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Legal defense fund needs your help

By JOHN NELSON
 2004 KPA President

We need your help, but not to worry. It will be simple and painless to honor our request.



Since the lawsuit to open juvenile courts in Kentucky was filed almost a year ago, a good deal of legal back and forth has taken place between KPA and the state. The case is still in litigation, on appeal to the 6th Circuit of the U.S. Court of Appeals in Cincinnati.

Those of you who have followed this action know that early this year, just after our convention, federal District Judge Joseph Hood accelerated the pace toward an inevitable appeal by either side by dismissing our lawsuit. Though we disagreed strongly with his ruling, we felt almost as if he had done us a favor, moving the case quickly along and reducing the amount of billable time

in his court.

That said, a good amount of money has been spent. The KPA Legal Defense Fund has contributed \$20,000 toward the effort. Our attorney Jon Fleischaker more than doubled that in charges written off before the appeal ever began.

We have since received endorsements and contributions of \$500 each from the Louisville and Bluegrass chapters of the Society of Professional Journalists. It was recently announced that the national SPJ Legal Defense Fund will contribute \$3,000 toward the effort.

The issue has received much attention recently, and all indications are that the public supports our position that there should be more transparency in the juvenile court system. Much of that attention resulted from the shooting death of a Louisville police officer by a 17-year-old boy whose record was lengthy. His own attorney said had the juvenile's record been known, a

tragedy might have been avoided.

A Lexington television station and radio station have each produced programs about the issue, and public response has been supportive to the notion that there is a need for some openness.

This is truly a battle worth fighting, and the KPA board along with Jon and his staff are committed to seeing it through.

The most satisfying result for us would be to have the current juvenile code in Kentucky declared unconstitutional and a rewrite beginning from scratch which would guarantee a level of openness and accountability for those who conduct the public's business in these matters. It would also include a code that contained a guarantee that due process and fairness be afforded to juveniles and their parents in both criminal and dependency cases.

No matter what the outcome, we

See FUND on Page 4

June News & Notes

KPA to offer two mini journalism boot camps

KPA will feature two affordable, one-day mini journalism boot camps for reporters during July. The July 7 session will be held at the Lexington Herald-Leader. The July 28 boot camp will be held in Madisonville at the Country Cupboard Restaurant.

Both boot camps will feature the same topics and will be geared primarily for reporters.

Both will run from 9 a.m. to 4 p.m. local time. The morning sessions will be 9 a.m. to noon and the afternoons from 1-4 p.m.

Featured will be a three-hour morning session on how reporters can plan, organize and execute in-depth reporting of important community issues. Bill Estep of the Herald-Leader will lead the Lexington session while Courier-Journal reporter Jason Riley will teach the Madisonville workshop.

Estep and Riley have considerable experience in doing in-depth reporting and will show reporters how to go beyond merely attending public meetings when covering complex issues in their communities. Topics will include developing sources, researching issues, how to find experts on issues ranging from A to Z and more.

Both three-hour afternoon sessions will be led by Joe Imel, award-winning photojournalist with the Daily News in Bowling

See NEWS on Page 12

President-elect leaves for coaching job

Glenn Gray, vice-president of Nolan Group Media, the parent company of The Manchester Enterprise, has stepped down from his position as president-elect of the Kentucky Press Association to become the new head coach of the Clay County Tigers boys' basketball team.



Gray, who will keep his position with Nolan Group Media, was in line to be president of KPA in 2006. School

Superintendent Doug Adams named Gray the new head coach on May 24, filling the vacancy left when former coach Mike Jones resigned.

Gray, who served as an assistant under Jones for the past two seasons and as an elementary head coach for 10 years before that, becomes the fourth man in the last 35 years to take the helm of the Tigers.

He will take over coaching responsibilities immediately, in time to guide the team through summer AAU play.

"This is definitely one of the premier coaching positions in the state,"

Gray said. "Keeping the Clay County basketball standard, a bar that was set very high by Bobby Keith, will take a lot of hard work."

In 1983, Gray was an assistant under Larry Bruner, the year his Middlesboro Yellow Jackets captured the 13th region title. During his years as elementary school head coach, he led the Eagles to six county championships.

He worked games throughout the region as a high school basketball referee in the late 1990s and officiated the Boy's Sweet Sixteen in 2002.

Kentucky people, papers in the news

Alice Rouse, publisher of the **Murray Ledger & Times**, earned statewide recognition because of her work with the local United Way fund-raising campaign. She was among 10 people awarded the Outstanding Kentucky Volunteer

Award. She served as the 2004 campaign chair for the United Way of Murray-Calloway County and is the United Way board's president-elect. Rouse led the local funding raising effort from August to January that surpassed the \$303,000 goal.

The **Monroe County Citizen**, **The Edmonton Herald-News** and **Metcalf County Light Sunday** welcomed **Kathy Riddle** to the staff in April as sales manager. She is the third new sales person that has been added to the company this year.

Jonathan Fisher joined the staff of the **Meade County Messenger** as a sports writer in April. He began covering baseball, softball and tennis for the newspaper. Fisher, who just graduated from Meade County High School, plans to attend the University of Kentucky in the fall and major in English and linguistics in college. He will continue to work at the newspaper through the summer months.

George Stafford has been named college sports marketing coordinator for **Landmark Community Newspapers, Inc.** He began his new position May 16. He is most recently the marketing director for the American Heart Association in Lexington. Prior to that, he spent six years as marketing director for Special Olympics Kentucky. He also has more than four years of marketing experience with Host Communications, working on various university and NCAA projects. He holds two degrees from the University of Kentucky - a Bachelor of Business Administration as well as a Master of Science in Sports Management.

John Foster joined **The Oldham Era** staff in February as a staff writer and photographer. He returns to Oldham County after living in Lexington for the past five years. He grew up in Jackson Hole, Wyo., before moving to Oldham County when he was in high school. He graduated from the University of Kentucky in December with a bachelor of science in creative integrated strategic communication. He worked at UK's newspaper, **The Kentucky Kernel**, as the photo editor and staff writer.

C.D. Bradley, entertainment editor of **The Paducah Sun**, was elected president of the West Kentucky Press Association at its spring meeting on April 29. Bradley succeeds **Taylor Hayes**, publisher of **The**

Kentucky New Era in Hopkinsville. **Michael Powell**, editor of **The West Kentucky News**, was elected vice president and **Jed Dillingham** of **The Dawson Springs Progress** was re-elected treasurer. The fall meeting is tentatively set for Sept. 30.

