

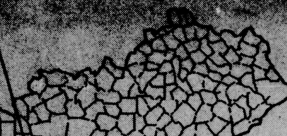
Res. from
PN
4700
K460
V. 67
1996
12.4
Periodical
Room
Does Not
Circulate

On the lookout

- April 18-19
Spring Advertising Seminar
Lexington
- June 20-21
CPA Summer Convention
Bowling Green
- September 25-28
NNA Convention
Opryland Hotel, Nashville
- September 26-27
KPA/KPS Board of Directors
Fall Retreat, Opryland Hotel, Nashville
- January 23-24 1997
KPA Winter Convention
Seelbach Hotel, Louisville

April, 1996
Volume 67, Number 4

The Official Publication
of the Kentucky Press
Service



THE KENTUCKY
PRESS

KING LIBRARY
APR 28 1996
PERIODICALS/MICROTEXT

F (UK) SCF LEX 405
 CENTRAL SERIALS RECORDS
 MARGARET I KING LIBRARY
 UNIVERSITY OF KY LIBRARIES
 LEXINGTON KY 40506

Lawmakers have journalism background

Richards, Bradley left teaching, newspaper careers for life of politics

By LISA CARNAHAN
KPA News Bureau

Two of the most influential legislators in Frankfort have a background in journalism. Although the backgrounds are different, one in teaching and one actually in the newspaper business, both share a love for writing and the profession.

Jody Richards

Serving as Speaker of the House of Representatives, Jody Richards is fulfilling a lifelong dream — a dream he calls "very satisfying."

Those terms are also used by Richards to describe his previous profession of teaching journalism at Western Kentucky University.

Richards said he left Western because he had been bitten by a bug, a "terminal political bug," as he characterized it.

"In those days we had a state law that no one could work for a state-supported institution and serve in the General Assembly. So I made the very difficult decision to give up my teaching job ... it was one of the hardest decisions I've ever had to make," Richards said.

The Bowling Green native formed Superior Books, a wholesale book distributing company, and set his sights on the legislature — the only public office he says he's ever been interested in. He was elected to the House in 1975 and 20 years later, reached his ultimate goal of being elected speaker.

Richards knew he wanted to be a journalist back in high school, although it was a break in family tradition.

"My mother was an avid read-

er," he recalled. "She taught Latin, English, German and French. It was her love for the languages and literature that made it important to me."

Richards graduated from Kentucky Wesleyan with a degree in English and went on the following year to obtain a master's degree in journalism from the University of Missouri.

After college, Richards pulled a six-month stint in the Army. His teaching career began immediately

See RICHARDS, page 5

Fred Bradley

If today's technology had gripped the industry a little sooner, Fred Bradley might still be running a newspaper and the Kentucky Senate might have lost one of its most influential members.

From 1930 to the mid 50s, Bradley's family owned and operated a newspaper in Providence that included its own printing operation. The publication started out as a daily but due to declining population was converted to a weekly and was later merged with another publication to become the Providence Journal Enterprise, the name it still holds today.

The newspaper was a member of the Associated Press, which according to Bradley, was very unusual in that day and time.

"I remember when we had a mine explosion in 1939 and 27 people were killed. AP came in there and set up shop," Bradley said.

See BRADLEY, page 4



courtesy LRC



Photo by LISA CARNAHAN

Above: Jody Richards presides over the House of Representatives during the 1996 regular session. Richards, a former journalism professor, says he is fulfilling a lifelong dream by serving as speaker of the House. Left: Senate Majority Whip Fred Bradley, another journalism graduate, would have stayed in the field had today's technology been in place when his family owned a weekly newspaper.

INSIDE

People, newspapers in the news ... pg. 2

EKU professor says legislature needs a 'local twist' ... pg. 4

State newspapers give Wildcats championship coverage ... pg. 6

Approved libel retraction bill good news for media ... pg. 11

Kentucky people, papers in the news

Stidham promoted at Corbin Times-Tribune

Times-Tribune Advertising Manager Rochelle Stidham was recently named general manager of the Corbin daily newspaper. Stidham has served as advertising manager since 1991 and has a total of 12 years of experience in the newspaper business.

Herald-Leader receives community service award

The Herald-Leader received the Media Recognition Award for three recent series on race relations in Lexington.

The award was presented by the Bluegrass Chapter of The National Conference.

Franklin joins staff at The Winchester Sun

Mikka Darby Franklin has joined the staff of The Winchester Sun as an advertising sales representative. She will be responsible for overall advertising programs for various businesses. Franklin received a bachelor's degree in radio and television from Morehead State University in May 1994 with a minor in organizational communications. During 1988-89 she reigned as Miss Kentucky and participated in the Miss America Pageant.

Evans hired as reporter for Jessamine Journal

Rhiannon Evans has been hired

as a reporter for the Jessamine Journal and editor of the paper's Life Here section.

Evans is a junior at Asbury College where she majors in journalism. She held an intern position for The State Journal in Frankfort and served as editor of the college's student newspaper.

Cahill named editor at Laurel News-Leader

Ed Cahill has been named general manager/editor of the Laurel News-Leader. Cahill previously served as managing editor of the Russell Springs Times Journal. During his tenure at the Times Journal, the newspaper finished in the top three in its class for general excellence two out of the last three years.

session on developing niche products.

Lowery was also recently honored by Landmark Community Newspaper Inc., President Randy Mast. Mast presented Lowery with a watch for his 20th anniversary with LCNI.

Oldham Era announces new staff members

Joyce Wampler and Deborah Nichols have joined the staff of The Oldham Era, LaGrange. Wampler is the new classified advisor and Nichols is a part-time office assistant.

Mascle joins news staff at Mt. Sterling Advocate

Deanna Mascle joined the Mt. Sterling Advocate staff recently as a staff writer. She will cover Montgomery County Fiscal Court and the Montgomery County Board of Education as well as write feature stories.

Mascle comes to The Advocate after working as a staff writer at the Jessamine Journal.

Turner hired as sports, general news reporter

Mark Turner has joined the news staff of The Harrodsburg Herald as a sports and general news reporter.

A 1994 graduate of the University of Kentucky, Turner majored in political science. His interest in journalism started in junior high school when he started covering school sports. The interest continued through high school and college and while he was at UK, he wrote for the college paper The Kentucky Kernel.

Promotions, staff changes announced at Richmond

Keith Taylor, a full-time sports writer at The Richmond Register since 1994, has been named sports editor. Taylor started covering sports for the paper in 1992 as a correspondent.

Jeff Drummond, reporter and sports editor of The Harlan Daily Enterprise since 1993, joined the Register's staff in late March. Drummond is the new assistant news editor and assistant sports editor at The Register.

Register reporter/photographer Todd Blevins has been promoted to oversee the newspaper's lifestyles section, Medley. He joined the Richmond newspaper's staff in 1994 after working at the Daily Enterprise in Harlan for two years.

Martin named news editor at The Banner

Cheryl Martin has been named news editor of The Banner in Butler County. A 1993 journalism graduate from Western Kentucky University, she joined the newspaper's staff in 1994.

Nolan retires as press operator at Manchester

John G. Nolan will retire May 1 as senior press operator and production manager for the Manchester Enterprise/J. Frank Publishing. Nolan has been running the presses for 42 years and oversees print quality of 11 weekly newspapers. He will be replaced by 22-year veteran Freddie Burns.

Lowery speaks at Georgia ad conference; receives LCNI 20-year recognition

Kentucky Standard Publisher Steve Lowery was one of the speakers at the Georgia Press Association's Ad Conference in March. Lowery led an interactive

Inside the Turret, staffers win honors

Inside the Turret, along with The Leader from the 2nd Region ROTC headquarters in Fort Knox, were winners in the annual TRADOC print journalism competition at Fort Monroe, Va.

The Turret was named top civilian enterprise metro-size newspaper for the third consecutive year and the 10th time in the past 14 years.

Staff members winning awards included Spc. William Boldt who was named print journalist of the

Continued on page 12

— The Kentucky Press —

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Second-class postage is paid at Frankfort, KY. 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY. 40601, (502) 223-8821.

