to find out why a stop was issued.

Marketing Metrics, according to the book, found that at least half "of departed customers will participate in an exit interview, and 30 percent will even tell you what you can do to win them back."

See STOPS, page 7

Weekly newspaper group seeks entries for editor awards

Entries for the 27th Annual Eugene Cervi Award and the 42nd annual Golden Quill Award are being accepted by ISWNE.

The Eugene Cervi Award was established by ISWNE to honor the memory of Eugene Cervi of the Rocky Mountain Journal, Denver, by recognizing a newspaper editor who has consistently acted in the conviction that "good journalism begets good government."

The award is presented not for a single brave accomplishment, however deserving, but for a career of outstanding public service through community journalism and for adhering to the highest standards of the craft with the deep reverence for the English language that was the hallmark of Eugene Cervi's writing.

The award also recognizes consistently aggressive reporting of government at the grassroots level and interpretation of local affairs.

Cervi Award Nominations should begin with a letter of nomination, which should include the writer's reasons for making the nomination. The nomination also should have other letters about the nominee, clippings demonstrating the criteria for the award and a biographical data sheet giving basic facts about the nominee's career.

Nominations are open only to editors of newspapers of less than daily frequency. Daily is defined as at least five days per week in frequency. (Note: Since the Cervi Award covers a journalistic career, supporting materials are not limited by chronology. Clips can be made from any point in the nominee's career.)

Nominations should be sent by Feb. 1, 2002 to: Chad Stebbins, Institute of International Studies, Missouri Southern State College, 3950 E. Newman Road, Joplin, MO 64801-1595. Please mark the envelope: Cervi Award Entry.

Entries for the 42nd Annual Golden Quill Award should reflect the purpose of the ISWNE: Encouraging the writing of editorials that identify issues that are or should be of concern to the community, offer an opinion, and support a course of action.

All newspapers of less than daily frequency (published less than five days per week) are qualified to enter. Entries must have been published between Jan. 1 and Dec. 31, 2001.

Entries must be postmarked by Feb. 1, 2002. Please mark the envelope: Golden Quill Entry.

Send to: Chad Stebbins, Institute of International Studies, Missouri Southern State College, 3950 E. Newman Road, Joplin, MO, 64801-1505.

How to Submit: Select up to four best editorials or signed opinion pieces from your newspaper. Two is the maximum number of entries permitted from each individual. Mount each entry on 8x11-inch white paper, using glue or mounting material that does not bleed through newsprint. Please try to eliminate any identifying information, such as a byline or mug shot.

On the back of each page on which the entries are mounted, the following should appear: Name of newspaper, full mailing address of newspaper, date of publication, full name and title of the writer, and the writer's email address and telephone number. Grassroots Editor, ISWNE's quarterly journal, will reprint the 12 best editorials as the Golden Dozen in the Summer, 2002 issue.

Golden Quill and Eugene Cervi Award winners will be invited guests of ISWNE for a presentation during the Society's annual conference at Joplin, Missouri.

Each award includes a plaque, conference expenses, and travel expenses up to \$500.

**Make plans now
to attend the
2002 KPA
Winter Convention
at the Marriott
in Lexington!
--- January 24-25 ---**

Troubled times can be the best time to launch redesign effort

Design is Everything

By Edward F. Henninger



"There is no security on this earth. There is only opportunity."

— Gen. Douglas MacArthur

These are troubled times. Our country is at war. Our economy is struggling. The newspaper industry searches for a sense of direction. All good reasons why this is precisely the best moment to engage in a redesign of your newspaper.

Why spend the time, staffing and resources to redesign now? For readers and advertisers the reason is obvious: a better product. But look inside the walls of your newspaper and you can also see some good reason why this is the right time to redesign.

Here's why — department by department:
EDITORIAL: Slow economic times bring a sort of "newsroom blues." Your staff begins to turn inward, worrying more about news space, hiring freezes, pay raises and possible layoffs. Their work becomes more a job than a challenge. They don't have much to look forward to.

A redesign offers your newsroom a new challenge: a chance for your staff to examine the product it offers readers and advertisers with every issue. One group within the news staff (and perhaps some personnel from advertising and other departments) examines content. Another looks at placement of editorial elements. Yet a third reviews typography and design elements. Together, they work in an effort that bonds them more closely to each other and to your newspaper. Together, they recreate your newspaper. Together, they create a positive, proactive spirit that develops and nourishes a new momentum in the newsroom.

Advertising: Perhaps no department in your newspaper suffers more severely in a tough economy. Sales are down. Commissions

**EDITORIAL
ADVERTISING
CIRCULATION
PRODUCTION**

**A redesign can help get people
in all departments looking up**

are down. Moods are down. And no one knows just when things are going to start looking up.

A redesign gives you an opportunity to look for win/win situations in both your newsroom and advertising. It develops and atmosphere that encourages both departments to work together so that both can achieve mutual success. A redesign, for example, will help you

See REDESIGN, page 6

Newspapers play important role in healing after attacks

By LISA DIXON

September 11. Shock. Disbelief. Waves of overwhelming sadness.

The flight that just brought me to Providence, RI seemed like a lifetime ago.

I sat frozen. Watching televised reports of the attack. Surrounded by fellow travelers in stunned disbelief.

Once hurried lives came to a jolting halt. The horrific images on the screen appeared surreal. A disquieting quiet had enveloped us like a shroud.

I called my husband at work. "Have you heard?" I cried before he had time to speak, "Have you heard?" Of course he hadn't yet. And as I told him, the second plane hit — and then the third.

I had booked an earlier flight to spend a bit of free time in Newport before conducting a small business advertiser seminar on Thursday, September 13, for The Valley Breeze, a weekly in Woonsocket, RI. That fateful Tuesday afternoon I called Tom Ward, Publisher, to let him know I

was already in RI. We discussed what to do. We decided to proceed with plans as scheduled. We did. Fifty-five business people showed up.

Tom opened the session with words of solace and a moment of silence. He distributed that week's Valley Breeze with encouragement to pull out the full page printed flag to hang in their window at work or home.

On Friday, September 14, airports were full of people still in shock trying to get home. Many of us off-schedule due to cancellations and delays. Lines of weary travelers stretched the length of the terminals, backed up due to new security measures. No one complained. The quiet still hung heavy.

During my six-hour layover in Cleveland, I joined other weary travelers and watched the televised National Cathedral memorial service.

The setting? One of those airport bars with a big screen TV. All tables full. All eyes glued to the

screen. You could hear a pin drop.

Some bowed their heads in prayer. Others mouthed the words along to "God Bless America". All of us shed tears ... men and women alike.

After the service there was a palatable difference in the air. It seemed to be the first noticeable feeling of healing. A tiniest bit of heaviness seemed to have been lifted.

Strangers looked at each other after the service with sad half-smiles, wishing each other well in their travels. Was it the words? The spiritual ritual? The symbolic coming together of all faiths at the National Cathedral in a show of unity and strength? Whatever it was, it was a cathartic moment.