Calen McKinney, former news assistant for the **Central Kentucky News-Journal** in Campbellsville, began as a full-time staff writer for the newspaper on May 2. She currently covers Taylor District and Circuit Court each week and also writes the "Pet of the Week" column, compiles "Area Digest," handles the "Answers" column and writes features and news stories. She compiles and paginates the information for the Calendar Page. She has been with the paper nearly two years on a part-time basis while a student at Campbellsville University. She was also editor of the **Campus Times**, CU's student newspaper.

Jamie Ray, a photojournalist at the **Glasgow Daily Times**, graduated from Western Kentucky University on May 6 with a Bachelor of Arts degree in photojournalism.

Beth E. Barnes, director of the **University of Kentucky School of Journalism and Telecommunications**, has been elected to the Accrediting Council on Education in Journalism and Mass Communications. Barnes will serve a three-year term representing the Association of Schools of Journalism and Mass Communication. She previously served for six years on the Accrediting Committee, including two years as chair. The committee is the second level of the ACEJMC review process. Barnes regularly serves as a site visit team chair and as a consultant to programs seeking accreditation. She was a member of a committee that developed revised standards for accreditation that will go into effect for 2005-06. She joined UK's School of Journalism in 2003, after serving as faculty at Pennsylvania State University, Northwestern University, Miami (Ohio) University and Syracuse University's S.I. Newhouse School of Public Communications.

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July to feature two KPA workshops for reporters

High school association finishes year on a roll

"I like the idea of a one-day journalism boot camp," one Kentucky editor told me recently. "Sign me up. In fact, there will be two of us."

KPA is sponsoring two July workshops for reporters. We're calling them mini boot camps. Our "normal" boot camp is a three-week program geared for entry-level journalists. But last year's three-week camp didn't meet our attendance expectations so the decision was made to sit out this summer and bring back the three-week boot camp in 2006. But in the meantime, it seemed this year was the ideal time to do two one-day camps for reporters who've been in the field for a while.

You will find all the mini boot camp information on www.kypress.com, including a registration form, which has the registration deadline information. The July 7 boot camp will be held in Lexington at The Herald-Leader building. The July 28 boot camp will be held in Madisonville at the Country Cupboard Restaurant. Registration is only \$15 per person, and that includes lunch.

Both boot camps will feature the

Oh, By The Way

By David Greer
KPA Member Services
Director



same program. We chose two locations in different areas of the state to cut down on travel time for participants. Both will run from 9 a.m. to 4 p.m., local time. Both morning sessions will deal with learning how to do in-depth reporting on community issues. The Herald-Leader's Bill Estep will lead the Lexington workshop while The Courier-Journal's Jason Riley will be the Madisonville instructor. Both are experienced in doing in-depth reporting on local issues. Bill and Jason will have tips galore on how to plan, organize, research and write about topics of importance to your readers.

Meanwhile, both afternoon sessions will feature Joe Imel, photojournalist with the Daily News in Bowling Green. Joe's "Photography for reporters" sessions will offer hands-on training for reporters who must often double as shooters for their papers. Joe began 17 years ago as a weekly paper photographer and

has led many such training sessions around the state.

The morning sessions will run from 9 a.m. to noon with the afternoons going from 1-4 p.m., local time.

Go to www.kypress.com to find information on the mini boot camps as well as a registration form that can be mailed or faxed to KPA. Our mailing address is KPA, 101 Consumer Lane, Frankfort 40601. Our fax number is (502) 226-3867. Hurry, because seating is limited at both locations.

High school convention. More than 700 Kentucky high school students attended the Kentucky High School Journalism Association convention in Louisville on May 3 and 4.

Our keynote speaker was Jeff Newton, field producer for the CBS-TV program 60 Minutes. Newton is a former reporter at The News-Enterprise in Elizabethtown and a graduate of Eastern Kentucky University. He also served as editor of EKV's The Eastern Progress.

After working in Elizabethtown in the 1990s, Newton worked for the Fayetteville (N.C.) Observer and the Reuters wire service covering Afghanistan and Iraq before being hired by CBS.

He acknowledged that while his

job has certain glamorous aspects, it's also very dangerous and he is away from home for months at a time.

"I'm away so much that when I do come home, my cat treats me like a houseguest," Newton told the students.

Many in the audience found his comments about his numerous assignments in Afghanistan and Iraq to be very moving. He recounted the tale of seeing a young Afghan girl selling maps to American soldiers on a street corner in Kabul day after day. Then one day, the girl was too close to a roadside bombing. She was critically injured, Newton said. He had to shoot video of the bombing's aftermath. The little girl, whose parents he had met only shortly before, died two hours later from her injuries, Newton said.

To conclude the convention, students and teachers attended the awards banquet for the annual KHSJA-sponsored contest for high school newspapers, yearbooks and broadcast programs. There were more than 2,150 entries in the contest. In all, more than 300 students won awards and several schools placed in the general excellence categories.

KHSJA had 106 member schools during the 2004-05 school year.

Hotline is one of KPA's most valuable resources

By KENYON MEYER
KPA General Counsel
Dinsmore & Shohl



One of the KPA's most valuable resources is the KPA Hotline. This service permits KPA members to consult with KPA lawyers regarding legal issues that arise during the newsgathering process. To illustrate the types of issues that arise on a daily basis on the Hotline, we set forth the following hypothetical calls.

1. A customer wants to run a poem in memory of her son who tragically died in an automobile accident four years ago. She will pay whatever it costs to run the poem and has signed her name at the bottom. She is putting a great deal of pressure on you to run the advertisement. The poem, however, was written by an unnamed author. Can you run the poem with the customer's name at the bottom?

No. Running a poem without permission of the original author could result in a copyright infringement lawsuit against you and the newspaper. Any time the newspaper wants to run a story, article, poem or picture that is not the work of the customer, you must have permission from the original author.

2. A reporter attends a meeting of the fiscal court. The court goes into closed session to discuss a topic that the reporter is convinced must be discussed in open session. The reporter verbally objects, but the fiscal court ignores the objection. What should the reporter do to remedy his or her concern?

To remedy a violation of the Open Meetings Act, the reporter should write a letter to the presiding officer of the public agency describing the nature of the violation and what can be done to remedy the violation. The public agency must then determine

whether it will remedy the violation, or deny the reporter's request. In this case, the fiscal court should discuss in open session the issue discussed during closed session. If the request is denied and you believe that a violation did in fact occur, you can appeal the denial to the Attorney General. The Attorney General will issue a decision within ten days.