<p>Officers and Directors Kentucky Press Association</p> <p>President John Del Santo, Ashland Daily Independent</p> <p>President Elect Gene Clabes, Recorder Newspapers</p> <p>Past President Dorothy Abernathy, Oldham Era</p> <p>Vice President Guy Hatfield, Citizen Voice and Times</p> <p>Treasurer Marty Backus, Appalachian News Express</p> <p>District 1 William Mitchell, Fulton Leader</p> <p>District 2 Jed Dillingham, Dawson Springs Progress</p> <p>District 3 Teresa Revlett, McLean County News</p> <p>District 4 Charlie Portmann, Franklin Favorite</p> <p>District 5 David Greer, Elizabethtown News Enterprise</p> <p>District 6 Dave Eldridge, Henry County Local</p> <p>District 7 Kelley Warnick, Gallatin County News</p> <p>District 8-9 Ken Metz, Bath County News Outlook</p> <p>District 10-11 Marty Backus, Appalachian News Express</p> <p>District 12 Louise Hatmaker, Jackson Times/Beattyville Enterprise</p>	<p>District 13 Glenn Gray, Manchester Enterprise</p> <p>District 14 Stuart Simpson, Pulaski Week</p> <p>District 15-A Tom Caudill, Lexington Herald-Leader</p> <p>District 15-B Tom Moore, Stanford Interior Journal</p> <p>State at Large Russ Powell, Ashland Daily Independent</p> <p>Ed Riney, Owensboro Messenger Inquirer</p> <p>Chip Hutcheson, Princeton Times Leader</p> <p>Merv Aubespain, Louisville Courier Journal</p> <p>Associates Division Barbara McDaniel, Toyota Motor Manufacturing</p> <p>Advertising Division Teresa Revlett, McLean County News</p> <p>News Editorial Division John Nelson, Pulaski Week</p> <p>Circulation Division Joe Mitchell, Lexington Herald Leader</p> <p>Journalism Education Dr. Ron Wolfe, Eastern Kentucky University</p> <p>General Counsels Jon Fleischaker and Kim Greene, Wyatt, Tarrant and Combs</p> <p>Kentucky Press Association Kentucky Press Service Staff David T. Thompson, Executive Director Bonnie Howard, Business Manager Gloria Davis, Advertising Director Lisa Carnahan, News Bureau Director Reba Lewis, Research/Marketing Coordinator Sue Cammack, Secretary Buffy Johnson, Bookkeeping Assistant Sherry Harper, Advertising Assistant Rachel McCarty, Clipping Director Nancy Peyton, Mail/News Release Service Linda Slempp, Clipping Assistant Carol Payton, Clipping Assistant Holly Stigers, Clipping Assistant</p>
---	---

May graduates

The following list of students are tentative May 1996 graduates from Western Kentucky University's journalism programs.

Addresses and telephone numbers are included so students can be contacted in advance of their graduation about employment opportunities at KPA member newspapers. Unless otherwise noted, the area code for the listed telephone numbers is (502).

Print Journalism

- Craig Donald Allen — 825 East 11th St. Bowling Green, KY 42101 782-6586
- William Lewis Chandler — P.O. Box 543, Bowling Green, KY 42101 796-1865
- Courtney Lee Cagel — 2605 Abbdydale Court, LaGrange, KY 40031 745-6635
- Melissa M. Gagliardi — 9330 Geneva Way, Louisville, KY 40291 745-2441
- Lori Beth Kestler — 8167 Glasgow Rd. Mt. Herman, KY 42157 781-5227
- Kara Jill Mahaney — 631 East 11th St. Bowling Green, KY 42101 843-6987
- Stephanie A. McCarty — 222 Highland Dr., Eded, NC 27288 745-4110
- Linda S. Morris — 1108 Nutwood St., Bowling Green, KY 42103 782-6286
- Mitchell Quarles — 1819 Twyman St., Hopkinsville, KY 42240 745-4110
- Rebecca Reynolds — 1505 Highlands Dr., Frankfort, KY 40601 796-1899
- Michael Scott — 231 W. McElroy, Morganfield, KY 42437 781-2220
- Kimberly A. Thomas — P.O. Box 406, Henry, TN 38231 843-9994
- Lisa Dawn Tolliver — 1412 Balltown R., Bardstow, KY 40004 745-6696
- Matthew Tungate — 2710 Trumpetvine, Louisville, KY 40220 745-9644
- Garry D. Varney — 1111 Raccoon Rd., Raccoon, KY 41557 745-6653
- Catherine Whipple — 6514 Muddy Ford Rd., Georgetown, KY 40324 746-0049

Advertising

- Lana Beatty — 371 Ray Priddy Rd., Leitchfield, KY 42754 781-2827
- Cynthia Biggs — 1408 Hodgenville Rd., Campellsville, KY 42718 782-9732
- Tamara Bynum — 6308 Saranac Court, Louisville, KY 40214 361-3566
- Carol S. Clements — 7354 Airline Rd., Henderson, KY 42420 793-0509
- Ronnie Westly Couch — Rt.#2 Box 193, Bedford, KY 40006 745-6664
- Don Edwards — 1121 Gen. McArthur Dr. Bentwood, TN 37027 (615) 377-6644
- Joseph W. Ferguson — 8917 Shevie Dr., Louisville, KY 40272 745-2340
- Devin Michael Gaffney — 4502 Park Ave., Nashville, TN 37209 732-9079
- Joe K. Gregory — 6417 Gum Station

- Rd., Springfield, TN 37172 745-5293
- Roger Lynn Harris — P.O. Box 95, Spottsville, KY 42458 781-6526
- Lisa Lynn Humphrey — 5201 Oak Hill Rd., Evansville, IN 47711 745-6603
- Cayloyn E. John — 1800 Cedar Point Rd., LaGrange, Ky. 40031 745-4339
- Elizabeth Marshall — 1112 Gardenerneck Circle, Louisville, KY 40223 745-4738
- Michele Mason — 305 Bucaeer Rd., Wilmington, NC 28409 782-7682
- Adam John Pawlowski — 124 Geers Dr., Lebanon, TN 37087 745-6630
- Amy Michelle Ralph — 1303 Holly Ave., Owensboro, KY 42301 745-6620
- Tonya R. Root — 1510 Poindexter, London, KY 40741 (606) 878-5503
- Jason L. Vincent — 2944 Hwy. 259N, Brownsville, KY 42210 745-6640
- Katriesa Waters — 428 Cedarfont Dr., Nashville, TN 37211 745-2952
- Christy Withers — 655 Payne Rd., Ekron, KY 40117 745-2762

Photo

- Craig Donald Allen — address listed above
- Diane Lynn Bradford — 745 E. Ironhill Rd. Burns, TN 37209 843-8303
- William Lewis Chandler — P.O. Box 543, Bowling Green, KY 42102 796-1865
- David Christensen — 740 Fred Webb Rd., Moultrie, GA 21768 746-9529
- Greg A. Cooper — 250 ElCamino Dr., Ojai, CA 93023
- Lucinda Leigh Davis — 334 Raintree Dr., Hendersonville, KY 37075 843-7543
- Regina Angelea Dieker — P.O. Box 4071, Elizabethtown, KY 42702 746-9482
- Jason Paul Gregory — 420-BE 13th St. Bowling Green, KY 42101 796-1865
- Kimberly Joy Hughes — P.O. Box 99, Greenville, Junction, ME 04442 796-2088
- Clayton Jackson — 9731 SW 195th Circle, Dunnellon, FL 34432 782-2681
- Clint Edwin Krausee — 450 S.W. 98th Lane, Ocala, FL 34476
- Raymond Lee Meese Jr. — 7 Pinewood Ave., Lititz, PA 17543 796-2799
- Bruce Newland Jr. — 1101 Lockersville Rd., Ashland City, TN 37015 782-5232
- David Walter Smith — 100 Indian Rd, Kingston, Ontario Canada K7M159
- Patrick Dennis Wittly — 715 Leslie Ave., Glasgow, KY 42141
- Mark S. Wolf — 11434 West Colony, Bosie, ID 83709

(The KPA News Bureau is attempting to develop a system through which member newspapers can better fill employment vacancies. Graduation lists from other journalism programs in the state have been requested and will hopefully be published in the May Kentucky Press.)

Competition tough for papers in KIPA contest

College newspapers across the state recently competed in a contest sponsored by the Kentucky Intercollegiate Press Association.

The College Heights Herald, Western Kentucky University's newspaper, garnered 10 first-place awards and one of its writers was named Journalist of the Year. The WKU paper scored the most points overall.

The Kentucky Kernel, the student newspaper at the University of Kentucky, captured 14 first-place awards.

Eastern Kentucky University's newspaper, The Eastern Progress, finished first in four categories.

The Northerner at Northern Kentucky University and the Trail Blazer at Morehead State University each won two first-place awards.

The contest was judged by staffs of the Lexington Herald-Leader, The Courier-Journal in Louisville, the Cincinnati Enquirer and other newspapers.

Kevin Kelly of the College Heights Herald was named Journalist of the Year. Kelly is a junior print journalism major from Lexington. He won two firsts, a second, a third and an honorable mention in individual categories. Melissa Gagliardi finished just one point behind in the category which, according to the judges, was the closest competition ever with six students from three schools finishing just six points apart.

The other winners included: News story — Melissa Gagliardi and Kevin Kelly, College Heights Herald

Investigative reporting — Tonya Root and Karin Lowe (tie), College Heights Herald

Continuing news — Selena Woody, The Eastern Progress

News analysis and special reports — Eric Caldwell and John Bach, The Northerner

Personality Profile — Mary Ann Lawrence, The Eastern Progress

Feature Story — Chris Hutchins, College Heights Herald

Reviews — Carrie Morrison, Kentucky Kernel

General interest column — Matt Felice, Kentucky Kernel

Editorial — Mitchell Quarles, College Heights Herald

Editorial cartoon — Stacy Curtis, College Heights Herald

Opinion page — Matt Felice, Kentucky Kernel

Sports, game story — Kevin Kelly, College Heights Herald

Sports, news — Stephen Trimble, Kentucky Kernel

Sports, feature story — Brian Bennett, Kentucky Kernel

Sports column — Brett Dawson, Kentucky Kernel

Overall layout — Dennis Varney, College Heights Herald

Front page layout — Erin Bachner, Kentucky Kernel

Feature page layout — Mary Ann Lawrence and Nancy Elmore, The Eastern Progress

Sports page layout — Sheri Phalsaphie, Kentucky Kernel

Best special section — Staff, Kentucky Kernel

Comic strip — Steven Stegelin, The Northerner

Informational graphics — Jon Grant, College Heights Herald

Original illustration — Greg Eans, Kentucky Kernel

News photo — Dana Johnson, College Heights Herald

Feature photo — Matt Barton, Kentucky Kernel

Sports photo — James Crisp, Kentucky Kernel

Photo essay — Joe Stefanchik, College Heights Herald

Advertising design — Cathy Jones, Kentucky Kernel

Advertising copy — Eric Phillips, The Trail Blazer

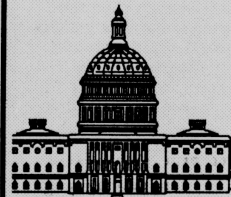
Advertising art — Jeremy Cox, The Trail Blazer

Advertising campaign — Cathy Jones, Kentucky Kernel

House ad — Monica Keeton, The Eastern Progress

The KPA News Bureau is there for you. Take advantage of having a reporter for assignments in the Capital city

Call Lisa Carnahan at 1-800-264-5721



Commentary

Legislative reporting needs local angle

By LIBBY FRAAS

OK, David Hawpe, David Holwerk and the rest of you "negative" journalists. You owe me one.