Since the attack I've traveled to destinations taking me through numerous airports: Cleveland, Dallas, Pittsburgh, Atlanta, Minneapolis, Detroit, Chicago, Seattle, Oakland. The week following the attack, airports and flights were eerily empty. Every week since, there has been a noticeable

increase in travelers. We are on the road back, albeit stepping gingerly.

In my travels, I make it a point to pick up the local paper wherever I am.

This national tragedy has heightened my realization and awe of the power of the printed word. The power of photographic images on paper. They are not fleeting. They are not surreal. They make you think. They make you ponder.

They make you look. They make you feel. Unlike broadcast, print demands active involvement and attentive thought in order to try to understand and grasp the enormity and far-reaching impact of these tragic events.

No matter what race, gender, creed, country, culture ... this tragedy has touched all our hearts and souls.

Newspapers across the country, from the largest metropolitan dailies to the smallest weeklies, have wrestled with how to put their community imprint on this

See NEWSPAPERS, page 6

Internet usage reaches record level

(AP) — Internet usage reached record levels in October as 115 million Americans went online, according to measurements released by Nielsen/NetRatings.

The total represents a 4 percent increase from September and a 15 percent jump from the period last year. Nielsen/NetRatings also estimated that more than 176 million Americans, or 62 percent of the population, had access to the Web. That's a jump from 156 million, or 57 percent, a year ago. Monthly Internet usage had

been dropping since reaching nearly 114 million in May.

Nielsen/NetRatings said Nov. 13 the biggest growth was in home and fashion sites.

"As security concerns rise, there's more interest in nesting activities, taking care of the family and the home," said Sean Kaldor, vice president of analytical services.

Traffic to news sites was steady in October, after jumping 14 percent in September because of interest in following terrorism-related developments.

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Jones to continue some aspects of service to KPA members

Dr. Tech Hotline

By Tim Jones
Parts Plus



In last month's issue of The Kentucky Press you may have read that our Dr. Tech Hotline program will no longer be sponsored by the Kentucky Press Association as of January 1, 2002.

I want to say "Thank You" to everyone who promoted and used the service. I have enjoyed it very much and hope to continue to support those who need my services.

First, out of appreciation for all of you, I will provide free e-mail support for the first six months of 2002. This is for all KPA members. Second, phone support will be available at the 800 number with a minimum \$10.00 charge per call. If anyone wants an annual support contract,

please contact me.

As for technical issues, there is one small issue that appears on new Powermacs. The Sherlock program has an indexing feature. This will allow you to search for words in the document. However for servers and for some users this may cause unwanted problems.

If you leave the computer on all night, there is a default setting that causes the computer to index all documents on the hard drive at midnight. This may take several hours the first time. This can be turned off by opening Sherlock 2, then go to "Find" pull-down menu, then "Index Volumes." At that menu, uncheck all days on the list.

You can also customize the function to only index certain documents. I would recommend turning the indexing feature off.

I hope to see you at the KPA Trade Show in January.

(Jones can be reached at: jones9692@aol.com.)

End of the year favorites look a lot like 2000 list

Technology Tips

By Kevin Slimp



I can always tell when another year is about to end by the amount of email I receive from newspaper publishers and editors who want recommendations concerning software and hardware purchases. I guess it's time to spend what's left in the 2001 budget because my inbox has been busy trying to keep up with all the requests of late.

I feel a little guilty about this year's list. It's very similar to my list of a year ago. The truth is, other than version numbers, not much has changed in the world of software. In terms of hardware, the model numbers change but the manufacturers usually remain the same. So here goes. The following is my list of stocking stuffers for the technologically savvy newspaper publisher this year.

Pagination Software

I've been mouthing off about Adobe InDesign since the first time I tried version 1.0. In the two years since, I've grown to appreciate the program more and more. Sorry, Quark users. Every time I hire a new layout artist, I hear the same old "I've always used Quark. There's no way InDesign is as good."

It's never failed yet that, given an hour or two of instruction in InDesign, these same layout



Adobe's pagination software, InDesign, is Slimp's favorite in that category. Below: For ad layout software, Slimp likes MultiAd Creator.



artists spout the infamous words, "I'll never use anything besides InDesign again!" In my opinion, there's just no doubt. InDesign 1.5 is the best layout program I've ever used. With version 2.0 just around the corner, featuring dozens of new features, InDesign stays at the top of my list.

For those wishing to order InDesign, the suggested price is \$699. PageMaker users can upgrade to InDesign for \$299. Upgrade from version 1.0 of InDesign for \$99.

Visit www.adobe.com for more information.

See FAVORITES, page 11

Herald-Leader wins real estate advertising award from NAA

The Lexington Herald-Leader was among newspapers honored recently by the Newspaper Association of America for outstanding real estate advertising.

NAA presented its seventh annual READY awards recently at the National Association of Realtors® National Conference and Exposition in Chicago.

READY (Real Estate Advertising of Distinction, Yearly) competition winners were chosen from among thousands of entries from all over the country.

Winners were chosen in 22 categories.

The Herald-Leader won in the "Homes Books/Magazines, Published as Part of Newspaper" category for its entry, New Home Showcase.

"The real estate industry is such an important partner to the newspaper industry and vice-versa, and there is no greater illustration of that than these READY winners," said John E. Kimball, NAA senior vice president and chief marketing officer.

Awards to recognize newspaper coverage of trauma victims

The Dart Center for Journalism and Trauma (www.dartcenter.org) is a resource center and program developer for students, educators, journalists, and news organizations interested in the intersection of journalism and trauma issues.

The Dart Center recognizes and encourages excellence in reporting on victims of violence and trains journalists on issues of trauma in collaboration with the International Society for Traumatic Stress Studies (www.istss.org).

The Dart Award for Excellence in Reporting on Victims of Violence recognizes outstanding newspaper coverage of trauma victims and

their experiences.

The award features a \$10,000 prize for the entry that best illustrates the effects of violence on its victims and the ways individuals cope with emotional trauma.

The award is a team prize designed to honor the various staff contributions to the winning entry. The competition is open to all U.S. newspapers, and entries may comprise a single story or a cohesive series published during 2001.

The deadline to enter is Feb. 1, 2002.

See the Dart Center's Web site for additional information about the award program as well as other Dart Center programs.

Looking for an employee?

Check out www.kypress.com for the latest resumes or to post available jobs at your newspaper



(Just choose "resumes" or "help wanted" on the home page!)

Newspapers

Continued from page 4
national tragedy.

Some papers have chosen to run additional pages of deep-felt letters-to-the-editor. Others have:

- printed and distributed a patriotic songbook, with overprints for distribution at a community parade

- run drawings and essays from local school children as a way of relaying their feelings

- run educational articles about various Middle Eastern religions and cultures to bring about a greater community understanding

- run articles with insights from local health care professionals on dealing with grief, anger, how to cope, how to explain the tragedy to children

- run "how to help" columns listing volunteer and charitable organizations

- run profiles of local service people, local business people, local families and how this turn of events is affecting them

- the list goes on and on...

In the aftermath of this horrific event, we've seen strength. Strength of character, country — and community.

We've witnessed selfless heroes. We've read about countless acts of compassion. We've been

reminded of what is truly important in life.