3a. Every day the police department sets out copies of the daily incident reports (or logs) for reporters to pick up. Recently, the department has begun placing these incident reports and other voluminous documentation that the newspaper does not want on its website. Because of this new technology, the department refuses to continue copying the incident reports for pick up. Can the police department do this?

Yes. The law does not mandate that the police department furnish you copies of incident reports without

an open records request.

3b. In addition, the reporter wants the incident reports in hard copy instead of trying to download them off the department's website. Does the reporter have to make an open records request for each day's worth of incident reports or can the reporter make a general open records request which would cover incident reports for a month's time or possibly a year's time?

Unfortunately, you must make an open records request each and every day. The Open Records Act does not recognize "continuing" requests. However, the police department may get tired of your repeated open records requests and work with you on a system beneficial to both parties. If you have any questions please contact your Hotline attorneys:

Jon L. Fleischaker: 502/540-2319
R. Kenyon Meyer: 502/540-2325
Ashley C. Pack: 502/540-2385

KPA media kits are an impressive sales tool

Do you need an impressive sales tool for your clients at an even more impressive cost? Well, the media kits done by the Kentucky Press Service are just your answer to that little dilemma.

Advertising Plus

By Teresa Revlett
KPS Director of Sales



information will be pertinent county demographics, circulation break-

year. The multi-page media kit can be as full of information as you deem necessary. These tools will make excellent leave behinds after your presentation is finished.

The profile of your county will include age and income levels specifically for your area. Newspaper personnel provide us with the rates and data for the rate sheet of the kit. Circulation breakdown by zip can also be included.

The media kits are easy to order. Just give Stephanie a call at 502-223-8821 or 1-800-264-5721. She will go

over each detail that she needs from you. After your personal input is gathered, the in-house software will create the rest. Usually Stephanie can have the media kit returned to you within a couple of weeks.

The cost of \$25 is based on a per kit order. If you would like to order more than one, that is another option.

Remember, when you think of marketing your newspaper, only the most impressive details will work.

Let Stephanie Conrad help you make a great first impression.

For only \$25 each, Stephanie Conrad, KPS Statewide Classifieds and ARK Coordinator will tailor make you a detailed media kit for your newspaper's marketing area. Included in that

down of your newspaper as well as detailed information that you provide.

Newspapers can list special sections that they are planning for the

FUND

Continued from page 1

have raised the level of interest and discussion in this issue, and that was sorely needed.

We hope you agree, and that you will respond favorably to our request that each member of KPA make a one-time contribution to our Legal Defense fund in the form of the proceeds from a quarter page ad sold through KPS. Your normal contribution to the fund in this manner would be the same as in any other year.

This one-time addition to your annual contribution would be designated for the legal expenses associated with the lawsuit, and in honor of the 10th anniversary of our Legal Defense Fund, which has provided valuable assistance to many newspapers in Kentucky in legal matters that have an impact on the industry.

If every member newspaper makes this contribution, we can cover the costs of this appeal.

Look for a letter making this request official to arrive with your annual Legal Defense Fund notice, which will arrive in a few weeks. Please, help us fight the good fight. Our success will make us better watchdogs of government, and help us better serve our readers' interests.

Don't wait for the letter. Let David Thompson know today that you will help.

And thank you.

NNA Foundation receives Knight grant to help teachers use newspapers

The Newspaper Association of America Foundation has received a \$225,000 grant from the John S. and James L. Knight Foundation to develop an integrated language-arts and journalism curriculum using newspapers for middle-school students. The project will be a combined Newspaper In Education and student journalism program beginning in sixth-grade classes. Special emphasis will be placed on schools whose students are low-income or do not speak English as their first language.

Newspaper In Education, or NIE, is a cooperative effort between schools and newspapers that promotes the use of newspapers as an educational resource and curriculum tool. The NAA Foundation is the administrative organization for the 950 NIE programs in the U.S.

The new program's goal will be to improve reading scores for poor and non-English speaking students. It also will serve to expose more students to journalism as a possible

career and will help all students understand the importance of the First Amendment.

"Newspapers provide teachers and students with a wealth of real-world material that is, by its very nature, fresh and current," said Margaret Vassilikos, senior vice president of the NAA Foundation. "It reaches young people in a way that traditional methods may not, and studies have shown that NIE programs have a particularly dramatic impact on underprivileged and minority schools. We are very pleased that Knight Foundation recognizes the value of newspapers as a way to broaden the educational experience, increase awareness of journalism as a career and enhance understanding of the First Amendment."

The curriculum will consist of three sequential units on media literacy, journalism and newspaper production. First, students will learn media literacy skills to help them gain an understanding of the media's

role in modern citizenship and informed decision making. Next, they will learn the craft of journalism including how to gather information, write, edit and evaluate the final product, and discuss the importance of audiences and journalism ethics. In the third unit, they will learn how to produce their own newspaper. They will be acquainted with design and layout concepts, and use available technology to manipulate text, graphics and new media applications to create a finished product.

Development of the curriculum is expected to take six months. It will then be field tested in three newspaper markets with diverse geographic and circulation sizes by three to five teachers in each market for approximately another six months.

"These days, sixth grade is not too early to teach students the role of free-flowing news in working democracies," said Eric Newton, Knight Foundation's director of Journalism Initiatives. "No grade is too early to teach media literacy."

Something going on at your newspaper?

Have you hired new staff members?

Have you done something exciting?

Let others know about it!

Send it to Dana Lear, at delear@kypress.com, to have it included in the Kentucky People and Papers section of the Kentucky Press.

Some say size matters to newspaper readers

By DAVID GREER
Member Services Director

Beginning about three years ago, several European newspapers converted from broadsheet to a tabloid size and enjoyed modest but noticeable circulation increases — particularly among females and younger readers. Now, the conversion to what some are calling compact newspapers — the term tabloid conjures up negative images for some — has caught the attention of industry observers on this side of the Atlantic. While no Kentucky papers appear ready to make the leap, some publishers are watching the trend with interest and others with skepticism.

"We're watching it like other people," said Landmark Community Newspapers' editorial director Benjy Hamm, "but have no plans to convert any papers." LCNI operates 19 papers in Kentucky.