I stood in for you in January at a session on "building confidence in the General Assembly" while 138 "wine and dining"-less legislators took out some of their frustrations with the lack of respect they've been getting lately.

"Media-bashing" rates right up there with "ethics-gutting" as a legislative activity.

Granted, I'm sure the Davids could have stuck up for themselves, and I was, after all, a pretty poor substitute for the news media as targets go.

All I've done is teach journalism students at Eastern, which since 1982 includes bringing them to Frankfort each regular session to observe, learn and write stories for weekly newspapers in Kentucky on what goes on in the

"Media-bashing rates right up there with ethics-gutting as a legislative activity."

Libby Fraas
professor of journalism, EKV

General Assembly — with a local twist.

Some of those students have become editors who now receive these stories including Jamie Baker Nantz of the Grant County News and Allen Blair of Irvine's Citizen Voice & Times.

Some of those students are now reporters covering the legislature as part of their beats such as Janeen Miracle at the Shelbyville Sentinel-News and Jeff Newton at the Elizabethtown News-Enterprise.

Some have left the state. Debra Jasper, who reported on Rep. Ray Overstreet's failed efforts to get his concealed gun bill passed in the 1986 session, is now tracking a similar bill in

Columbus, Ohio, for the Dayton Daily News.

Some became fascinated, as I think all good journalists are, with the clash of interests and issues and crossed the line: Terry Sebastian is editor of the interim Legislative Record and works in the LRC public information office; Beth Wilson left The Courier-Journal to eventually return to Frankfort as a registered legislative agent for the ACLU.

All came away from their introduction to legislative reporting with a much better understanding of the "process" by which laws are made and repealed, budgets are planned and revised, special interests are protected or skewed.

One of the reasons I started the course was to fill a certain void in coverage of the legislature. I am as big a fan as any of the Frankfort press corps. I think most of them find ways to tell the big stories with accuracy and flair. But the legis-

See REPORTING, page 11

Bradley

Continued from page 1

"They had a machine that could transmit photographs. I can remember that like it was yesterday ... I remember it so well because I hadn't even seen a television at this point, and here they were sending a photo."

Bradley graduated from the University of Kentucky with a journalism degree in 1953. That same year found him in the Air Force and debating his future.

"It was there I decided to go to law school and not follow Dad's footsteps," said Bradley. "In those days at small newspapers, you didn't have the chance to be a writer because you were busy being a mechanic trying to keep all the machinery operating. On Saturdays, we were busy pouring metal, melting metal to pour back into the press to get ready for next week's edition. With everything else you had to do, you just couldn't be a journalist, which is what I wanted to do."

Bradley's father, J.L. Bradley, served as president of the Kentucky Press Association in 1938. At his newspaper in Providence, J.L. Bradley worked 16 hours a day, seven days a week — another aspect of the business his son was not fond of.

"Dad almost lived there," Bradley recalled. "But if I had known then what it would be like today, with all the changes in technology, I would have stayed with it."

Bradley served in about every capacity at the newspaper during his father's absences, from office manager to pressman, and from editor to reporter.

One of the most memorable writing experiences for Bradley involved the unusual death of a friend and co-worker. The man, an

African-American, worked at the newspaper and also did odd jobs for the Bradley family. He was repairing an area already damaged by lightning when a second lightning bolt hit him and he was electrocuted.

Fred was running the newspaper in his father's absence and he published a front page story about lightning striking twice that included the man's obituary. His father was besieged by complaints from the community because an African-American's obituary ran on the front page.

"He was my friend and it was a heck of a story besides," said Bradley.

Bradley recalls hand folding sections of the newspaper, which had a circulation of 3,200 at the time.

"We had this big sheets of paper that we folded to make the eight-page sections," Bradley said. "I remember when we bought a new press, it cost more than our house. They took a sledge hammer to the old one, and it was the only time I ever saw my Dad cry. He had worked for so many years nursing that press."

When Bradley started practicing law and his father realized he wasn't coming back to take over the newspaper, J.L. Bradley sold the Providence Journal Enterprise and moved to Frankfort to operate an office supply store. He could never quite put the profession behind him though, even after retirement in Florida where he edited a Kiwanis monthly publication.

"I've never met anyone quite like him," said Bradley. "He could type 80 words a minute with two fingers. He always had to keep a hand in the business."

Bradley entered public life "by accident." After being reactivated into the service because of the Pueblo Crisis during the Vietnam War, he returned after a year and a half to find his law practice "just about gone."

He ran for county judge, won that office and served for four years. He ran for the state Senate in 1980 where he's been since that time, elevating himself to the leadership position of Majority Whip for the last three sessions.

"I enjoy it," said Bradley of his leadership status. "It gives you more of a voice and more influence in overall government. My relationship with fellow senators is also better ... there's a certain amount of respect given to leadership."

Bradley has become close friends with a few of his colleagues, including Bob Leeper, D-Paducah, and David Boswell, D-Owensboro, who are houseguests of Bradley's during the session.

"This helps too," he said. "You get to know who you can rely on and who is effective."

Bradley believes the media at times has been unduly critical of legislators.

"I don't mind just criticism ... over the budget, for instance, or if we pass some bad piece of legislation," he said. "But I resent it when they attack us personally, implying we're looking for a free ride. I don't think anyone is doing that."

"The Herald-Leader paints us too much as a group. The Courier-Journal ... normally is fair. But you read so much implying that we're all at the trough ... well I've seen plenty of journalists in my day at the trough, too."

FOR SALE
Indiana, 3 weeklies,
\$290,000 gross,
only \$159,900

John van der Linden, broker,
 P.O. Box 275
 Spirit Lake, IA 51360
 (712) 336-2805

Bradley thinks reporters also tend to lose their objectivity in covering the legislature.

"All I ask is that you report objectively," he said. "Quit putting us all in the same huddle. If someone is bad, then say that one is bad. Don't lump all 138 of us together. I'd say 95 percent of the legislators up here are working diligently for their constituents. The ones that aren't, aren't going to be back in two or four years anyway."

Bradley, who turns 65 this month, says he has no immediate plans of retirement. An avid runner, the senator's office is filled with trophies from marathon races he's won. "I've still got two-and-half-years of this term left," he said. "I've not made any plans after that. I enjoy the job. It's very physical and takes a great deal of stamina and I guess I'll be at it until I can't give my constituents 110 percent."

He still keeps up a farm he bought in 1967 and operates a small business, Fred's Fast Freight.

Bradley says the most rewarding part of his job is helping others.

"When you can do something for some group or individual, something they really need, that's the best part," he said.



An innovative XTension designed to save time and increase productivity when creating ads in QuarkXPress!

Call 1-800-223-1600
 for info and FREE demo disk

Valent's Edge

Metro Creative Graphics, Inc. 33 West 34th Street, New York, NY 10018

WKPA elects news officers during spring conference

The Western Kentucky Press Association held its Spring Conference March 14-15 in Paducah.

Cindy Riley, editor of the Herald Ledger in Eddyville, was elected president of the organization.

Riley succeeds Chris Evans, editor of The Crittenden Press in Marion. Nancy Mick, publisher of The Crittenden Press, was elected to serve a one-year term as vice-president and longtime secretary-treasurer Jed Dillingham of the Dawson Springs Progress was reappointed

to another term.

The WKPA program included a session on editing, featuring Karl Harrison, executive editor of The Paducah Sun, and Ron Jenkins, editor of The Gleaner in Henderson. Paducah Sun columnist Pat Brockenborough also provided a program session on the need for newspapers to publish more light news and feature stories.

Chip Hutcheson, publisher of the Times-Leader in Princeton, gave a presentation on his newspaper's newest technological advancement. The session, entitled "Desktop Darkroom" fea-

tured samples from the Times-Leader's use of digital photography and negative scanning. Phil Boger and Tim Harman of the Computer Center in Jasper, Ind., continued the computer-generated photography demonstration by setting up a network with computer hardware they brought along. The representatives scanned negatives and showed WKPA members some shortcuts for enhancing computer-generated photographs for publication.

WKPA will meet again in September for its regular Fall Conference.

Richards

Continued from page 1

following the Army at a college in Amarillo, Texas.

Western Kentucky University had a opening and Richards came back to his native Kentucky. Within a short period, Richards was advising the college newspaper.