Much of this has come through the printed word.

As a publisher, you realize the importance of your newspapers role. You are a strong voice in your community. Use your voice wisely.

Look for ways to shed light in this time of darkness. Look for ways to humanize the issues. Look for ways to bring people together. Be a catalyst for greater understanding and a stronger community.

Profile and explore differences. Our nation is a nation built on differences.

Differing ideas. Perspectives. Different cultures. Religions. Our differences make us who we are.

Our differences make us stronger. We're a nation where differences don't divide, but strengthen.

May we continue to move forward with wisdom.

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

Redesign

Continued from page 4

develop new areas of content that will be more appealing to advertisers in a slower economy. The cooperation that a redesign creates fosters a new understanding that helps to bring down the walls between the editorial and advertising departments. A redesign helps staff and managers in both departments to realize that they need not work at cross purposes.

The redesign also will have the obvious effect of creating new interest on the part of your sales people — and your advertisers. It gives those advertisers an exciting new canvas upon which they can place their messages to readers. And the redesign gives you a chance to increase your ad rates a bit. Don't do that directly as part of the redesign — that move could have a negative effect on the redesign itself. Either raise rates

some time before the introduction of the redesign or a month or two following the change. If you raise rates before the launch, the redesign will be a reward to advertisers for continued loyalty to your newspaper. A rate increase following the launch will be justified by the improved product you're offering to advertisers.

CIRCULATION: It's tough to generate home-delivery sales when some readers are cutting back on expenses or facing the prospect of being losing their jobs.

And box sales suffer, too. Here again, as in advertising, sales are down. Commissions are down. Moods are down.

A redesign, if it's accompanied by an aggressive circulation campaign, can breathe bold new life into your circulation. As the result of a redesign, you've got a whole new product to sell. It's compelling, it's exciting, it's new and its bright. And with new content elements, the redesign is bound to spark renewed reader interest--and com-

mitment.

PRODUCTION: Things are slower here, too. Fewer pre-runs, fewer inserts, fewer special sections. And perhaps a harsher look at costs and waste. Quality may be slipping and that can create a sense of disappointment and job dissatisfaction.

A redesign helps your production staff and managers re-examine methods. During a redesign, we search for new ways of getting things done. We take the time to find newer and less costly approaches--while raising the level of quality. We look for ways to offer our readers a product that is more consistent and more comfortable to read. And we look for ways to offer our advertisers a product of the highest quality. The process of redesigning your newspaper gives new meaning to the term "in search of excellence."

A good redesign brings together these three key departments in a spirit that's progressive and proactive. You redirect the search

for problems so it becomes a search for solutions. You turn problems into challenges — and challenges into opportunities.

Yes, you could do this during better times. But it's really not so easy then — we're so busy keeping pace with the needs of our customers that we fail to focus on our own needs. During an economic ebb, we have the time to look in the mirror.

And we prepare for the future. When the dark economic clouds recede, others will begin cranking up, looking for ways to improve their newspaper, searching for a means to attract new readers and new advertisers. You won't have to join that scramble.

You'll be out in front of the pack.

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

People

Continued from page 2

than 15 years of photography experience, including several years with UPI.

Wadsworth lived in Mississippi for several years and taught high school art.

Heald hired as reporter at Paintsville Herald

Jim Heald is the newest addition to the news staff at the Paintsville Herald. A graduate of Paul G. Blazer High School in Ashland, Heald earned his bachelor's degree in journalism from Southwestern Adventist University in Keene, Texas and plans on completing a history degree at Morehead State.

Before going to Paintsville, The Dayton, Ohio native worked for The Daily Independent in Ashland, and The Odessa American in

Odessa, Texas.

Allison joins sports staff at Cynthiana

Brad Allison, an employee of the Cynthiana school system, has joined the staff of the Cynthiana Democrat to help cover sports for the paper.

Allison will work with Lee Kendall and share sports coverage duties previously handled only by Kendall, who was recently named head basketball coach for Harrison County. Allison is a graduate of Morehead University with a degree in radio and television communications. After college, he played baseball for three years for the Arizona Diamondbacks.

Corbin daily launches publication for women

The Corbin Times-Tribune has launched a quarterly publication devoted to Kentucky women. The first issue of the 50-plus page edi-

tion, called Kentucky Woman, came out in late October, with the next issue planned for release in February.

City editor Kellee Edwards, who serves as editor of the women's publication, said the primary goal of Kentucky Woman was the change the way women in Kentucky are perceived.

"Kentucky's women are viewed negatively," said Edwards. "People want to be around you, study you, stare at you and listen to your drawl."

In addition to staff generated stories, the publication also features submitted articles from other CNHI papers.

Bush to head circulation dept. at Henderson

Veteran newspaper circulation supervisor Lori Bush has been named circulation manager for The Henderson Gleaner. She brings 15 years of experience to her new assignment. Most recently she directed circulation in western

Kentucky for the Evansville Courier & Press.

All areas of The Gleaner's subscriber services, including city and rural route delivery and single copy sales, will fall under Bush's supervision. In addition, she will oversee the distribution of the Courier & Press' Monday Western Kentucky edition to those who subscribe to The Gleaner.

Griffitts Powers returns to Corbin daily paper

Jacinda Griffitts Powers, who worked for the Corbin Times-Tribune while attending Whitley County High School in 1996, has returned to the newspaper as a staff writer.

A native of Williamsburg, Griffitts Powers graduated from Cumberland College. She previously worked as an associate editor at a newspaper in Magoffin County. She returned to Corbin in late October.

'Sleeping with the enemy:' When does it make sense?

Interactive Insider

By Peter M. Zollman



It's happened again: Another newspaper company has jumped into bed with the "enemy."

This time, it's the Honolulu Star-Bulletin, which has developed an alliance for employment advertising with — of all people — Monster.com.

For most newspapers, Monster is the embodiment of the Internet threat.

Recruitment revenues are down in print, market share is slipping fast, employers are trying new approaches to finding prospective employees (online and otherwise), and the profitable Monster.com is starting to eat away at newspaper employment revenues.

Yet for the Star-Bulletin, this is a savvy move.

Unlike many newspapers, which have the dominant share of employment advertising in their local marketplaces, the Star-Bulletin is in a weak second-tier position in the Hawaii recruitment market behind the Honolulu Advertiser, a Gannett property.

Thus, it had little to lose.

The ground-breaking deal is worth mentioning here not because of the details (you can read about them at: <http://starbulletin.com/2001/11/07/business/index.html>) but because it's another example of creative minds over-

coming a logical barrier.

"We can't work with these guys — they're the competition," is what too many newspapers say when facing the issue of creating an alliance that might bring in new business and opportunities.

By considering an out-of-the-ordinary relationship, the Star-Bulletin has challenged the assumptions. It's created a new pricing model with Monster; a new set length for job postings; a new sales relationship, and generated new interest from advertisers — most of whom were spending their money elsewhere.

Will it work? Only time will tell. But in this context, it's more important to try something than to do nothing and let the money go elsewhere.

