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Official Publication of the Kentucky Press Service - Vol. 62, No. 1 - January 1991

KPA convention time; y'all come

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time to combat the win- comes KPA's Winter Convention and Trade Show, three days of wisdom and wit at the Marriott Griffin Gate in Lexington, Jan. 17-19.

To warm the atmosphere, receptions are set for Thursday and Friday evenings, and hospitality suites will take the chill off at other times.

Nor are food and fellowship expected to be in short supply at Friday's luncheon, the long-awaited awards banquet on Friday evening, or the out-with-the-old, in-with-the-new officer installation luncheon on Saturday.

(The February edition of *The Kentucky Press*, available at the convention, will spotlight winners of the KPA 1990 Fall Newspaper Contest.)

For newsfolks who want to get an early start, as well as an edge on their competitors, KPA has slated an all-day seminar, "Survival for the '90s," on Thursday.

Well-traveled and experienced in the business, consultant Gene Chamberlin will lead the 9:30 a.m.-4:30

p.m. seminar with nuts and bolts advice on building circulation, planning and budgeting, advertising and overall management. Chamberlin stresses practical solutions in his approach to efficient and profitable newspaper operation.

The working convention begins, in earnest, on Friday morning with a general session, featuring three separate presentations. Beginning at 9 a.m., former reporter and AIDS virus victim Belinda Mason will bring her personal experience to bear on press responsibilities and coverage of the mysterious and deadly disease.

Next in the general session will be a panel discussion on how US Department of Defense cutbacks, as well as Operation Desert Shield, are affecting Kentucky's military installations. First-

hand comments will come from the commanders of the state's bases.

Rounding out the morning's fare will be KPA's own postal expert, Max Heath, who will talk about saving money on postage in the face of postal increases.

Concurrent sessions for KPA interest groups begin at 1:45 p.m.

For the news-editorial contingent, attorney Jon Fleischaker will give updates and field questions on such topics as open meetings, open records, libel and other Freedom of Information concerns. Still tentative at press time is a session, following Fleischaker, featuring Kentucky's hottest news story of the '90s — education — and its star player, new Education Commissioner Thomas Boysen.

Advertising personnel will also get the legal angle in a session by attorney Kim Greene, who will talk about what can and cannot be published in advertising. Her presentation will be followed by a reappearance by Heath, discussing third class postal regulations and their effect on advertising.

Circulation consultant Kevin S. Pappert will counsel circulation personnel on increasing single copy and subscription sales and setting up telemarketing programs in that group's afternoon session. (See separate story.) Circulation persons are encouraged to See Convention, back page

Solons to sit soon in special session

There will be a special session of the state legislature, but at press time, the governor had not announced when it will convene.

The legislators are slated to meet at noon on Tuesday, Jan. 8, for the swearing in of new members and for party caucuses to elect leaders, according to Glenn Osborne of the Legislative Research Commission.

The following day, Jan. 9, the officials are to elect constitutional officers and begin standing committee reports, Osborne said.

Thursday's agenda includes addresses by Kentucky's US Senators and Representatives, and Friday's scheduled activities involve more committee reports and selection of new committee membership chairmen.

The solons return for business at the behest of the governor, who names the date and sets the agenda. Osborne says the special session is expected to be Tuesday or Wednesday, Jan. 15 or 16.

Definitely on the agenda is the administration's solid waste management proposal. While not announced yet, speculation, says Osborne, is that the agenda will also include legislation on voter fraud and financial incentives for businesses.

Winter Convention and Trade Show

Marriott Griffin Gate, Lexington

Thursday, January 17

- Gene Chamberlin seminar, 9 a.m.-4:30 p.m.
- Trade Show opens, noon.
- Board of Directors luncheon, noon.
- Board of Directors meeting, 1 p.m.
- Opening reception, 6:30 p.m.

Friday, January 18

- General Session, 9-11:45 a.m.
 - Belinda Mason, former reporter and AIDS virus victim;
 - Kentucky Military Operations;
 - Maximizing Postal Benefits, Max Heath.
- Luncheon, noon.
- Concurrent Sessions, 1:45-3:15 and 3:15-4:30 p.m.
 - News Editorial: FOI concerns, Jon Fleischaker; Thomas Boysen, new Education Commissioner.
 - Advertising: Advertising legalities, Kim Greene; Third Class postage, Max Heath.
 - Circulation: Increasing sales, Kevin Pappert.
 - Associates: environmental program; business meeting.