"The newspaper industry is going through a lot of self-examination while it's thinking about doing a lot of things in different ways," Lexington Herald-Leader publisher Tim Kelly said.

Knight Ridder, owner of The Herald-Leader, already owns one tabloid-sized paper, The Philadelphia Daily News. Knight Ridder CEO Tony Ridder said in March that his company has formed a task force to consider compact format editions of its papers. According to the Newspapers & Technology web site, Ridder said, "A tabloid size has a lot of appeal and there's a track record in various places that indicates that (downsizing) really works and can boost circulation."

The publisher of The Miami Herald, also owned by Knight Ridder, has been quoted on his paper's web site as saying that paper is considering a conversion to a compact size but that no decision has been made. Meanwhile, David Hiller, Chicago Tribune publisher, was quoted in the Chicago Sun-Times saying his paper has also considered a conversion. The Sun-Times itself is a tabloid-sized paper. New York, Boston and Denver are other major markets that already have tabloid-sized major dailies competing with conventional broadsheets.

Despite Knight Ridder's interest in compact formats, Kelly said The Herald-Leader is not under consider-

ation for a conversion. His paper already runs a number of newspaper sections as tabs, he pointed out.

"I've had nobody request that we convert to tabloid — no readers and no advertisers," Kelly said.

Noted newspaper design expert Mario Garcia has been quoted on The Miami Herald's web site as predicting that all American newspapers will have converted to compact formats within 20 years. But not everyone agrees with him — The Herald-Leader's Kelly being one.

"I like tabs as sections but not the whole paper," Kelly said. He points out thick tabloids with many pages, such as Long Island, N.Y.'s Newsday, can be difficult for readers to handle. And having a paper without sections can pose problems. He already gets complaints from female readers, Kelly said, who don't like having the weather column on the back page of the sports section, for instance.

One Kentucky publisher who won't be converting because he already did a decade ago is Gerald Lush, publisher of The Hardin County Independent, a weekly in Elizabethtown.

Lush started his paper in 1987 as a broadsheet but changed to a tabloid format after a few years.

"We made the switch because we wanted to differentiate ourselves from our competition ... to have a different look," Lush said. His paper competes against The News-Enterprise, a six-day daily in Elizabethtown, and The Sentinel, a weekly in nearby Radcliff, both broadsheets.

While he made the change for marketing reasons, Lush soon found that his readers appreciated the smaller size. Lush thinks the tab size is easier to design pages for, while readers, he said, think it's easier to read and find things in the paper.

Lush didn't see a circulation gain from the conversion but money saved on newsprint did help his paper through a difficult time financially, he said.

Another publisher watching the trend is Marty Backus with the Appalachian News-Express in Pikeville. His paper has grown in recent years from being a weekly to a tri-weekly.

While there are no plans to convert, Backus prides himself on being

an innovator.

"There is nothing out of bounds that we won't try if it improves the product for our readers and advertisers," he said.

Alice Rouse, publisher of the Murray Ledger & Times, sees no conversion to tab size in her paper's immediate future, but admits that as new trends emerge, it forces one to consider more options.

"Smaller papers, like ours, have a tendency to watch the bigger papers and see what they do," she said.

While tabs seem popular with big-city commuters — particularly those riding mass transit — because of the smaller pages, a smaller page doesn't allow the same editorial presentation, as does a broadsheet, Kelly points out. All publishers and executives interviewed agreed that while readers will have a major say, advertisers would be a major driving force behind page size.

Kentucky Press Service sales director Teresa Revlett finds herself in the situation of dealing with nearly 160 papers across the state — many already with different size pages.

"We represent a couple of newspapers that are tabloid size. When a newspaper is a smaller size than broadsheet and the advertiser asks for a quarter page in each market, then, of course, that reduces the number of inches that the tabloid newspaper will receive," Revlett said.

"Additionally, it is one more ad size that the advertising agency has to create.

"Most of this is not a real issue with us because we don't have that many tab newspapers. It could — just like the new web sizes have done — cause problems when several newspapers convert and there are different tab sizes instead of one or two uniform sizes."

In Glasgow, the Daily Times changed on May 10 from a 50-inch to a 48-inch web. Thanks to its new presses, the change was made without reducing the image area so there was no change to ads or editorial product, publisher Tim Hurst said.

The Daily Times made the change to save money. A 4 percent newsprint cost savings should be realized, he said. "This was an easy change for us — mechanically it was easy," Hurst said.

No readers or advertisers complained — or even noticed the change to a yet even narrower page even after the paper's earlier 50-inch web conversion, Hurst said.

Hurst thinks advertising concerns might keep many papers from converting to compact formats. It's difficult to stuff preprints into tabs, he said. That could be a real problem for publications with Sunday issues.

But Hurst admits that many young people prefer the tabloid size.

"If I was going out to start a newspaper from scratch, it would be a tabloid." Why? Because it would save on newsprint, he said, and you would gain color capacity. "Young readers seem to prefer that size," Hurst said.

Hurst predicts that if the industry sees significant newsprint price increases, we will see more newspapers willing "to be brave and experiment with a tab format. But if newsprint prices stay at their current level, people probably won't be so brave," he said.

Nationally, Editor & Publisher magazine reported in March that the Journal and Courier in Lafayette, Ind., a Gannett daily, would convert to a so-called Berliner format in late summer 2006. The Berliner format is widely used in Europe and is a downsized broadsheet measuring 18.5 inches by 12 inches. The Indiana paper will convert to the compact size to coincide with the installation of a new MAN Roland press, according to Presstime Daily. The paper will retain its current sections and will still have a center fold.

Focus groups in Lafayette liked prototypes of the Berliner size, E&P reported. Presstime Daily and reporter Pete Wetmore quoted Gary Watson, president of Gannett's Newspaper Division, as saying anticipated newsprint savings, positive reaction from focus groups and conversion successes in Europe led to switching to a compact format in Lafayette.

Watson told Presstime Daily once the paper is converted to a compact format preprints would be packaged and distributed in plastic bags to avoid insertion problems. As for ads, Watson told reporter Wetmore that the Lafayette paper will switch from column inches to selling ads of predetermined sizes.



Scenes from the 2005 KHSJA Convention

Top, Left: Liz Hansen, from Eastern Kentucky University, discusses the school Department of Communications with a student at the Kentucky High School Journalism Convention on May 4. Below: Jeff Newton, 60 Minutes Wednesday field producer and former Kentucky journalist, gave the keynote speech at the KHSJA convention. He encouraged students to follow their dreams and spoke about his experiences while on assignment with CBS in Afghanistan and Iraq. Second from top, left: Student journalist from several Kentucky colleges participated in a panel discussion called "What I wished I'd known before I went to college."