That, too, was true of the relationship between two newspapers and the giant auction house eBay.

Although the deal may be going down the drain — it was a six-month experiment, and it does not appear likely to be renewed by at least one of the two papers — it was a logical and noble experiment. The newspapers expected to gain revenue and additional merchandise classified ads; eBay got substantial free exposure in the two newspapers. (Interestingly, both the Star Tribune of Minneapolis-St. Paul and the St. Petersburg Times, which signed on with eBay, are the market leaders in their respective two-newspaper markets.)

Two other examples of "sleeping with the enemy" that are worth noting involve real estate category-killer Realtor.com and Canadian employment site

"... it's more important to try something than to do nothing and let the money go elsewhere."

Peter Zollman

AIM Group, Classified Intelligence, L.L.C.

Workopolis.com.

Several newspapers, including the Atlanta Journal-Constitution and the Tampa Tribune, have been working for a long time with Realtor.com — even though most newspaper companies consider Realtor.com and its parent company Homestore.com their direct competitors.

In Toronto, two competing newspapers, The Globe and Mail and the Toronto Star, teamed up in a 60-40 relationship to transform the Globecareers.com site into Workopolis.com. (Both parties later revised the relationship and made it an even, 50-50 partnership.) Initially, they wouldn't even have considered joining together, especially since they compete head-to-head in print, but after a closer look they realized their employment advertising targeted different segments and reached different audiences, with very little overlap. Thus was born a successful online partnership — even though the companies still compete in print, and online in autos and other advertising categories.

Would it make sense for your paper to "sleep with the enemy?"

It depends what you need that the other company has, and what you have that it needs.

For example, TV stations have lots of video. Your paper probably

has none. If you need or want video for your Web site, perhaps that's a place to start. They also have staff meteorologists, who can add personality and information to your weather pages in print and online. What can you offer them in turn? Exposure in your paper and online; additional reporting depth from some of your staff members (who, in turn, bring more exposure to your newspaper on the tube); perhaps some banners or buttons on your paper's site.

You may be tempted to rule out an alliance on first glance as "sleeping with the enemy." But it may be worth a second look — especially if both sides can bring something to the alliance that benefits them, and your audience(s).

(Peter M. Zollman is founding principal of the AIM Group and Classified Intelligence, L.L.C., consulting groups that work with media companies to help develop profitable interactive media services. Their newest programs, "Web Revenue Infusions" and "Online Classified Tune-Ups," focus on increasing revenue in print and online by developing improved products, sales training, and print-and-Web strategic cooperation. Zollman can be reached at pzollman@aimgroup.com, (407) 788-2780.)

Stops

Continued from page 3

Often the customer wants very little from the paper other than an apology. The newspaper reps should ask, "What can we do to keep you happy?" They might be surprised to hear how little has to be done to retain the customer.

Many callers expect the paper to offer a subscription extension for each day of missed delivery. Why offer two if one will suffice?

Of course, giving the customer service personnel the autonomy to offer two-for-one deals is important. That way the angry subscriber doesn't have to be denied what he might possibly desire or be handed off in a phone tag ritual.

"The more quickly a fair and equitable solution can be found," the book adds, "the more likely the company is to save the customer

and earn a valuable customer for life."

One often overlooked aspect of caller complaints is that so few actually register their disappointments.

Studies have shown that as few as half up to 90 percent of customers never register their complaints. They just stop frequenting your business, and complain to others about the poor service.

So newspapers should treasure the complaints they receive. It's a gauge of how well they are performing and where they need improving. But a defection detection device should help all papers slow those attrition rates.

(Dr. Randy Hines, APR, teaches at the University of North Carolina at Pembroke. His mailing address is PO Box 1510, School of Business and Mass Communications, Pembroke NC 28372-1510. He can be reached at randyhinesapr@yahoo.com or 910-521-6853.)

Wanted: Photos for the KPA Photo Exhibit!

Photos may be in color or black and white; should be no larger than 11 x 14; and should be mounted, preferably on black poster board. The deadline for submission is Dec. 15.

The exhibit will be displayed at the 2002 Winter Convention and available for use at your newspaper after the convention. For more details: contact (800) 264-5721.

LEGAL NEWS & VIEWS

Beware hidden danger of 'false light' claims

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



At a recent communications law seminar, one of the participants was talking about his newspaper client's litigation experience.

The newspaper had been sued by a local doctor over a news article about that doctor's practice. There were some issues about his Medicaid billings and controlled substance prescriptions. The lawsuit contained two legal claims: a defamation claim and a claim that the news article invaded the doctor's privacy by publicity that unreasonably placed him in a false light before the public (the false light tort). The lawyer had filed a summary judgment motion, asking the court to dismiss both claims.

When the court's decision came in, the lawyer called the newspaper client with the good news and the bad news.

It seems the court had agreed that summary judgment was appropriate on the defamation count but refused to dismiss the false light claim. It astonished the client.

"If the article wasn't defamatory, what in the world is the big deal? Why isn't this case going away?"

What is this claim of false light invasion of privacy, anyway? How is it different and how is it like a defamation claim?

To answer that question, we'll revisit a Kentucky Supreme Court decision from 1981, *McCall v. Courier-Journal & Louisville Times Co.* In that case, a Louisville lawyer named Tim McCall was contacted by Kristie Frazier about the possibility of representing her in two narcotics-related criminal charges. At around the same time, two Louisville Times reporters (this

case is from the old days, isn't it?) were investigating allegations of harassment of the drug community by narcotics agents and other local police. In the course of their investigation, the reporters interviewed Frazier who told them that McCall had offered to represent her and that part of the fee she paid him would be used to "fix" the cases or to bribe the judge. The Times subsequently published a front page article which described the results of the investigation and quoted Frazier's allegations of bribery and a "fix."

When McCall sued, the trial court granted summary judgment on both claims and the Court of Appeals affirmed. The Kentucky Supreme Court, however, took a different view and reversed on both claims.

(Since this column concerns the false light claim, we won't go into detail about the defamation arguments. One point bears mentioning, though. It is the *McCall* case in which the Kentucky Supreme Court rejected the doctrine of neutral reportage. That doctrine had been recognized in some other jurisdictions and provided immunity from liability for newspapers which accurately reported "newsworthy statements" regardless of the newspaper's belief about the truth of the statement. In other words, in those jurisdictions the newspaper could safely quote Kristie Frazier saying that McCall had bribed her and offered to "fix" her case with the judge, so long as the newspaper didn't endorse that accusation or level the accusation on its own.

The Kentucky Supreme Court unequivocally rejected that doctrine. That's why Kentucky newspapers need to scrutinize every allegation of wrongdoing, immorality or illegality before it's published. In the eyes of the law, it didn't matter whether the Louisville Times or Kristie Frazier — within quotation marks — accused

Hotline attorneys compiling covering the courts guide, seeking reporters' input

As a service to members, the KPA and the Hotline attorneys are putting together a Reporter's Guide to Kentucky Courts. This guide is intended for use by reporters who cover civil and criminal matters in the state district courts, circuit courts, Court of Appeals and Supreme Court.