"This was an especially interesting time for me," Richards said. "When I first started advising the paper it came out twice a month. When I quit, it came out twice a week. That was a major change, to say the least. We also changed from the old letter press and hot metal type to offset printing ... that was the time when most papers were changing and of course, that was just revolutionary as far as the method of producing a newspaper was concerned."

Richards most memorable experiences at Western come from working closely with students enrolled in the journalism program.

"It was frustrating, too, at times, because by the end of the year you would have the newspaper reporters to the point they could really start producing some good journalistic pieces. And then they would graduate and move on, and you'd start fresh every year. I know how basketball coaches feel ... but it was very satisfying," said Richards.

There were other times of frustration for Richards during his years at Western.

A student protest over Richards' alleged interference in the newspaper prompted the formation of a second "off-campus" publication, according to the current WKU Director of Publications, and Richards' first editor, Bob Adams.

Adams, a graduate student in 1965 when he was named editor of WKU's College Heights Herald, said the protest happened when students were reprimanded by Richards for moving around some furniture.

"That was really just the proverbial straw," he said. "It was really over authority, who was in charge of the paper ... the students or Jody. The students started to assert some authority and felt they should be in charge of the newspaper in regards to content."

Adams said he also thinks Richards' career goals conflicted with advising the student publication.

"Jody was always running for something. I think he was president of the Young Democrats, the state Jaycees ... he was always looking to speak to groups to promote his message," said Adams. "I think at one time he was also interested in being assistant to the president, and being in that position (advising the student newspaper) is not a position to endeavor yourself to administrators or anyone else, for that matter. Jody was always bright and cheerful and I think he wanted that to be reflected more than a publication which criticized the university or president."

After the student protest, which initially involved only the news end of the paper's staff and did not extend to advertising, sports or photographers, Richards attempted to edit a headline on an editorial which criticized the college president, according to Adams.

"That led to our two best sports people quitting, and they had become our editors of sorts ... a couple of photographers also walked out," Adams said. "We couldn't fill the position immediately, because of the situation, and actually finished the year without an editor."

The off-campus paper ceased publication after about a year and a half, after those "passionately involved" moved on, according to Adams.

"It was a really good publication. I had a lot of respect for those students. They were good and I believe they are the kind of people the profession needs," said Adams, who by his own account was put in an awkward position during the turmoil. After graduating from WKU, Adams worked at the Daily News in Bowling Green for about 18 months before returning to teach at Western. He was working as an assistant advisor under Richards at the time of the protest.

"I was caught in a sticky situation, to say the least," he said. "I had to, due to the pride you take in delivering a product, act as a sort of editor and get the newspaper out. A class I was teaching basically wrote all the stories and we never missed a publication because of the protest."

"These were difficult times in

general," Adams recalled. "You've got to remember that this was 1968, 69 and 70 and student unrest was even filtering into Kentucky. I think it was frustrating for Jody whose main interest was more in the PR side of things. I think he viewed the newspaper and the news media in general as a way to get his message out sometimes."

Richards maintains close ties to Western and is an "incredible boost" to the college, according to journalism professor Jim Highland.

"Jody assists us every way he can and whenever we call on him, he's the first person here. He's been an incredible boost for us ... an unbelievable boost," said Highland.

Adams defended his former advisor and boss in regards to his role today as speaker of the House of Representatives. He noted terms used recently in the media to describe Richards like "weak," are perhaps too extreme.

"I think he is more of a consensus builder rather than someone who goes out on a limb," Adams said. "I don't think he's going to go out there unless he knows who is behind him. I think he's cautious and concerned about what people think ... but that's part of his job. He just has to be careful not to always follow the same people. He's got to build coalitions and not become known as somebody else's voice, but perhaps the voice of others."

There is general agreement that Richards is effective in the role of keeping order on the House floor as well as allowing a proper flow of activity, which could stem in part from his background as an educator.

"I think everyone would agree the House is cohesive. We have worked together for common goals. It's also a happier place now," Richards said. "Things can get so tense, that I decided it would be good to have a wise crack now and then to break the tension ... and it seems to have worked."

Richards believes commentaries that conclude the 1996 General Assembly did nothing of importance are unfair. He says the session should be remembered as addressing the needs of "children and youth" and cites the Juvenile Justice Act, the Graduated Driver's Licensing Bill and several domestic violence bills as the greatest accomplishments, especially for the House.

Citing the recent coverage of the concealed deadly weapons legislation, Richards said he thinks the media focuses too much attention on legislation that has no real meaning and too little attention on the important, complex issues.

Richards, who was the brunt of severe criticism as the session neared an end, also believes at times the media can be too critical of legislators.

"I don't think the Lexington-Herald, editorially, is fair ... and that's about as tough a criticism as you can make about them," he said. "There are many people here who work very hard, are very able and do a very good job, and they rarely acknowledge it. I think we over the years, for the most part, have had very good members of the General Assembly and have had tremendous accomplishments, but you wouldn't know that from what you read in the newspapers."

Richards plans to keep busy after the hectic pace of the regular session.

"I want to start going all around the commonwealth, talking with people and finding out how we can make their communities better places to live," he said. "I also want to work with the interim committees and develop an agenda for when we come back here in two years so we can have a more productive session."

Richards takes pride in the accomplishments of his former students, especially Adams. He also noted at one time he had six former students working at the Courier-Journal.

He sees both professions he's been involved in as offering a sense of accomplishment.

"Journalism is a very important profession, as is politics. In journalism, I had the chance to work with students, and live vicariously through them, watching them progress and do well in their own professions and families ... to see them go on and become productive taxpaying citizens — that's very rewarding," said Richards. "On the other hand, the General Assembly offers a great opportunity to help people. An older fellow told me the first year I came up here, 'Son, take care of the poor and needy because the wealthy will take care of themselves' — and generally, that's been a pretty good rule."

Championship coverage

State's largest newspapers pull out all the stops to cover Wildcats from pre-season to NCAA title

By LISA CARNAHAN
KPA News Bureau

Kentucky's newspapers answered the call, the Wildcat call that is, by providing unprecedented coverage of the state's most coveted treasure — the University of Kentucky's men's basketball team.

The UK Wildcats lived up to expectations, predictions and a lot of prayers April 1, proving sports forecasters were nobody's fool when they prophesied the top-ranked team would win it all.

The state's newspapers knew a winning gamble when they saw it, too. The largest newspapers began extended coverage in the preseason when it was apparent this team had the potential to capture the school's sixth NCAA title. They continued their in-depth coverage throughout the season and peaked when the Wildcats battled Syracuse in the championship game.

Lexington Herald-Leader

Lexington Herald-Leader Editor Tim Kelly said the morning after the title game he didn't know who was more tired, Rick Pitino or his staff.

"This was an all-out effort by a lot of people," said Kelly. "I'm absolutely thrilled with our coverage ... and we seem to be making our readers happy. This is just a great, great event that deserved great coverage. We get accused of doing a lot of things to try and sell newspapers, but the one thing that does sell papers is UK basketball. Hardly anything else moves the needle ... but UK moves the needle."

Herald-Leader editors began planning for a possible championship team at the beginning of the season. The plans included a book which was scheduled for release the second week of April.

"We knew from the preseason that we had the opportunity for a championship team," said Kelly. "As far as coverage of the Final Four, we've been down that road before during Pitino's years, so we had a pretty good game plan."

That "game plan" for the newspaper including sending a staff of nine to the Meadowslands made up of not only sports writers and photographers, but cityside reporters and editors, local news reporters and a photo director as well.

The Herald-Leader had special wraps for four editions beginning with a preview of Saturday's matchup with UMass. The special sections will be made available as a package.

Newspapers also answered the readers' thirst for more and more UK news by upping press runs.

Press runs were increased each day for the Herald-Leader. According to Kelly, the April 2 edition was increased by 102,000 copies and hawkers were placed throughout the Bluegrass in an effort to not only boost sales but cut down on rack thefts. He said the Wildcat coverage sparked an increase in single copy sales.

The Herald-Leader also produced two T-shirts which donned the headlines and page

"We get accused of doing a lot of things to sell newspapers, but the one thing that does papers is UK basketball. Hardly anything else moves the needle ... but UK moves the needle."

Tim Kelly

editor of the Lexington Herald-Leader

one after the Cats victory.

The Louisville Courier-Journal

The Courier-Journal, Louisville, also went "whole hog" for its NCAA coverage, according to Deputy Managing Editor Rochelle Riley.

Riley said the newspaper's coverage of the event was planned by Sports Editor Harry Bryan and was handled by 10 writers from five desks, eight sports editors, a 16-member copy

NCAA championship in words and pictures." The newspaper also produced UK posters that are given free to new subscribers, and a UK Champions T-Shirt.

Owensboro Messenger-Inquirer

The Owensboro Messenger-Inquirer made a substantial investment in its UK coverage, an investment officials believe paid off.

"We feel very good about it," said editor Bob Ashley. "We've had excellent feedback from our readers, our single copy sales are up and we've had tremendous support from our advertisers."

Ashley also noted the circulation department had recorded an increase in home deliveries over the past five to six weeks which he attributed in part to the mounting excitement about the UK team.

The Messenger-Inquirer increased the news hole substantially for its April 2 edition, adding two full pages and devoting most of page one to the championship game. The following day they produced a 12-page special section as a wrapup of the championship season.

"We started back in the preseason by running player profiles on each player. It dates all the way back to that. This was not something that we just did at the very end," Ashley said. "During the post-season we made the decision to staff every game with at least one staff writer and a photographer. In the regional semi-finals, we started staffing the games with two writers and a photographer."