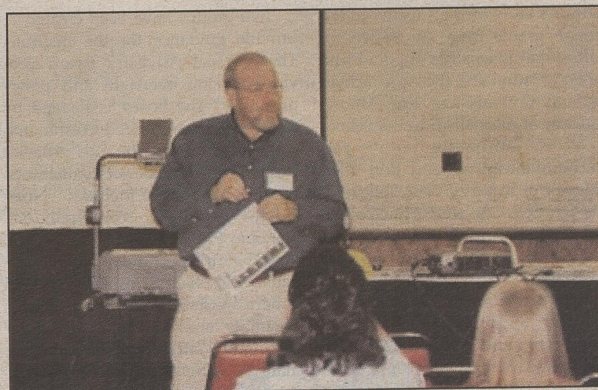


Above: Jackie Bretz, of Western Kentucky University, instructed students on how to use headlines to attract more readers. She taught them the dos and don'ts of headline writing and how to write captions to tell a story.





Above: More than 700 journalism students and advisers gathered in the ballroom at the Executive West in Louisville for the KHSJA awards banquet. Right: Journalism professionals from radio, television and newspapers answered students' questions during a panel discussion called "Pizza with the Pros" the night before the convention.



Left: Kenyon Meyer, attorney with Dinsmore & Shohl and legal counsel for KPA, spoke with students about their rights as scholastic journalists as well as what to avoid when writing and reporting for school newspapers and TV stations. Above: Joe Hedges, of Murray State University, discussed how to design award-winning pages that grab readers' attention.

Cross named new director for Institute for Rural Journalism and Community Issues

Al Cross has been named director of the Institute for Rural Journalism and Community Issues at the University of Kentucky. Cross, who served as interim director for the previous nine months, was chosen following a national search.



"Al Cross has been tireless in promoting the Institute and establishing important connections within and outside UK. While there were a number of impressive external candidates in the applicant pool, Al's professional journalism credentials and vision for the Institute put him at the top of the list," said Beth E. Barnes, director of the School of Journalism and Telecommunications.

The Institute for Rural Journalism and Community Issues, which was established in 2001, is housed within the School; Cross will join the School's journalism full-time faculty as part of his appointment.

The Institute's job is to help non-metropolitan journalists define the public agenda for their communities, grasp the local impact of regional and national issues, and interpret rural issues for national media. The Institute's early projects were funded through grants from the Society of Professional Journalists' Sigma Delta Chi Foundation and the Appalachian Regional Commission. Roy Moore, professor of journalism in the School of Journalism and Telecommunications, and Ron Eller, professor of history in the College of Arts and Sciences, were principal co-investigators during the Institute's pilot phase, in which it had no full-time staff.

In 2004, a \$250,000 grant from the John S. and James L. Knight Foundation and \$50,000 from the Ford Foundation provided support to

hire staff for the Institute for two years. A campaign is underway to establish a permanent endowment for the program.

Institute activities in the past year include:

- presentations on editorial leadership in community newspapers at traveling campuses of the Southern Newspaper Publishers Association;
- a conference, "Covering Health Care and Health in Mid-Appalachia," held at the UK Center for Rural Health in Hazard and involving several UK colleges;
- programming a national conference on covering rural issues at the Knight Center for Specialized Journalism at the University of Maryland;
- developing The Rural Blog, a daily compendium of rural issues, events and trends of importance for journalists nationwide;
- creating the Tom and Pat Gish Award, named for the publishers of The Mountain Eagle in Whitesburg, to be presented annually to journalists who demonstrate the courage and tenacity to defend the public interest and advance the public agenda in rural communities;
- surveying newspapers in Central Appalachia to study staff training needs.

Two groups have been created to provide guidance for the Institute. The national Advisory Board provides general oversight and policy direction. The board is headed by Rudy Abramson, retired Washington correspondent for the Los Angeles Times and co-founder of the Institute. Board members include: Noah Adams, national correspondent, National Public Radio; Tom Bethell, Washington-based independent journalist; Bill Bishop, reporter, Austin American-Statesman; Julia Bonds, organizer and director, Coal River Mountain Watch; James Branscome, managing director of equity research,

Standard & Poor's; Alice Brown, president, Appalachian College Association; John Mack Carter, former president, Hearst Magazines; Marie Cirillo, Clearfork Collaborative, Eagan, Tenn.; Jim Clinton, executive director, Southern Growth Policies Board; Dee Davis, president, Center for Rural Strategies; Mike Duncan, president, Inez Deposit Bank; Ron Eller, UK history professor; Lynda Ann Ewen, co-director, Center for Study of Gender and Ethnicity in Appalachia at Marshall University; Ben Gish, editor, The Mountain Eagle; Nancy Green, vice president, Lee Enterprises; William Greider, national affairs correspondent, The Nation; Peter Hille, executive director, Brushy Fork Institute at Berea College; Alex Jones, director, Joan Shorestein Center on the Press, Politics and Public Policy at Harvard University; Timothy Kelly, publisher, Lexington Herald-Leader; William Leonard, dean, Wake Forest Divinity School; Alan Lowe, director, Howard Baker Center, University of Tennessee; Homer Marcum, director of communications, Holston United Methodist Home for Children; Rita Ray, executive director, West Virginia Public Broadcasting; Jamie Ross, co-producer, Agee Films; Al Smith, chair, IRJCI Steering Committee; Virgil Smith, president and publisher, Asheville Citizen-Times; James Squires, horse breeder and former Chicago Tribune editor; Robert Turner, executive director, Southern Man and the Biosphere Project, University of Tennessee; Jesse White, former federal co-chairman, Appalachian Regional Commission; Jill Wilson, president, West Virginia Humanities Council; and Carl Zipper, director, Powell River Project at Virginia Polytechnic Institute and State University.