Among other things, it will contain definitions of commonly used legal terms and brief explanations of common legal proceedings. If any of you have suggestions of topics or information which would be useful in this manual, please contact your Hotline attorneys by telephone or e-mail.

McCall. All that mattered was that the Louisville Times published the accusation. And in the eyes of the law it is no defense to a defamation claim for your newspaper to say, "We didn't accuse the mayor of embezzling \$1 million; Sam Smith did. See? We had it in quotation marks.")

It was in the *McCall* case that the Kentucky Supreme Court first recognized the false light branch of invasion of privacy. The Court explained that the purpose of a false light action is to protect the individual from being placed before the public in an unreasonably objectionable false light and otherwise than he is.

To sustain this action, the person need not be defamed. It is sufficient that the publicity attribute to him characteristics, conduct or

See CLAIMS, page 9

AG Opinions

Big Sandy News/Paintsville City Council

The Paintsville City Council violated the state's Open Meetings Law by posting an agenda with non-specific agenda items, the attorney general has ruled.

Big Sandy News reporter Chris McDavid filed an appeal with the attorney general after first filing a written complaint with Paintsville Mayor Robin Cooper over a special council meeting's agenda.

The newspaper objected to the agenda because of items on the agenda named "discussion of old business," "discussion of new business," "open to the floor," and "open to counsel." As a remedy to the alleged violation of the state's Open Meeting Law, in the written complaint to the mayor the newspaper proposed that "those discussions be held and actions taken during a proper, legal meeting of the council."

The mayor responded to the

complaint by saying the agenda items were "appropriate agenda items for this type of meeting and they meet the requirements of the (Open Meetings) Act." The mayor said he had reviewed the law regarding open meetings and was unable to "find any references to the specificity of the agenda." He also said he was unable to locate any attorney general opinions which would support the newspaper's claim that the agenda items were "vague" and "uninformative." The mayor also made a point of the fact that although the meeting was technically a "special" meeting, it was actually the council's regular monthly meeting, just rescheduled. All local media organizations sent reporters and the meeting was recorded for replay the following evening on local television, according to the mayor.

Assistant Attorney General Amye L. Bensenhaver, in making

See AG, page 9

Indiana lawmakers won't vote on veto of public-access bill

(AP) — Legislative leaders have called off plans to consider overriding the governor's veto of a bill that would exempt lawmakers from the state's open-records laws.

House Speaker John Gregg said Nov. 19 he would postpone the vote indefinitely in the hopes that supporters and opponents could reach a compromise.

He had planned to call the bill for an override on Nov. 20 during the Legislature's organization for next year.

Gregg said he did not want the Legislature to take any action that would hurt the government's credibility, particularly in light of the war on terrorism.

"I think it's best for the institution, for the citizens as a whole," Gregg, D-Sandborn, told The Associated Press.

"Since September 11, our coun-

try has looked to government to be part of the solution. That's the first time that's happened in 20 years," said Gregg.

Indiana newspapers criticized lawmakers for wanting to set themselves apart from the state's Access to Public Records Act, and they urged legislators not to override Gov. Frank O'Bannon's veto of the bill. Two newspaper groups — the Indiana Associated Press Managing Editors and the Hoosier State Press Association — coordinated an editorial campaign for newspapers throughout the state.

Many of the editorials were published over the weekend before the expected vote.

Gregg said the effort by news organizations did not affect his decision. "I've not read one news article or read one newspaper editorial," he said.

See VETO, page 9

Media figures saying 'sorry' more often since Sept. 11

(AP) — Rupert Murdoch and ABC News chief David Westin are among the latest media figures to apologize for things written or said in the wake of the Sept. 11 terrorist attacks.

Murdoch expressed regrets last week to CNN international correspondent Christiane Amanpour, who had complained about a column in the Murdoch-owned New York Post.

Columnist Andrea Peyser had referred to Amanpour as the "CNN war slut."

Westin apologized for telling a group of Columbia University students that he had no opinion about whether the Pentagon was a legitimate target for terrorists. He said an academic point he had been trying to make about the impartiality of journalists had gone wrong.

The episodes point to a continued skittishness among people in the media about their roles in the post-Sept. 11 world.

"It used to be that journalists never apologized," said Robert Lichter, president of the Center for Media and Public Affairs, a Washington think tank.

Others joining the mea culpa parade included the Reuters news agency, which apologized for insensitivity after an internal memo said "one man's terrorist is another man's freedom fighter."

See MEDIA, page 12

First Amendment protection extended to newsletters by Colorado court

(AP) — The Colorado Supreme Court has extended First Amendment protection to newsletters and commercial publications that print stories of "legitimate public interest."

The decision, handed down Nov. 19, came in the case of Roseanne Marie Brock, an assistant at a Denver securities firm who sued a private investigation agency after it discovered she stole a customer's bearer bonds and cashed them.

The agency, Joe Dickerson & Associates, turned its findings over to authorities and Brock was convicted of felony theft of the bonds.

The agency later published an account of its investigation in a newsletter called "The Dickerson Report," which is sent free to police agencies and financial institutions. It published Brock's name and picture.

Brock claimed the article constituted an invasion of privacy. She claimed the newsletter was an "infomercial" used to promote the firm and attract business. She argued it was primarily commercial in

nature and not deserving of First Amendment protection.

Justice Michael Bender, writing for the court, said publications can be sued for invasion of privacy if they use a person's name or likeness; if it's for the publication's own purposes or benefit, commercial or otherwise; and if the person suffered damages and the publication caused those damages.

But Bender said it has long been held that a profit motive doesn't transfer a report about a legitimate matter of public concern into "commercial speech." Many news publishers, including newspapers and magazines, are motivated by their desire to make a profit, Bender said.

But courts have repeatedly held that mainstream newspapers and magazines are protected if what they publish is of legitimate public concern and is newsworthy.

The same should be applied to nontraditional magazines and newsletters, Bender said.

Veto

Continued from page 8

At the heart of the issue is whether lawmakers should be able to decide for themselves which documents, including electronic mail, will be open to public view.

Mike Perkins, president of the Indiana APME, welcomed the decision.

"It's great news for the public and the media that informs that public," said Perkins, editor of the Herald-Press of Huntington.

An HSPA committee tried unsuccessfully over the summer to reach a compromise with legislative leaders.

"It's by no means over," said Steve Key, a lobbyist for the HSPA, an industry group of dailies and weeklies. "But it's much better than the alternative, which is having them take the action and override the veto and then they are out."

Gregg had argued that much of the Legislature's business already is required to be open by long-standing legislative rules.

The Legislature passed the bill in April. But O'Bannon vetoed it, contending that it was "a step backward" in efforts to open up legislative matters to the public.

O'Bannon said lawmakers should have given the issue more thought and the public more opportunity to comment.

AG

Continued from page 8

the ruling, noted that the mayor was correct in his determination that there appears to be no prior open meetings decisions addressing the issue.

Bensenhaver noted, however, that "KRS 61.823(3) coupled with the statement of legislative policy codified at KRS 61.800, and the Kentucky Supreme Court's declaration that 'the express purpose of the Open Meetings Act is to maximize notice of public meetings and actions' mandate special meeting agendas that give fair notice of the particular topics to be discussed or acted upon."