One of the Messenger-Inquirer's most successful ventures was a full-size poster published with the newspaper that had advertisers listed on the back.

"We saw this thing in store windows, in the windows of homes and on workplace bulletin boards. This gave us some great exposure and I think tends to reflect the general enthusiasm this team has created," said Ashley.

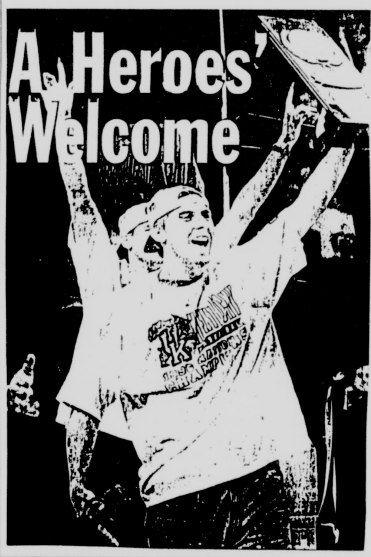
At Owensboro, Ashley said press runs for some editions were increased by several hundred while the April 2 and April 3 editions were increased by approximately 1,000.

Coverage of the championship team also resulted in a first for the Messenger-Inquirer — two editions in one day.

During the last major snow storm, paper officials had pushed up the press time to allow for delivery in the outlying areas for the two days prior to the UK-Utah and U of L-Wake Forest games.

"We had a difficult decision to make. We wanted to push up the deadline for circulation and delay it for the game," said Ashley. "Many of our roads were still impassable ... it was a real dilemma. So, we printed two editions. The first run was about 12,000 for our most rural areas and it included just a quick hit of the UK game. Then we did a second edition that included the U of L game and expanded UK coverage. That went out to about two thirds of our readers and was probably the biggest challenge of the season for us."

Lexington Herald-Leader front page April 3



desk and numerous clerks.

The Courier-Journal produced five special sections that previewed the appearances of the UK Wildcats and the University of Louisville through the NCAA Elite 8, the Midwest Regional Championship, the Final Four and the championship game, Riley said.

Riley called the sections "some of the best work produced by the Courier-Journal in the past year." She said the designs of Editor Rob King were "clean and exciting," noting the use of graphics and match-up charts made the sections "fan-friendly and attractive."

The Courier-Journal's book, which Riley said was available before any other on UK's victory, "follows the Wildcats' drive to the

Gannett joins InfiNet project with Landmark, Knight-Ridder

Gannett Co., Inc., the nation's largest newspaper publisher, has joined Landmark Communications and Knight-Ridder as a partner in InfiNet.

InfiNet was established by Landmark in 1994 to help bring its various media interests online. Knight-Ridder became a partner in June 1995.

In addition to its current accesses and publishing ventures with 21 newspapers, two television stations and two magazines, InfiNet has also built relationships with industry organizations such as the Newspaper Association of America, the International Newspaper Marketing Association, the Organization of News Ombudsmen, the American Society of Newspaper Editors and the National Conference of Editorial Writers.

Newspaper settles 23-year-old libel suit with attorney

PHILADELPHIA (AP) — The publisher of The Philadelphia Inquirer and a prominent attorney have settled a 23-year-old libel lawsuit that had delivered a \$24 million verdict against the newspaper.

Philadelphia Newspapers Inc. and Richard A. Sprague, a former prosecutor who became one of the city's best-known defense lawyers, announced April 1 that they had settled Sprague's 1973 lawsuit for an undisclosed sum.

Sprague's lawsuit focused on several 1973 articles and editorials, including a front-page story that questioned whether he had quashed a homicide case in 1963 as a favor to a friend, former State Police Commissioner Rocco P. Urella Sr.

A Philadelphia jury ruled in Sprague's favor in 1983, but the Inquirer won a new trial. The second jury awarded Sprague \$2.5 million in compensatory damages and \$31.5 million in punitive damages.

At the time, the verdict was the largest libel verdict ever awarded against a news organization in the country. The current record is a \$58 million decision against a Dallas television station.

A key element in Sprague's case was that he had successfully prosecuted the reporter, Greg Walter, in 1972 for illegal wiretapping. Walter, who died in 1989, vowed to "get" Sprague as a result, according to trial testimony.

C-J names new executive editor

Hawpe will focus on editorial page of paper

Mark Silverman became the top news official at the Courier-Journal April 1, as Editor David Hawpe will focus more on the newspaper's editorial page.

Silverman is a Gannett Co. executive from Harrison, Va., and has been in director of NEWS 2000, Gannett's company-wide effort to improve the appeal of its newspapers to a broader and more diverse range of readers. He will have the title of executive editor and vice-president of news.

Hawpe has been in charge of the newspaper's news operations since 1979 and has managed both news and editorials since 1987. His increased editorial activities will include a weekly column. A 26-year veteran of the

Courier-Journal, Hawpe will continue to hold the title of editor and vice-president.

Courier-Journal President and Publisher Edward Manassah said the change will restore "something that was missing" from the Courier-Journal in the years when Hawpe seldom wrote, and when he had to split his attention between news and editorials, according to a story in the April 2 edition of the newspaper.

The article went on to quote Manassah as saying Silverman's "zest for strong local news coverage" and background in "improving news operations," provides "an opportunity to get some fresh thinking and broadening into what really is a splendid local newspaper."

Silverman's previous news positions include local news editor of The Miami Herald, senior managing editor of The Providence Journal of Gannett Suburban Newspapers in Westchester, N.Y., and editor of the Rockford, Ill., Register Star.

Family newspaper owners to meet April 26-27

Family and Independent Newspaper Owners will meet April 26-27 at the Radisson Inn North, Colorado Springs, Colo., in a conference co-sponsored by the Inland Press Foundation and Colorado Press Association.

The conference is exclusively for family and independent owners, their heirs and family members, and key executives. The conference addresses the unique aspects of closely-held newspaper companies of all sizes.

Dr. James Dobson, an author and psychologist specializing in family life issues, will open the conference with an interactive question-and-answer session.

In addition, a panel of family

owners who have completed a transition or transaction will look back on their experience in an "after action" report. Ginger Moorhouse, publisher of the Bakersfield Californian, will lead a subsequent panel of women in publishing on "Encouraging Women to Operate the Family Business."

Other topics include an appraisal and evaluation update — the latest word on newspaper values in 1996 — and presentations on business succession planning.

The conference immediately follows a small newspaper conference, April 25-26, also sponsored by Inland and CPA, which

addresses practical newspaper operational problems from the perspective of newspapers with limited staff and resources.

The conference "Revenue, Readership and Small Newspapers," also at the Radisson Inn North, Colorado Springs, features sessions such as "The ABC's of Reader Focus Groups," "What Can Be Done to Improve Morale in the Newsroom?"; "Circulation: Lots of Pain, Little Pleasure;" and "Tactics for Recapturing Lost Advertisers and Finding New."

Registration materials and agendas for either conference can be obtained from Inland at (847) 696-1463; or e-mail at Inlander1@AOL.COM.

Don't forget!


The KPA Spring Advertising Seminar

April 18-19

in Lexington

Registrations are still being accepted.

Call KPA Secretary Sue Cammack for details! 1-800-264-5721



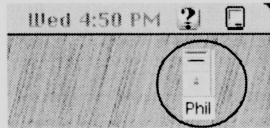
Unlock the 'secrets' of your Macintosh computer

Mac Tips

by phil byrum
aka • sysop@okpress.fnet.org

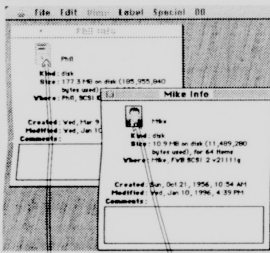
Photo disk...

On your Mac's desktop, top right hand corner is the icon of your hard disk.



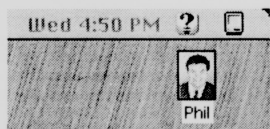
Did you know you can change that icon to be your photograph, or one of your kids, husband, hero or lover?

Easy. Make a Photoshop pict file of your photo. Then, from the Finder, click on your hard disk icon one time and select Get Info from the File Menu. Do the same on the photographs file.



Click here, Copy.
Then, click here, Paste.

Your hard disk will now have the photo as its icon.



Web files eat disks

If you are using Netscape to wander around the World Wide Web, be aware that in the Netscape preferences folder a new file is created for every Web Page you look at. Before you know it, you can have many megabytes of hard disk space overrun with Web files. Just trash 'em.

★★★

Interest in the Web by newspapers is increasing. If you're starting down that path and need help/advice, give us a call.

If you are already designing Web pages on a Mac, get the new **Adobe**

PageMill. We have it, and it makes the creation of Web pages a snap! \$99. For those of you designing a Web site, get **SiteMill** instead. \$399 or \$299 if you already have PageMill.

Turnabout...

Remember when IBM computers couldn't read Macintosh file names? Well, guess what? Mac's can't read Windows 95 file names! If you get an IBM disk with Windows 95 files on it, be sure the file names are standard DOS format before you move them to your hard disk. Touché!

Scanning halftones...

There are times when you cannot avoid scanning halftones and ending up with a moire mess.