The Institute's Steering Committee includes representatives from the Institute's academic partner at other universities and provides guidance

on programs and day-to-day operations. Institute co-founder Al Smith, longtime host of KET's "Comment on Kentucky" and former publisher of weekly newspapers in Kentucky and Tennessee, heads the Steering Committee. Committee members include: Rudy Abramson, chair, IRJCI Advisory Board; Constance Alexander, independent journalist, Murray, Ky.; Terry Birdwhistell, associate dean, UK Libraries; Gil Friedell, director emeritus, UK Markey Cancer Center; Ferrel Guillory, director, Program on Southern Politics, Media and Public Life at the University of North Carolina at Chapel Hill; Elizabeth Hansen, professor, Eastern Kentucky University; Bob Hendrickson, publisher, Maysville Ledger-Independent; Judy Jones, director, UK Center for Rural Health; Pam Luecke, Donald W. Reynolds Chair of Business Journalism, Washington & Lee University; Jack Mooney, journalism professor, East Tennessee State University; Roy Moore, professor, UK School of Journalism and Telecommunications; O. Leonard Press, founding director, Kentucky Educational Television; Renee Shaw, producer, KET; Ed Staats, former Kentucky bureau chief, Associated Press; Stuart Towns, professor, Appalachian State University; and Terry Wimmer, Shott Professor of Journalism, West Virginia University.

Cross, former president of the Society of Professional Journalists, is a former weekly newspaper editor and manager who came to the Institute after 26 years at The Courier-Journal, the last 15 as the Louisville newspaper's political writer.

"I have returned to my roots, with a mission to help rural communities through journalism," said Cross, a native of Albany in Southern Kentucky. "I look forward to expanding our scope beyond Kentucky and Appalachia to serve rural journalists everywhere."

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AG Opinions

The Louisville Cardinal/University of Louisville Student Government Association

The Kentucky Attorney General's office was asked to decide whether the University of Louisville Student Government Association, acting through the Student Senate, violated the Open Meetings Act at its meeting on March 22, by going into closed session pursuant to KRS 61.810(1)(f) for the purpose of discussing the removal of Academic Vice President Sarah Hester from office. The AG's office was also asked to decide whether the SGA committed a procedural violation of the Act in failing to respond in writing to the complaint submitted by Mallory Bowman, editor in chief of The Louisville Cardinal, within three business days as mandated by law.

In an undated letter directed to Ryan McKinley, SGA president, Bowman challenged the actions of the SGA at the removal trial held on March 22. At that meeting, Bowman said, the SGA voted to go into closed session to discuss Hester's removal. It is the newspapers' opinion that the agency can not have a closed meeting on this matter because Hester is an elected official. As a remedy for the alleged violation, The Cardinal requested a "full and unabridged copy of the minutes from that hearing."

After being notified in writing of her complaint to McKinley, Dr. Denise Gifford, vice president of student affairs and the presiding officer of the SGA, responded to Bowman in writing that she would review the complaint later that day.

Having received no additional response from the SGA, The Cardinal initiated an appeal in an undated letter received at the AG's office on April 21.

After receiving notification of the appeal from the AG's office, Angela D. Koshewa, University Counsel, responded on behalf of the SGA. Koshewa said that pursuant to the SGA By-Laws: "Any and all meetings of the Student Senate and the SGA Boards, with or without a quorum present, shall be open to the University community except discussions that involve the appointment, discipline or dismissal of an individual." She said other requirements for conducting a closed session include

"the giving of notice of the purpose for the session, that no final action may be taken at a closed session and that only matters announced prior to the beginning of the closed session may be discussed."

Koshewa contends that the session at issue was clearly conducted for the purpose of discussions of a public agency which might lead to the dismissal of a member and conducted properly under KRS 61.810(1)(k).

The AG's office ruled that the SGA did fail to comply with KRS 61.846(1) when they did not respond to Bowman's complaint within three days. The AG did conclude that the SGA did not violate the Open Meetings Act by going into closed session for the purpose of discussing the possible removal of one of its officers.

According to the AG's office, the challenge does not focus exclusively on the claim that removal of an elected officer is not an authorized topic of discussion, but rather Hester qualifies as an employee, student or member as required for invocation of KRS 61.810(1)(f). For purposes of the Open Meetings Act, the term "member" is defined as "a member of the governing body of the public agency and does not include employees or licensees of the agency." Given her role as academic vice president, the AG's office concludes that Hester is clearly a member of the governing body of the SGA to which KRS 61.810(1)(f) applies. The Open Meetings Act makes no distinction between publicly elected officials and other members as The Cardinal had asserted.

The Evansville Courier Company/Henderson County Detention Center

The Kentucky Attorney General's office was asked to decide if the Henderson County Detention Center violated the Open Records Act in denying Evansville Courier reporter Maureen Hayden's March 4 request for "a photographic print, or similar depiction of William Allen Strickland, a federal prisoner who is incarcerated in the Henderson County Jail."

By a letter dated March 4, Col. Ron Herrington advised Hayden that "per order of Ed Bordley, associate general counsel of U.S. Marshal's Service, the disclosure by local contract facilities of the mug shots is not allowed."

The newspaper initiated an appeal with the AG's office, through its attorney, Patrick A. Shoulders, questioning the Center's reliance on a federal directive from the U.S. Marshal Service and asserting that disclosure of the requested record is governed solely by Kentucky law.

In support of its argument, the newspaper said that the photograph is a public record, which the detention center, a local Kentucky government agency, keeps and maintains as part of its governmental services. "The detention center, which merely houses federal prisoners for a fee, is not a federal agency. It is not subject to the Freedom of Information Act and its exceptions," the newspaper contended.

In correspondence directed to the AG's office following commencement of the appeal, Henderson County Detention Center Administrative Officer Cathy Davis elaborated on the Center's position. Davis furnished the AG's office with a copy of an Aug. 19, 2004 memo from Gerald M. Averbach, general counsel, United States Marshal Service, referencing a USMS Directive which prohibits disclosure of mug shots. She also provided the AG with an Aug. 20, 2004 letter from Richard W. Knighten, Chief Deputy U.S. Marshal for the Western District of Kentucky, advising that county jailers who house and maintain federal prisoners and inmates are no longer authorized to release booking photographs to the media.

Davis also provided a copy of an e-mail Ed Bordley, associate general counsel for the U.S. Marshal Service, sent to Richard A. Burton, U.S. Marshal for the Southern District of Indiana. The e-mail stated that the "USMS contracts with local government jurisdictions throughout the country through Intergovernmental Agreements for the secure custody, care and safekeeping of federal prisoners and detainees. While the detainees are housed in local facilities, they remain federal detainees and the USMS retains full legal custody of the detainees under federal law."