Claims

Continued from page 8

beliefs that are false, and that he is placed before the public in a false position.

In the McCall case, McCall challenged the newspaper article as being an invasion of privacy in that it implied that he was an unethical and dishonest attorney and placed him in a false light before the members of the general public.

The Court agreed that the news article indicated that there was a probability that McCall was guilty of unethical conduct. The Court also agreed that there was a probability the news article would be read by a lay person as having stated that McCall intended to "fix" a case or bribe a judge. Because this probability existed, the Supreme Court reversed the summary judgment for the newspaper.

In reaching this conclusion, the Court stated that there are two basic requirements to sustain a false light claim. First, the false light in which the subject of the news article was placed has to be "highly offensive" to a reasonable person (and not just highly offensive to the plaintiff himself). Second, the person had to establish actual malice; that is, that the publisher had knowledge of, or acted with reckless disregard as to, the falsity of the publicized matter and the false light in which the subject was placed.

These two elements make false light a very interesting claim. On the one hand, it appears to greatly broaden the claim of defamation, so that one who wasn't actually defamed can still make a claim. On the other hand, the Court requires the plaintiff to show actual malice.

In defamation cases, only public official or public figure plaintiffs must show actual malice to win. Private individual plaintiffs need only show that the newspaper was

negligent when it published the offending statement.

Does this mean that a plaintiff can double dip? If he wins on both his defamation claim and his false light claim is he entitled to double damages? No.

While a plaintiff who sues over a statement in a news article may seek relief through both causes of action, he is limited to only one recovery. How do all of these legal technicalities apply to your everyday reporting and editing? Be aware that a statement can get you in trouble even if the statement is not actually defamatory.

If your news article states or implies something that creates a false impression of the subject, or puts him in a false light, and that false light would be highly offensive to a reasonable person, the newspaper can still be liable.

If you have questions about false light claims or any other issue covered by the Hotline, don't hesitate to call.

Got legal questions about a story or ad? Call the KPA Legal Hotline!

Hotline Attorneys

Jon L. Fleischaker
(502) 540-2319
Kimberly K. Greene
(502) 540-2350
R. Kenyon Meyer
(502) 540-2325
Cheryl R. Winn
(502) 540-2364
Lora S. Morris
(502) 540-2373

Grammar, wording errors make readers' job too hard

Coach's corner

By Jim Stasiowski



I love grammar, which makes me a weirdo.

No, that sentence is unclear. I can read it to mean that grammar makes me a weirdo, or I can read it to mean the fact I love grammar makes me a weirdo.

This is better: My love of grammar makes me a weirdo.

Even that's not right. My love doesn't make me anything. What I really mean is, I am a weirdo because I love grammar.

So let's pretend deadline is approaching, and you have to face the following sentences. Figure out their grammar or punctuation problems.

Note: Not all the sentences have mistakes. Some merely are unclear because the writer didn't follow proper practices.

1. The area around a bee sting is a little swollen, itchy and hurts.

2. In the Mississippi River, Adams said scientists think a new species becomes established every 12 weeks.

3. His first of six seminars for the day begins at 8 a.m. and won't end until after 3 p.m.

4. After chasing the quarterback all afternoon, Wilson's knee ached.

5. Lt. Jeff Brown said he wants

to arrest all the gang's leaders, but he doesn't know whom they are.

6. Wally Stone, who created the company in 1992 and was its first chairman of the board, and who left when Deborah Hill took over as CEO in 1998, will accept the award

7. There is no one trained to take his place.

Now, the answers.

1. Two problems exist in this sentence. First the modifier "little" might modify only "swollen," or it might also modify "itchy." Readers cannot tell. I would get rid of "a little" as "swollen" is an absolute, something is either swollen or is not. Second, the first two descriptions are adjectives, "swollen" and "itchy," whereas the third is a verb, "hurts." A writing principle called parallelism says we should treat like elements of a sentence the same way, so change "hurts" to an adjective.

Better: The area around a bee sting is swollen, itchy and painful.

2. Two problems again. First, because the reporter didn't put a comma after "Adams said," the prepositional phrase "In the Mississippi River" seems to modify "Adams," as if he were talking from the river. But then if you place a comma after "said," the sentence seems to say the "scientists" are in the river. You must rearrange.

Better: Scientists think that in the Mississippi River, a new species becomes established every 12 weeks, Adams said.

3. Hate those long seminars, don't you? What we have here is a very rare dangling subject. The

reporter made "first" the subject, and "first" has compound verbs, "begins" and "won't end." Oops. All you need to do is add one subject.

Better: His first of six seminars for the day begins at 8 a.m., and the last won't end until after 3 p.m.

4. A very common mistake. The introductory phrase, "After chasing..." is a participial phrase. A participle must modify a noun, and the first noun in the main clause is "knee. Thus, the sentence appears to say "Wilson's knee" was "chasing the quarterback all afternoon," a particularly grisly image. All you have to do is make the subject of the main clause "Wilson."

Better: After chasing the quarterback all afternoon, Wilson had a sore knee."

5. The who-whom problem persists because reporters and editors do not take the time to understand the structure of the sentence. In this example, the writer made a common mistake: He saw "(H)e doesn't know," and he assumed the pronoun following the verb "doesn't know" should be the direct object, and therefore in the objective case, "... doesn't know whom." But in this situation, the direct object is the entire clause, "...who they are." The thing the cop "doesn't know" is "who the are." And "who" is in the nominative case because "who" is a predicate complement, completing the clause "they are ____." When a pronoun follows a form of the verb "to be," it is in the nominative case.

Better: ...but he doesn't know who they are.

6. One of the biggest impedi-

ments we place in front of readers is that we use too many words between a subject and its verb. A sentence is not a train on which we wish to place as many cars as possible. It is a single cohesive thought.

Better: Wally Stone, who created the company in 1992, will accept the award. The company's first chairman of the board, Stone left in 1998 when Deborah Hill became CEO.

7. "There" is what I call a dummy subject. It has no meaning, and therefore, no place in a sentence. When you use a dummy, the real subject almost always lurks later in the sentence, and that is true here.

Better: No one is trained to take his place.

The Final Word: Here's what the reporter wrote: "The city bought 89 acres adjacent to the Cosgrove Farm."

Does that mean the 89-acre plot borders on the Cosgrove land?

Maybe, but not necessarily. "Adjacent" means merely that two things are not separated by other things of the same kind. For instance, "adjacent houses" means no houses are between, but it does not mean they are connected.

In the sentence about 89 acres, the writer probably wanted "adjoining," which means the acres at some point touch the Cosgrove farm.

(Writing coach Jim Stasiowski welcomes your questions or comments. Write to him at 5812 Hebron Drive, Baltimore, Md. 21227, or call 410-247-2600.)

NNA: USPS deserving of federal appropriation

Higher rates not the answer, NNA argues

NNA has announced its intention to support the United States Postal Service to obtain a special appropriation from Congress.