Scan direct from magazine

In fact you might decide that when someone wants a halftone scanned, the proper response is "we can't do that." Yes you can, and very quickly. Scan the photo. Open it in Adobe Photoshop. Select Filter/Blur from the menu and pick the subchoice "Gaussian Blur."

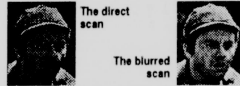


After a 1 pixel Gaussian blur

Select a blur of "1 pixel." Bingo, the moire disappears right in front of your eyes!

There are other times when you will find the Gaussian blur to be one of your best tools. For example, scanning a photo with folks dressed in a suit often results in awful patterns in the suit cloth. To solve it, just use the lasso tool to outline the suit area of the photo and apply a "1 pixel" Gaussian blur to that portion.

Changing a photo's size also affects any existing moire. Here are two photos of Radar greatly reduced:



Most of the time I use Gaussian blur for the creation of shadows behind other objects. The effects can be quite different, depending on how many pixels you select for the blur.



Once in a while, I've even used the Gaussian blur for creation of text effects for various purposes:

Fading away...

Gradients...

Effects similar to the last one are accomplished by applying a greyscale gradient to the "objects." Easy in Photoshop. You begin with something like this:

Gradient Madness is Fun!

Select the item, then use the Gradient Tool. Click on and drag the mouse across the page. The computer will apply the gradient in the direction you specify by the first-second click sequence.

Gradient Madness is Fun!

The shades of the two gradient end points are controlled by setting the "foreground" and "background" colors. The gradient will blend those two.

Notice that you can do a gradient for the entire object, as I did above, or for individual pieces. In the art below, I got crazy and applied an opposite direction gradient to the words "Gradient" and "Madness." I also applied a different direction gradient to every letter on the last line.

Gradient Madness is Fun!

OPEN! Something new is creeping up on you...

Newspapers are beginning to ask us how to create Web Pages. For now, only a few short points. The ONLY program you need to get started, you already own—your word processor! Then, you must learn a SIMPLE coded language called HTML. Lesson One:

Defining a Web Page

<HTML> Always first on the page
</HTML> Always last on the page

You now know your first, most basic HTML "tag" or code. Congratulations!

House Ads...

Once in a while it is fun to create a house ad that shows a reduced picture of a page from your newspaper.

A quick way to do that is to display the page on your computer screen and press the key combination: Shift-Command-3. This saves a picture of your screen. However, the picture is going to be very rough, and bitmapped.

This small page was created by printing out the original tabloid sized page at a 75% reduction to get it onto an 8.5" x 11" piece of paper. That was then scanned as an image and reduced with Photoshop to the size you see here.

Useful Tip

Print tabloid pages at 75% reduction on letter paper, broadsheet pages at 65% reduction on legal paper. Great for proof-reading and saving paper on draft print-outs.

Newspaper groups: Postal Service needs congressional direction

The president of the Newspaper Association of America (NAA) told a Senate Subcommittee that recent changes in the direction of the United States Postal Service are flawed and that Congress should direct the service to stop interjecting its monopoly power into competitive markets at the expense of consumers.

In testimony March 14 before the U.S. Senate Subcommittee on Postal Office and Civil Service, NAA President and CEO John F. Sturm said the Postal Service is in need of congressional direction because it is more interested in serving large mailers and competing with the private sector, than in serving the American people.

"The Postal Service should not be allowed to enter private markets and pick and choose among competitors, consciously seeking to favor some in the market and disadvantage others," Sturm said. "The primary tenets of this direction should include the preservation of high quality universal service at nondiscriminatory rates, restoring the financial soundness of the Postal Service and minimizing the effect of the Postal Service on competitive private enterprise."

According to Sturm's testimony, the Postal Service has chosen to compete not by providing better service but trying lower rates for competitive services by making local citizens and businesses that use First Class pay more of the overhead costs of the postal system.

Tonda F. Rush, president and CEO of the National Newspaper Association, told the Senate subcommittee that in considering the future of the U.S. Postal Service, it should focus on three issues, continuing the Postal Service commitment to universal services;

"The Postal Service should not be allowed to enter private markets and pick and choose among competitors, consciously seeking to favor some in the market and disadvantage others."

John F. Sturm
NAA President and CEO

strengthening the Postal Regulatory Commission that oversees the Postal Service and deciding to what extent the Postal Service, "a \$55 billion monopoly," should be allowed to compete with private sector firms presently serving the public.

Rush called for subpoena power for the Postal Rate Commission, and also the power to set postal rates, noting that the Commission had twice in the last two years saved the community press of the nation, which her association represents, from unjustified rate increases that would have imposed a crushing and unnecessary burden upon small newspapers.

She also questioned whether the Postal Service should continue to expand its area of competition with private business while it continues to enjoy a government monopoly, the freedom to set its own rates and freedom from taxes and government regulation — all of which give it an unfair advantage over private business.

The Postal Service would be better advised to concentrate on universal service — getting the mail to rural and hard to reach areas as well as big cities — an pay more attention to improving on-time delivery.

Use thumbnail sketches to create better layouts

Ad-libs©
By John Foust
Raleigh, N.C.

You rush back to your office after selling a half-page ad. The deadline is breathing down your neck, so you hurriedly make your layout decisions. "If I had more time," you think, "I could develop something new." But the deadline clock is ticking so loudly that you end up recycling an idea they've used before.

You're not happy with the final layout, but it's too late to make any changes. So you tell yourself that you end up recycling an idea they've used before.

You're not happy with the final layout, but it's too late to make any changes. So you tell yourself that you can make adjustments when the proof comes back ... or simply let the ad run as is. As a result, what started as an exciting sale has turned into a frustrating situation.

It doesn't have to be like this. Thumbnail sketches can help you solve this kind of layout problem, before the final layout is produced. Thumbnail sketches are just that — rough drawings on a tiny scale. Just as a carpenter develops ideas on scratch paper before building a piece of furniture, we can use rough sketches to develop a layout. Here are a few tips:

1) Work small. Most people prefer to draw thumbnails a little smaller than a business card. Drawing on a small scale will make layout work less intimidating and help your ideas flow more easily.

2) Work fast. Brainstorm! Think in motion! If initial thumbnails take more than 30 seconds apiece, you're drawing too much detail. This process is evolutionary by nature. Its purpose is to lead you to a layout idea. In two minutes, you should be able to rough out five or six thumbnails on one sheet of your legal pad.

3) Keep it simple. Thumbnails are doodles with direction. Don't worry about drawing people. Stick figures will work just fine. Don't try to print neatly. Just scribble the headline as fast as you can — or simply write the word "headline" in position. A few horizontal lines will serve to indicate body copy.

4) Let the idea evolve. Experiment with different ad shapes. See what will happen with oversize art that bleeds into the border ... or small artwork that is surrounded by good, clean white space. Let each sketch plant the seeds for the next thumbnail. After a couple of minutes, review your ideas, choose the best one ... and use it as a springboard for a few more sketches. Then make your final selection.

5) Make your last sketch full size. After you have chosen the best thumbnail, take a minute or so to do a full size sketch. It's still a thumbnail — you're still using stick drawings and scribbled headlines. But seeing it actual size will help you determine if adjustments need to be made, before you produce the "real" layout.

6) Use waiting time to draw thumbnails. Since thumbnails can be done so easily, keep your legal pad handy. You'll be surprised to see how much layout work you can accomplish, when you're waiting to see a client — or when a phone call is put on hold.

Thumbnail sketches can turn your layout mountains into molehills. Try it! You'll save time and produce better ads.

©Copyright 1990 by John Foust. All rights reserved.

(John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast-to-coast. For information, call or write: John Foust, P.O. Box 10861, Raleigh, N.C. 27605, Ph. (919) 834-2056.)

**BARGAIN ON
ADDITIVE PLATES**


We switched from an additive to subtractive system and have the following additive plates for sale at half price plus shipping costs. Never been unpacked.

900-13-3/8" x 23-1/8" .012"
45cents each
3000 - 22-5/16" x 35"
90 cents each

Contact Rick Rae (ext. 18) or Dave Larkin (ext. 40) at the Standard Observer, P.O. Box 280, Irwin, PA 15642 (412) 523-6588 Fax: (412) 527-3660 E-Mail: stdobs@aol.com

Need extra revenue for your newspaper?

**Try Kentucky Press Service's
Statewide Classified Program**



Call KPS
Marketing
Research
Coordinator
Reba Lewis at
1-800-264-5721

Three KPA past presidents elected to state hall of fame

Two community newspaper leaders, a matriarch of a media empire and a former governor were among six individuals inducted into the Kentucky Journalism Hall of Fame.

The inductees included Betty J. Berryman, publisher and vice-president of The Winchester Sun; Max Heath, vice-president and executive editor of Landmark Community Newspapers; the late Mary Caperton Bingham, matriarch of the Bingham family which owned The Courier-Journal, The Louisville Times, WHAS Inc., and other communications properties; and the late Keen Johnson, governor of Kentucky from 1939-1943 and co-publisher of the Richmond Daily Register.

The induction ceremonies were held April 10 at the University of Kentucky Singletary Center for the Arts. The ceremonies are part of the annual Joe Creason lecture which was given this year by Geneva Overholser, ombudsman for The Washington Post.

Berryman, a native of Winchester, started her newspaper career in 1954 as assistant to the publisher of The Winchester Sun. She was the first woman president of the Kentucky Press Association when she was elected to that position in 1986. She was named KPA's most valuable member in 1981 and 1983 after serving as treasurer of the group for three years during a period of financial difficulty. Berryman received the Edwards M. Templin award for community service in 1988.