Having considered the arguments, the AG's office found that the disputed photograph is a public record within the meaning of KRS 61.870(2) because it is "prepared, owned, used, in the possession of or retained by a public agency," within the meaning of

KRS 61.870(1) and that custody and control of the record is reposed in that agency. Because the record is not shielded from public inspection by any of the exceptions to the Act, including KRS 61.878(1)(a) and (k), it must be disclosed, the AG found.

Joe Biesk/Personnel Cabinet

The AG's office was asked to decide whether the Personnel Cabinet violated the Open Records Act in denying the open records request of Joe Biesk, Associated Press reporter, for the town of residence of William Bushey, former park manager at the Kentucky Dam Village State Park.

By letter to the cabinet, Biesk requested salary information and the town of residence of Bushey. Mark D. Honeycutt, executive director, Office of Legal Services, responded to the request providing the salary but denying the request for Bushey's town of residence because in his opinion the agency must refuse to release information that constitutes a clearly unwarranted invasion of personal privacy.

In his appeal with the AG's office, Biesk asserts that he was not asking for a home address but merely a town of residence.

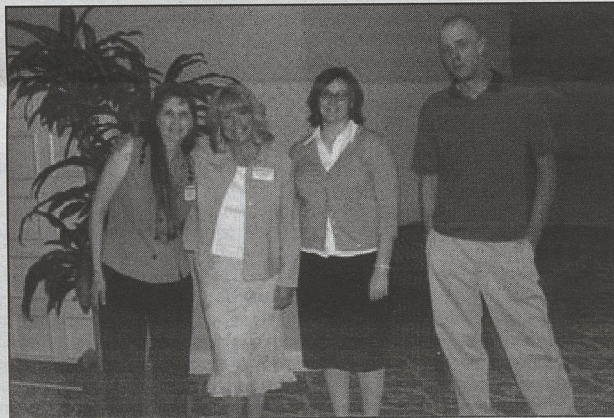
"Bushey was running one of Kentucky's largest state parks," Biesk wrote in his appeal. "The public has an interest in knowing if he lived in the general vicinity of the park."

In his response to the appeal, Honeycutt contended that Bushey's place of residence has no bearing on the decisions he made as a public employee, no matter how large the agency or responsibility. "Such disclosure would not assist the public in determining whether public employees are acting in the public interest, but would infringe on the employee's right of personal privacy."

The AG's office said that KRS 61.878(1)(a) excludes from public inspection: records containing information of a personal nature where the public disclosure would constitute a clearly unwarranted invasion of personal privacy.

The AG's office agreed with the Cabinet that disclosing Bushey's town of residence gives no insight to his actions as park manager and does not serve public interest and therefore it did not violate the Open Records Act by denying the request.

2005 ADVERTISING SEMINAR & AWARDS BANQUET



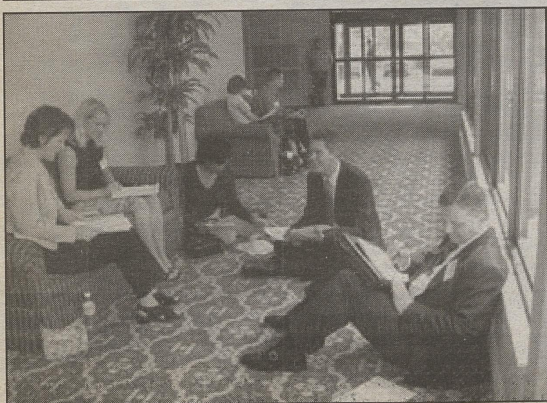
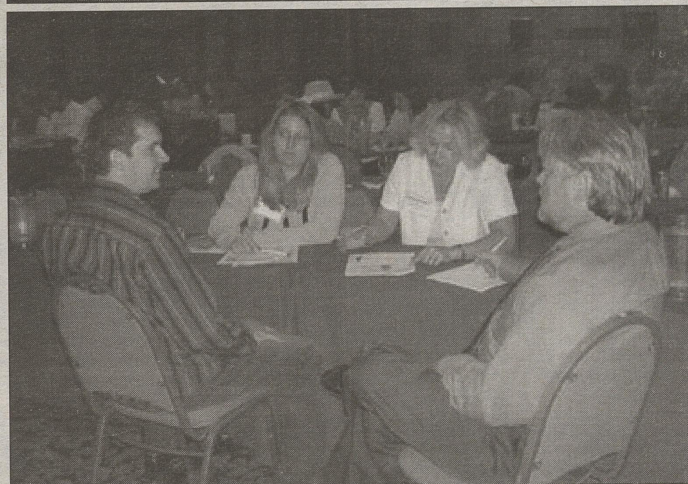
Top, left: Louisville's Courier Journal came away with a general excellence plaque from the 2005 Advertising Excellence in Kentucky Newspapers contest. Attending the seminar from the C-J were Scott Dudgeon, Sharon Deadwyler, Britney Baker, Steve Stivers, Barry Westerman, Robert Pieroni, Juanita Turpin, Demetrius Booker, Bill Wiist, Cynthia Lovan, Kim Stanton, Lisa Bland, Brett Dierson, Todd Hochmuth, Kim Hampton, Andria Hayes, Eileen Britton, Denise Hennemann, Sam Worland, Mark Selby, Chris Martin, Melissa Draut and Jessica Greenwell. Top, right: Slone Cansler of Murray Ledger & Times talked with seminar leader Mitch Henderson during one of the breaks. Left: Peggy Adkins, Dawn Pennington, Elaine Finnochiaro and Nate Lowery were part of the winning team at the Jessamine Journal in Nicholasville.



Above: The Messenger, Madisonville and McLean County News, Calhoun, both Paxton Media Group properties, both won several awards at the spring contest. Getting the awards for Madisonville was Debbie Littlepage. Jessica West Bratcher and Keith Bratcher accepted the awards for McLean County News, Holly Hayden also attended the seminar. Left: Pat Bridges, Kristen Freeman and Maureen Glidewell, of the Henderson Gleaner, prepare to load their awards after the spring ad seminar and Advertising Excellence in Kentucky Newspapers contest.



Above: Richard Wimsatt admires the general excellence plaque that was won by the staff at the Ft. Campbell Courier. Right, top: The staff at the Lexington Herald Leader won several awards at the Advertising Excellence in Kentucky Newspapers contest. Employees who registered for the spring seminar included Mary Ann Hatton, Kendal Butler, Lynn Medina, Billy French, Julie Lowe, Chip Holtzauer, Missy Murdock and Connie Holman. Right, second from top: Speaker Mitch Henderson looks over the seminar presentation being prepared by Portia Oldham, Cindy Smith and Steve Wheatley of the Elizabethtown News Enterprise. Below: John Eytchison and Bob Stratman attended the seminar from the Sunday Challenger in northern Kentucky.