The NNA Executive Committee approved a resolution supporting funds through an appropriations bill.

Max Heath, NNA's Postal Committee chairman, said that the Postal Service deserves assistance as any other major industry, such as airlines and insurance companies, impacted by the unprecedented acts of terrorism on the nation.

"Community newspapers are heavy users of the mail stream. A strong and vital Postal Service is extremely important to us and to the communities we serve each

day. We want our postal partner to succeed during this time of trouble," said Heath.

For newspapers in the mail, the existing options are higher rates and delayed service due to the slowing mail volume and need to sanitize mail facilities.

Newspapers have seen their rates increase twice in the last year based on Postal Service rate increases.

More increases are likely to cause mail volumes to drop further and could cripple the Postal Service's ability to recover.

"Newspapers and other mail customers are willing to do what it takes to secure the mail, but higher rates are not the answer," Heath said. "Congress has an obligation to help the Postal Service, which, until the anthrax terrorism, has been taken for granted."

We know your paper reports the news, but has it made any of its own lately?

Want others to know about it quickly?



We want to know about it!

E-mail stories about your newspaper's employees, awards or community service to:

Lisa Carnahan at carnahan@kypress.com.

Deadline — 20th of each month

Favorites

Continued from page 5

Ad Layout Software

I've become quite a fan of both Macromedia FreeHand and Adobe Illustrator over the past year. Both are solid programs which work quite nicely. If designing a nice logo or illustration is my assignment, I turn to one of these. In the ad layout category, however, the nod goes to Multi-ad Creator 6.0.

This program is created (excuse the pun) with newspaper ad layout in mind — and it shows. If you want to create beautiful ads, in a fraction of the time, it's time to put away your pagination software and move up to Creator 6.0. The full version of Creator 6.0 sells for \$750. Upgrades, depending on your current version of Creator or Creator2, can be purchased for \$99 to \$299.

Visit www.multi-ad.com for more information.

Asset (Photo) Management Software

Keeping up with all the files created at a newspaper can be a real headache. Fortunately, several companies have developed programs aimed at keeping track of all your photos, illustrations and text. My favorite is Extensis Portfolio (currently in version 5.0).

Portfolio creates libraries which are very easy to browse and print when you're searching for a specific file. For small newspapers, Portfolio 5 may be all that's needed to keep up with artwork and photos. At \$99, it's a steal.

For larger operations, network versions of Portfolio are available from \$199 to \$2499. Next month I'll be reviewing Portfolio Server in my column.

Visit www.extensis.com for more information.

Photo Editing Software

I almost feel silly mentioning this category, the winner is so obvious. But somewhere out there, someone is basing their software purchases on the text you're currently reading. Without a doubt, Adobe Photoshop is the champion of photo editing software. Just a thought — if you're currently using an older version of Photoshop, go ahead and upgrade to the latest version (6.0). The program has improved by leaps and bounds with this version. Suggested price is \$699 for the full version, \$199 for an upgrade.

Visit www.adobe.com for more information.

Font Management Software

Extensis Suitcase is my favorite. Now in version 10, Suitcase offers font management without hassles. For larger newspapers Suitcase Server is the way

to go, managing fonts throughout an entire network. Suggested price is \$99 for Suitcase, \$999 for Suitcase Server.

Visit www.extensis.com for more information.

Imagers

About a year ago I was visiting with a publisher out West. During our meeting he asked what my favorite brand of imager was for an operation his size would be. He sent a staff person out of the room while we met and within a few minutes the staff person returned. Was I ever surprised when I learned that the staff person had left the room to order the imager I had recommended!

I have two favorites when it comes to Imagers. Both Monotype and ECRM produce good imagers that work well in a newspaper environment.

Shopping for imagers can be a little confusing. Keeping up with "who builds what" isn't exactly clear from first glance. Buyers might notice that many ECRM imagers are sold under the Konica brand.

Monotype Imagers are sometimes referred to as Panthers or PrePress Solutions. Either way, an imager from ECRM or Monotype, along with a good Postscript Level 3 RIP, goes a long way toward reducing a number of headaches historically associated with printing a sheet of film.

Visit www.monoexpress.com or www.ecrm.com for more information.

Laser Printer

I purchased an Accel-a-Writer 3G from Xante a few months ago and have been very pleased with my purchase. Printing up 12.8 inches in width, I can print a broadsheet page at approximately 95%. One of our publications is a tab newspaper and the Xante is the perfect solution for printing proofs. I have special 13" X 20" paper ordered from our paper supplier and print out proofs on those. For newspapers who still print out to paper, then shoot the page with a camera, the quality is outstanding.

For more information, visit www.xante.com.

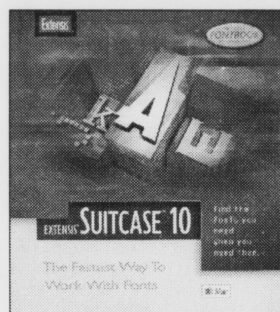
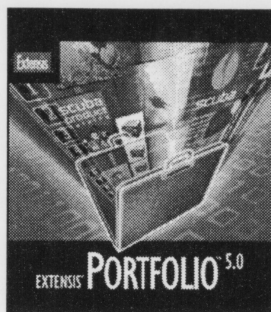
Flatbed Scanners

Epson continues to make the best flatbed scanners for the money. Depending on the amount you want to spend, Epson has excellent options from \$199 to \$2700. For the price conscious, let me suggest the Epson Perfection 2450 which retails for \$399.00. It scans at a resolution of 2400 x 4800 (48 bit) and is both USB and FireWire compatible. You won't be disappointed.

For more information, visit www.epson.com.

Digital Cameras

Digital cameras are like scan-



Top left: To keep track of all the files at your newspaper, Slimp suggests Extensis Portfolio 5.0. Right: Fonts don't have to be a headache with the use of Extensis Suitcase 10.0. Below left: In a newspaper environment, Monotype's imager is recommended by Slimp. Right: The Olympus E-10 is Slimp's favorite digital camera. Bottom: No newspaper should be without Adobe Acrobat, according to Slimp, the higher the version, the better.



ners. The more you spend, the more you get. There comes a point, however, when spending more doesn't make sense. Most smaller and mid-size newspapers are looking for digital cameras in the \$1,000 or less price range.

Let me suggest that you look at two brands primarily: Nikon and Olympus.

While there are a lot of bargains in digital cameras these days, and other manufacturers offer good options, Nikon and Olympus continue to provide the best cameras in this price range. My favorite is the Olympus E-10. Be a careful shopper. After a quick search on the Internet I found this camera selling for as little as \$900 to as much as \$2,000.

Visit www.nikon.com or www.olympus.com for information.

Other Software Newspapers Should Have

Without fitting into any particular category, allow me to mention

a few software titles newspapers should have:

Every newspaper should have the full version of Adobe Acrobat (no earlier than version 4.0 — the higher the version, the better).

The full version of Acrobat 5.0 lists at \$249. Upgrades are \$99.