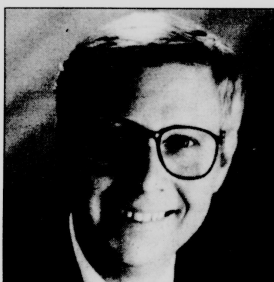
Heath is a native of Campbellsville and started his journalism career as sports editor and news editor of the Central Kentucky News. He later served as managing editor, editor and general manager of the Central Kentucky News-Journal. He served as president of the Kentucky Press Association in 1987 and received the most valuable member award in 1985 and 1988 and for community service in 1992.

A native of Richmond, Va., Bingham was book editor of the Courier-Journal from 1942 to 1968, and was an editorial writer during World War II. Throughout her life, she was a fighter for causes, including bookmobiles in rural Kentucky counties, environmental issues, relief to war-torn Europe, arts, education and libraries. Following the sale of their media empire in 1986, she and her husband gave nearly \$60 million in philanthropic grants. She died April 18, 1995.

Johnson served a lieutenant governor from 1935 to 1939, but



BETTY J. BERRYMAN



MAX HEATH



MARY CAPERTON BINGHAM



KEEN JOHNSON

his first love was newspapering. He bought two weekly newspapers and later purchased an interest in the Richmond daily paper. He was president of the Kentucky Press Association in 1925 and also served as president of the UK Alumni Association and was a member of the State Board of Education and Board of Regents.

KPA/KPS Board minutes approved

The Kentucky Press Association/Kentucky Press Service Board of Directors met Thursday, January 25, 1996, at the Radisson Hotel in Lexington, as a part of the 1996 Kentucky Press Association Winter Convention. Below are the minutes of that meeting, which were approved at the March 28, board meeting as submitted.

KPA/KPS Board of Directors Meeting - Winter Convention Thursday, January 25, 1996 Radisson Plaza, Lexington

Attending: Dorothy Abernathy, David Greer, John Del Santo, Guy Hatfield, Tom Caudill, Russ Powell, William Mitchell, Charlie Portmann, Bob Adams, Gene Clabes, Teresa Revlett, Jed Dillingham, Steve Lowery, Merv Aubespain, Stuart Simpson, Kelley Warnick, Chip Hutcheson.

Others Attending: Dr. Ron Wolfe, John Nelson, Dave Eldridge, Barbara McDaniel.

Staff: David T. Thompson

1. Welcome and introduction of Dave Eldridge, Ed Riney and Barbara McDaniel by KPA President Dorothy Abernathy.

2. Motion by Tom Caudill, second by Gene Clabes to approve the minutes of November 3, 1995. Approved.

3. Motion by Charlie Portmann, second by David Greer, to accept the Kentucky Press Association financial report through December 31, 1995. Approved.

4. Motion by Russ Powell, second by Ken Metz, to approve the Kentucky Press Service financial statement through December 31, 1995. Approve.

5. In Jerry Lyles' absence, David Thompson gave a report on the 1996 Kentucky Press Association Winter Convention registration, schedule and income. There was no action necessary on this.

6. William Mitchell, on behalf of the Convention Committee, presented the Board with proposals from the Seelbach, Hyatt Regency and Hurstbourne Hotel and Conference Center to host the 1997 Kentucky Press Association Winter Convention on January 23-24, 1997. Following a brief discussion, Russ Powell motioned, with a second by Tom Caudill, that the 1997 KPA Winter Convention be held at The Seelbach Hotel in Louisville.

Steve Lowery suggested that in lieu of accepting the hotel's proposal as submitted, that the KPA Executive Director should re-contact the hotel and express the Board's interest in accepting a proposal based on lower room rates and parking charge concessions. Russ Powell then withdrew his motion, and the second was withdrawn.

Russ Powell then made a motion that The Seelbach be selected as the site of the 1997 KPA Winter Convention based on the satisfactory negotiation of room rates and parking charge concessions. The motion was seconded by Guy Hatfield and approved by the Board, with one Board member voting "no."

7. Mary Becker reviewed in depth the investment accounts of the Kentucky Press Association and the Kentucky Journalism Foundation. The report also included a history of the investment accounts for both entities, going back to the point when she was contracted with to serve as financial adviser. Guy Hatfield asked Mary to review how she is compensated and what other arrangements may have been made for her advice and assistance. She explained that she receives a commission on those funds we invest in that have a sales commission. She detailed the various accounts and gave examples of what funds

she would receive commissions on, noting also that some of the accounts had no sales commission and she received nothing from that fund. John Del Santo stated that he felt comfortable with Mary's performance, as well as the arrangements made with her. Following the discussion, a motion was made by Steve Lowery to take 25 percent or about \$62,000, in the Kentucky Journalism Foundation to set aside for aggressive investment yet to be determined, second by Guy Hatfield. Approved.

Following that discussion and approval of the motion, Steve Lowery made a motion that Gene Clabes, Russ Powell and Marty Backus form a committee to meet with Mary on the investments and to report back at the March Board meeting. The committee will meet with Mary by the end of February and make its recommendations to the KPA/KPS Executive Committee. Approved.

8. David Thompson presented a revised 1996 Kentucky Press Association/Kentucky Press Service budget, as approved at the 1995 KPA/KPS Board of Directors Fall Board Retreat, that additionally included an expense of \$250 per month to allow KPA to receive the NewsFinder service through the Associated Press that would allow KPA to use selected media/newspaper articles in The Kentucky Press and for re-transmission on CommonNet with the understanding that these articles would be for information purposes only, not for re-publication as news items. A motion was made by Guy Hatfield, seconded by Russ Powell, to amend the budget as previously approved and to submit the revised budget to the membership on Friday, January 26, 1996, at the KPA Business Session at the Winter Convention. Approved.

9. Advertising Division -- Teresa Revlett, chairman of the KPA Advertising Division reported that the KPA Spring Advertising Seminar would be held April 18-19 at the Holiday Inn North in Lexington. Peter Wagner would conduct the seminar.

She also reported that at the Fall Board Retreat, the Ad Steering Committee was asked to meet with staff on ARK, the Ads Reaching Kentuckians classified display network. The committee met with staff and was bringing to the Board the recommendation that the word "classified" be dropped from the description to the program applicable for ROP or classified advertising at the advertiser's choice. A motion was made by Gene Clabes, seconded by Stuart Simpson to accept the recommendation. Approved.

The committee had also discussed the overall impact of the program, following on discussion at the Fall Board Retreat about its effectiveness. The committee asked that the staff develop promotional materials and make sales calls on potential advertisers and that instead of no longer offering the program that it be re-evaluated in mid-1996 after a more strategic sales effort had been made.

10. Guy Hatfield recognized Steve Lowery for his outstanding service to the association as president and asked that the Board join with him in expressing its gratitude to Steve for his leadership.

11. There being no further business, the meeting was adjourned at 11:50 a.m.

SOUTHERN NEWSPAPERS, INC.

Thinking about selling your newspaper? Contact Dick Smith, President, 108 Jane Cove, Clarksdale, MS 38614 (601) 627-7906

LEGAL NEWS & VIEWS

Proposed bill would correct gap in retraction law

By **KIM GREENE**
KPA General Counsel
Wyatt, Tarrant & Combs



Assuming Gov. Patton signs the bill which the Kentucky Legislature has sent to his desk, Kentucky will have a revised retraction statute for newspapers come July 15, 1996. Many of you no doubt have dealt with the current retraction statute, KRS 411.051. It provides, in essence, that a newspaper may use the publication of a retraction to lessen a damages award in a defamation trial. It also provides that a defamation plaintiff can recover punitive damages against the newspaper only if the plaintiff proves the article was published with actual malice (that is, knowledge of the falsity) and that the plaintiff made a "sufficient demand for correction" which the newspaper failed to print timely.

The bill amending the retraction statute, Senate Bill 176, changes the statute in two ways. As it now stands, KRS 411.051 applies only to "daily and other newspapers." As amended, the statute will apply to newspapers, magazines and periodicals. There currently is no Kentucky statute concerning demands to magazines or periodicals for retractions.

The only change resulting from Senate Bill 176 is in the time permitted the newspaper, magazine or periodical to publish a retraction. The statute currently requires publication "within three business days after the day on which a sufficient demand for correction is received by the (defendant) newspaper." The new bill expands that time period to 10 business days. This will provide more time for a newspaper to consider any retraction demand and to determine the appropriate response to it.

How does a newspaper respond to a demand for a retraction? You are always welcome, of course, to call the Hotline for guidance. In the meantime, though, there are several things you should know.

First, time is of the essence when you receive a demand. Assuming Gov. Patton signs Senate Bill 176, after July 15, 1996 you will have 10 business days to publish a correction, if you choose to do so. Until that time, you have only three business days. Therefore, it is important

Hotline attorneys

- Jon Fleischaker (502) 562-7310
- Kim Greene (502) 562-7386
- Bill Hollander (502) 562-7318
- Deborah Patterson (502) 562-7364
- Wyatt, Tarrant and Combs switchboard (502) 589-5235

to gather all the information you need and consult with anyone you need to quickly.

If you are not a daily newspaper, the statute provides that your retraction is "timely" published if it is printed in the next regular issue of the newspaper right after the three business day time period. So, if you receive the demand on Monday, April 1 and your weekly paper comes out on Wednesday, a retraction published Wednesday, April 10 is "timely."