Above: Clint Dennis, Larrah Workman, Teresa LeNeave and Greg LeNeave of Kentucky Publishing attended the Mitch Henderson workshop offered at the spring advertising seminar in Louisville. Left: Employees from the Louisville Courier Journal found a quiet spot to work on a seminar presentation. Taking part in the seminar were Melissa Draut, Jessica Greenwell, Denice Hennemann, Brett Diersen and Mark Selby.

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NEWS

Continued from page 1

Green. During his "Photography for Reporters," Imel will have a variety of cameras, both point-and-shoot as well as digital SLR's, for some hands-on training. He will also have handouts for reporters to take back to their newsrooms.

Imel will cover several topics from basic photography (composition, camera mechanics, and capturing moments) to digital workflow, sports photography, spot news and how to shoot exciting head shots (environmental portraits). Joe began as a weekly photographer 17 years ago and knows how to help reporters improve their photo skills.

The cost for both mini boot camps will only be \$15 per person. That includes lunch. Seating will be limited. A registration form can be found on www.kypress.com.

The Herald-Leader is at 100 Midland Avenue in downtown Lexington. The Country Cupboard Restaurant is at 581 McCoy Avenue in Madisonville.

For more information, call David Greer at KPA at (800) 264-5721.

2005 NIE contest call for entries

In order to recognize the excellent effort made by many community newspapers to engage young readers, the National Newspaper Association started a Best in Newspaper In Education contest two years ago that highlights these efforts as examples for other newspapers.

Because NIE programs follow a school year calendar, entries will reflect accomplishments from July 2004 through June 2005. Entries must be received by July 1, 2005. Awards will be presented during NNA's 119th Annual Convention and Trade Show in Milwaukee, WI, Sept. 28-Oct. 1, 2005.

To download a copy of any of the entry forms, go to www.nna.org and click the Contests and Awards section.

On-line readership continues to rise

Data shows nearly one in three web users visit newspaper websites; up 3.1 percent in March

Nearly one in three Internet users (29 percent) read an online newspaper in March 2005, representing a total audience of nearly 44 million people, according to a new report by Nielsen//NetRatings' for the Newspaper Association of America. The data, which takes into account both home and work Internet usage, shows a 3.1 percent increase in unique audience in March to Newspaper Web sites, compared with the same period a year ago.

March signaled the high water mark in online newspaper readership over the past 15 months, demonstrating that online newspapers are drawing new users even as NetRatings' data shows that unique visitors to other news and information sites dropped by four percent, according to NAA.

"Newspapers have always been among the most valued, reliable and credible information mediums available, and their success online proves that reputation translates outside the core print product," said John F.

Sturm, NAA president and CEO. "In addition to the leadership position national newspapers hold online, newspapers also typically own the leading local information Internet sites in their markets. This data confirms that the use of newspaper Web sites represents one of the largest and growing single audience collectives on the Internet, and demonstrates that newspapers continue to attract readers through online brand extensions and new products," Sturm said.

Eliza Wing, president of Cleveland.com and president of NAA's New Media Federation agreed, saying, "It is clear from this research that the online newspaper audience is gaining ground. Not only do newspapers reach a vast audience, as other NAA research has pointed out, these are very loyal users, connected to their local news site and to the information, including advertising that appears there. The newspaper online audience presents an enormous opportunity." Wing cited NAA's 2004 "Power users" study with Minneapolis-based MORI Research, which demonstrates the online newspaper audience on average is younger, better educated, more likely to be

employed and more diverse ethnically than the general Internet population.

The NetRatings newspaper total represents a de-duplicated visitor total taken from its combined home and work panel of Internet users. The target adult sample (16 years or older) has access from a non-shared PC at work and access from home (i.e. an individual who might read a national newspaper plus their local newspaper online is only counted once.) The NetRatings newspaper total represents the de-duplicated reach of hundreds of sites collectively.

Across the board, online newspaper usage is trending up. Unique audience grew by nearly 9 percent from February 2005 to March 2005, page view consumption grew by 38 percent, pages per person by 27 percent, visits per person went up 5 percent, and time per person increased 6 percent.

The data also shows that average quarterly reach in the first quarter of 2005 was 29.0 percent compared with 27.5 percent during the first quarter a year ago. Use of newspaper Web sites during the first quarters of 2004 and 2005, according to Nielsen/NetRatings

WKU student wins Hearst award

For the second consecutive year, a Western Kentucky University student has won the national photojournalism championship in the annual Hearst Journalism Awards Program.

Bowling Green senior Jim Winn placed first in the competition and received a \$5,000 scholarship in awards presented Saturday in San Francisco.

Two other Western photojournalism students — Melanie Blanding, a junior from Roanoke, Va., and Bowling Green senior Erik Jacobs — were Hearst finalists and received \$1,500 scholarships. Jacobs also won a \$1,000 award for best single photograph while Blanding won a \$1,000 award for best picture story/series.

The Hearst competition, often called "The Pulitzers of College Journalism," includes print journal-

ism, photojournalism and broadcast news. Earlier this year, Western's School of Journalism and Broadcasting won the Hearst program's Overall Intercollegiate Competition for the third time since 2000 and the Intercollegiate Photojournalism Competition for the 15th time in 17 years.

Western students finished first in all three individual photojournalism contests this year and six qualified for the Hearst's semifinal round of judging.

Western's three other semifinalists received \$1,000 scholarships. They were Wigan Ang, a Bowling Green senior; David Degner, a junior from Augusta, Ga.; and Dana Marie Rieber, a Shepherdsville senior.

Last year, Western's Jae S. Lee of Hendersonville, Tenn., won the

Hearst photo competition.

The following Western students received awards in other individual Hearst competitions this year: Ashlee Clark, a Louisville junior, ninth in spot news writing and Tavia Green, a Hopkinsville sophomore, tie for 16th in personality/profile writing.

The Hearst Journalism Awards Program, funded and administered by The William Randolph Hearst Foundation, operates under the auspices of the accredited schools of the Association of Schools of Journalism and Mass Communication. More than 100 accredited undergraduate schools of journalism in the United States are eligible to participate in the program, which awards more than \$400,000 in scholarships and grants annually.