Mac users should have MacLink Plus, by Datavis Software. MacLinkPlus Deluxe converts Windows files on your Mac. It supports the latest programs like Word 97-2002 and WordPerfect 9.0. It also converts many types of Mac files to all ow users to open with their software.

The most recent version opens unreadable email attachments. Suggested price is \$99.

Visit www.datavis.com for more information.

So there you have my "end of the year" list for 2001. Anticipation may get the best of me before the full versions of InDesign 2.0, Quark 5.0 and other titles arrive for review in 2002.

Session

Continued from page 1

Nov. 29 when Patton officials said the administration had decided not to seek an amendment to the existing law.

"While not precisely relating to the security of state facilities and assets, we believe the open records law is adequate and can be used to protect documents we believe could jeopardize the security of the state," Denis Fleming, Gov. Paul Patton's general counsel, told The Courier-Journal.

The fact that the Sept. 11 terrorist attacks in our nation have changed the climate in regards to

records' access is evident, however, with the state removing some material from its web sites. For example, the Public Service Commission until recently had maps of electric and gas transmission lines, water lines and electric power plants on its Web site. The files could have been downloaded by anyone with a computer. Now, the site bears a notice that the maps are "available upon written request."

After the initial word from the state that an amendment to the Open Records Act was being drafted, KPA contacted editors across the state to poll their experiences regarding records' access since Sept. 11. Thus far, problems have been isolated. But, nearly every edi-

tor that responded to the survey expressed their concern over the possibility of amendments to the Open Records Act. They pledged their support and encouraged KPA to diligently monitor the legislature.

Autopsy reports

A pre-filed bill that KPA is concerned about is one from Rep. Brent Yonts, D-Greenville, dealing with autopsy reports and photographs. KPA's main concern with the bill is its broad and vague language. Unlike Florida's legislation (which stemmed from the controversy over a newspaper's attempt to obtain the autopsy photographs from legendary Nascar driver Dale Earnhardt), Yonts' bill says "and

any related document" to the autopsy.

Telemarketing

The only other pre-filed bill that's raised a red flag is the telemarketing bill that narrowly escaped passage in the 2001 session. It comes again from Rep. Bucky Buckingham, D-Murray, and is similar to previous bill with the exception of reducing the penalty for violations. It would only allow telemarketing by a newspaper that was working in conjunction with a school or school system and only if part of the proceeds went to that school.

KPA will continue to monitor these bills and any legislative activity of concern to newspapers.

Board

Continued from page 1

Rice, general manager of the Lebanon Enterprise in District 5.

The first meeting of the new board of directors will be Jan. 24 at the 2002 KPA Winter Convention at the Lexington Marriott.

Officers of the KPA/KPS Board of Directors for 2002 include: President, Dave Eldridge, publisher of the Jessamine Journal; President-Elect (to serve in 2003), David Greer, publisher of The Kentucky Standard, Bardstown; and Treasurer, David Thornberry, publisher of the Somerset Commonwealth-Journal. The board has voted to recommend Sharon Tuminski for Vice President and will take that to the full membership during the business meeting at the 2002 Winter Convention.

Rounding out the board are returning district representatives:

District 1 - Alice Rouse, Murray Ledger & Times

District 2 - Jed Dillingham, Dawson Springs Progress

District 7 - Kelley Warnick, Gallatin County News

District 8 - Ken Metz, Bath County News Outlook

District 9 - Jerry Pennington, Ashland Daily Independent

District 10 - Open

District 11 - Glenn Gray, Manchester Enterprise

District 12 - David Thornberry, Commonwealth-Journal

District 14 - John Nelson, Danville Advocate-Messenger



Portmann



Rice

Media

Continued from page 9

The memo was written to defend the news service's policy of avoiding the word "terrorist" in copy so as to appear unbiased.

That policy remains.

All of the episodes come in an atmosphere of heightened sensitivity relating to the war on terrorism. No apology was involved, but CNN illustrated the new atmosphere recently when its executives reminded staffers to mention the terrorist attacks whenever the network showed bomb damage in Afghanistan.

They didn't want the network appearing to be sympathetic to the Taliban.

"As with everyone else, journalists have had their innocence shattered," Lichter said. "It's easy to be iconoclastic when you didn't have to think the war was coming home, or when you didn't have to take sides as a patriot. The whole notion of dispassionate journalists gets shaken up when people are dying around you."

Dan Rather cried about the attacks on David Letterman's talk show, Tom Brokaw brandished his Cipro. Geraldo Rivera, in quitting

his talk show to be come a war correspondent, said he was "itching for justice, or maybe just revenge." All of it is difficult to imagine in the world before the attacks.

"Patriotism is a very complicated concept and the role of a journalist is a complex one," said Bob Steele, director of ethics at The Poynter Institute, a journalism research center. "Blending these two can be problematic."

The result can be missteps and apologies.

Belle Adler, a journalism professor at Northeastern University in Boston, worries that some in the media are becoming too cautious.

Many media organizations are owned by large corporations that don't want to risk offending someone for fear of cutting into profits, she said, adding that President Bush's high approval ratings don't go unnoticed. Not everyone backs down from controversy.

"Politically Incorrect" host Bill Maher said he should have been more specific when his reference to past U.S. military actions as cowardly caused advertisers to abandon his ABC show. But he defended his right to criticize even during wartime, and ABC has supported him.

Convention

Continued from page 1

known writing coach, will lead two sessions for reporters and editors. This will be his third trip to Kentucky in recent years and previous convention sessions have drawn large audiences and great reviews.

The Kentucky News Photographers Association (KNPA) will lead two sessions, one on digital photography and the other on photo layout/design/use.

The American Society of Newspaper Editors (ASNE) will conduct a newspaper credibility/ethics seminar.

Kent Carpenter, former circulation director at the Owensboro Messenger-Inquirer now at USA

Today, will lead a session on "What Drives Single-Copy Sales."

American Profile representatives will present a workshop on proven revenue ideas for community newspapers.

The college students from state journalism schools will be with us again on Friday and we expect a really large turnout. It's a perfect chance to meet and talk with the brightest students and prospective hires for your newspaper.

The annual awards banquet and presentation of the Fall Newspaper Contest, always the highlight of the convention, will be held on Friday night.

Watch your mail in the coming days for registration materials. For more information contact David Thompson or Lisa Carnahan at 800-264-5721.

Election

Continued from page 1

December 14, following a vote of members in the district after the nomination process has been closed.

The district includes newspapers in Breathitt, Knott, Lee, Leslie, Letcher, Owsley, Perry and Wolfe counties.

It was previously listed as District 12 until the KPA Board authorized a renumbering of all 14 KPA districts.

Job Shop



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

Sales & Marketing Manager

The Morning News, a Media-General newspaper based in Florence, SC is seeking a high energy, sales oriented circulation manager to aid in our day-to-day operations. The position will operate as the number two, reporting to the circulation director. A minimum of three

years circulation, managerial experience is required. The position will operate all aspects of a 40-member circulation department but will concentrate primarily on telemarketing, sales, promotions and N.I.E. Please forward resumes to: Mark Campbell, Circulation Director, Morning News, P.O. Box 100528, Florence, SC 29501