Second, if you choose to publish a correction, the statute requires a "conspicuous publication." That is defined as a publication which is printed in substantially as conspicuous a manner as the alleged false and defamatory statement. For example, if the allegedly defamatory news article began on page one above the fold and continued on page 12, where must you print the retraction? It depends on where the allegedly defamatory statement was — on page one or page 12? Above the fold or below?

Some newspapers have created a "correction box" which is published in the same location every time. While this is certainly adequate for factual corrections you initiate yourself, it may not be adequate to ensure the protection of the retraction statute. Before you automatically put a retraction there, give plenty of thought to the statute's definition of "conspicuous publication."

Continued on page 12

Reporting

Continued from page 4

lature and legislators have stories that the community newspaper editor could pursue if he or she had the extra reporter or the time.

This is where the EKV legislative reporting students come in. They introduce themselves to the legislators from that newspaper's area; track his or her bills; get reaction on how and why they voted on the big issues; explore their efforts to move bills that help their local districts or to kill bills that hurt them. With the help of the editors they contact local officials, teachers or citizens for their opinions or assessments of the impact of certain pieces of legislation.

In other words they localize the legislature.

As journalists and as citizens, we have at times gotten disgusted with our lawmakers. Just the other day, another picture of a grinning legislator posing with the No. 1 basketball team in the state appeared in the press next to headlines about bills to gut the 1993 ethics reform law and to raise legislators salaries by 50 percent.

I told my husband, "These guys think they're going to look like winners instead of losers by surrounding themselves with the No. 1 football or basketball team."

On the other hand stereotyping

all lawmakers as self-interested politicians is as inaccurate as characterizing all members of the news media as sensationalizing "nabobs of negativism."

You know and my students have met some lawmakers who are the soul of integrity, who know at times there must be compromise and at times there must be limits to compromise.

We have interviewed lawmakers who have actually read and sweated over the often tedious and remote language of bills. We have talked with lawmakers who weigh the pros and cons of the issues, listening to lobbyists for and against, counting up the messages from their constituents, sometimes voting their conscience in spite of it all.

And we have reported on lawmakers who stand up to remind their peers that they will have to go home and be accountable.

I know the trend in journalism is to cut back on legislative and other governmental news because readers find it boring, but I think that's a mistake and a surrender to ignorance and apathy.

Many of the students who enter Eastern, like many of our readers, say they are turned off by politics.

But students who have no idea who their Rep is and who think a Whip is only used near the end of a close race, end up discussing piggybacks, concurrence and vetoes with as much (well, somewhat as much passion) as three-point plays and

Pitino's coaching moves.

My students and I sat in a free conference committee on the budget March 28 — open to the press and the public — for the first time ever. House leaders sat on one side; Senate leaders on the other as each item on the disputed versions of the budget was ticked off. There were big items on which Tom Loftus, Mark Chellgren and Jack Brammer perched on the front row were poised to pounce.

But my students and I were paying attention to the smaller items: Would Garrard County get its \$30,000 grant for restoration of Governor Owsley's house? Would the Paintsville Homeplace get some money for its project?

Rep. Hubert Collins of Johnson County sat next to me in a scream-

ing yellow sports coat from which he pulled out snapshots of the Pioneer Village whose funds had been cut by the Senate.

How do teachers in Mt. Sterling feel about the loss of a 2.6 percent raise? How does a teenager in Casey County react to the teen driving bill?

There are stories that need telling about our state legislature that relate to the readers of our community newspapers. My students and I thank the weekly editors who have given them the opportunity to pursue and tell these stories.

(Libby Fraas teaches journalism at Eastern Kentucky University, including a course in legislative reporting.)

Got legal questions
 about a story or ad?
 Call the KPA
 FOI HOTLINE
 (502) 589-5235



People

Continued from page 2

year, Sgt. Joe Zauner, Pfc. Tami Reiman, Maj. Steve Lambert and Larry Barnes.

Cunningham, Frey join Carlisle County News

Gomer Cunningham has been hired as an advertising account executive at The Carlisle County News and will also be working with accounts at The Livingston County Ledger. A native of Springfield, Ill., Cunningham is a resident of Bardwell.

Diana Linn Frey, Milburn, is working as an account representative in the classifieds, and will also be assisting on The Ad Sheet and The Tourism Guide.

Adair County paper continues to grow

Adair County's weekly publication, The Farmer's Pride, has expanded and now devotes the last week of the month to news on row crops and beef cattle. The issue, called Pride Advantage, has an additional 30,000 readership aside from the regular readership of The Farmer's Pride, according to owners and publishers Sharon Burton and Leila Graham.

News-Graphic begins publishing third edition

The Georgetown News-Graphic published its first Friday edition on March 1. With the addition, the News-Graphic has a publishing schedule of Sunday, Wednesday and Friday.

The new edition will include expanded coverage of Scott County's business and agriculture community.

Carver new ad rep at Russellville paper

Joni Carver joined the staff of

the News Democrat & Leader as an advertising sales representative.

Carver has been involved in customer relations for 22 years and has won several sales-related awards. She will work with advertisers in Bowling Green, Springfield and Logan County.

Union County resident to be editorial cartoonist

A longtime Sturgis resident Doug Young will be the new editorial cartoonist for The Union County Advocate.

Young is an experienced editorial cartoonist who has had his work featured in some of the better daily newspapers across the country.

Davis named new editor at Paintsville Herald

Ralph Davis, editor of the Jackson County Sun in McKee, has been named editor of The Paintsville Herald. He began his new duties April 8.

Boggs joins news staff at The Jackson Times

Johnny C. Boggs, former news director and talk show host of WJSN and WEKG radio, has joined the staff of the Jackson Times.

In addition to general assignment reporting and photography duties, Boggs will cover Breathitt County sports.

Dietz named news editor at Calvert City paper

Lake News reporter and photographer Donna Dietz has been promoted to news editor.

Dietz is a graduate of Western Kentucky University and has worked in the newspaper business for approximately 10 years. She has worked at The Crittenden Press and The Logan Leader/News Democrat.

Libel

Continued from page 11

Third, the statute allows for two alternative forms for your correction. It can be either a statement that you compose acknowledging that the statement specified as false and defamatory in the plaintiff's demand for retraction is erroneous, or it can be the plaintiff's statement of the facts as set forth in his demand for retraction. If you opt for the second alternative, you are free to (and, of course, you need to) exclude any portion of the plaintiff's statement which is defamatory of another, obscene or

otherwise improper for publication.

Fourth, you need to be aware that not all inquiries you receive about retractions will necessarily trigger your obligations under the statute. The statute defines a "sufficient demand for correction" as a demand which is in writing, is signed by the plaintiff or his authorized attorney or agent, specifies the statement(s) claimed to be false and defamatory and sets forth the facts as he believes them to be. The demand for correction has to be delivered to the paper prior to filing a lawsuit.

Again, if you receive a demand for a retraction, feel free to call the Hotline. We are standing by to help!

House Bill 207 clarifies campaign ad reporting law

The Kentucky House of Representatives and Senate approved changes in the campaign advertising reporting law for gubernatorial elections. The governor signed the legislation March 26.

Rep. Ray Mullinix, R-Burkesville, who owns a radio station, introduced House Bill 207 during the 1996 session. After three weeks of testimony before the House elections and Constitutional Amendments Committee and concessions made at the request of the Kentucky Registry of Election Finance, media organizations will now be required to make a total of four reports to the Registry during each gubernatorial election.

The reports will be made 30 days prior and 30 days after the primary election; and 30 days prior and 30 days after the general election. The next gubernatorial election period is scheduled in 1999.

As now defined, the reports will include:

- a copy of the material (tearsheet)
- a copy of the receipt to the purchaser;
- the name and address of each purchaser;
- source of the funds, if different from the purchaser.

Penalty provisions for not filing for late-filing of any report have also been changed. Instead of a Class D felony, which could amount to a \$5,000 fine or five-year prison term for each violation, the Registry can now fine any media organization up to \$100 per day for late- or non-filing of the reports.

Following is the new language in the law that will take effect July, 1996:

Any publisher of newspapers or magazines, owner or lessor of billboards, a radio or television station or network, or any other person, company, corporation, or business organization offering its communication or advertising services for hire to the public, who receives funds for the purchase of advertising services or material, shall file with the registry a copy of the material or communication purchased which supports or opposes any slate of candidates or committee, a copy of the receipt for the funds paid; the name and address of each purchaser; and the source of the funds for the purchase if different from the purchaser. All information shall be reported to the registry on the 30th day preceding and the 30th day following the primary and regular elections subsequent to the date that the broadcasting or printing of the advertisement occurs.

The provisions of this subsection shall apply only to purchases of advertising services or material to support or oppose a slate of candidates for election to the offices of governor or lieutenant governor. Notwithstanding KRS 121.990 and KRS 121A.990, penalties for violation of this subsection shall be assessed in accordance with the provisions of KRS 121.140 (2).

Video workshop can help your staff create better ads



At last...a program that is tailor-made for newspapers!

Basics of Layout and Copy is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start -- working on layouts, getting ad ideas and writing more effective headlines.

Find out how to train your staff the quick and easy way.

Write or call today for a free brochure!

John Foust Advertising Seminars

Box 10861, Raleigh, NC 27605 (919) 834-2056

Copyright 1987 by John Foust. All rights reserved.