- Reception, 6 p.m.
- Awards Banquet, 7:15 p.m.
- Hospitality Suites open, 9:30 p.m.

Saturday, January 19

- Business Meeting, 9 a.m.
- National issues, Jack Fishman, NNA, 9:30 a.m.
- Gubernatorial Candidates Press Conference, 10 a.m.
- Changing of the Guard Luncheon, 11:45 a.m.

Take a look around

Several businesses that serve the newspaper industry have signed up to display their wares in the trade show part of the annual KPA Winter Convention, Jan. 17-19 at the Marriott Griffin Gate in Lexington.

As of mid-December, the following have rented space, with more to follow before convention-time: Logic Quest Software, Dynamic Graphics, Repro Systems, MCI, Lexington Computer Store, Powell-Walton-Milward, Encyclopedia Britannica, KET, Watco, Web Press, Metro Creative Graphics, Eclectic Company, Burley Tobacco Growers and IBM.

Many will be offering gifts and prizes to those who stop by to browse and talk. The trade show opens at noon on Thursday and again on Friday at 8 a.m.

Back to school

Prof shares reporting, investigating tips

From covering crime scenes to investigating your state representative, Jim Highland unlatched a treasure trove of tips for reporters attending the Nov. 30 KPA news seminar in Lexington.

"Don't ask questions (at first). Watch and listen to what's going on," the Western Kentucky University professor advised persons covering crime scenes. "Observe first, then go to work. Talk to people and everybody they talk to."

"You probably can't beat television (reporters), but you can outwrite them and make everyone want to read your story."

Highland offered a number of resources for carrying out an investigation. "Who owns your state representative, if he's a lawyer?" the instructor asked to a roomful of raised eyebrows.

He suggested examining a copy of Martindale Law Directory, which lists attorneys' clients. Then, Highland advised comparing the list of the lawyer/

representative's clients with how he voted in the last legislative session.

For financial data on individuals and corporations, Highland suggested referring to the Dun and Bradstreet ratings, to which most papers and chains belong. The Secretary of State's office in individual states, the Securities and Exchange Commission, and the IRS are other sources, he said.

Highland also presented story ideas that will not only make for interesting reading, but will also endear the reporter to police officers, on whom reporters often must depend for information. Among the possibilities are stories on different types of training officers go through, such as hostage negotiation and weapons; test driving,

under supervision, of course, after drinking; a night in the drunk tank; female police officers and their experiences in a formerly man's world, and riding a shift with a state patrol officer.

Attending the seminar were Ron Lowe, Terry May and Marty Backus Jr., *Appalachian News Express*, Pikeville; Tim Preston, Janice Shepherd and Susan Allen, *Floyd County Times*, Prestonsburg; Nancy Wiedman, *The Oldham Era*, LaGrange; Carolyn Miller and Jerlene Rose, *The Clay City Times*; David Jennings, *Kentucky New Era*, Hopkinsville; Bill Abner and John Shindlebower, *Manchester Enterprise*; Roger Alford, *Ashland Daily Independent*, and Kevin Kerfoot, *Georgetown News and Times*.

Media have role in combatting voter apathy, Markle report says

With a lot of folks decrying low voter turnout and high voter turn-off, The Markle Commission on the Media and the Electorate puts a share of responsibility on the media to turn the situation around.

Some of its recommendations were published in the November edition of *The Kentucky Journal*, published by the Kentucky Center for Public Issues. To wit:

****Broadcasters and publishers should be diligent in verifying the truth in candidates' advertising claims, much as they would be in any other kind of product advertising. Further, the commission recommends that the media carry identification of the candidate on whose behalf an ad is run and include verification that the candidate has seen and approved the ad, particularly in the case of highly controversial ads.**

****The media should continue their self-examination of manipulation by slick "political handlers."**

****From Labor Day until Election Day, the Federal Communications Commission should suspend the equal time requirement for broadcasters who, then, would devote more free time, during prime hours, to the major candidates and to voter education programs.**

****The media should offer free space and time to voter education advertising campaigns.**

These litigious times

*****Overturning a lower court ruling, the Kentucky Supreme Court in November reinstated a libel verdict against *The Kentucky Post* and ordered the paper to pay Campbell Commonwealth's Attorney Lou Ball \$175,000. The unanimous court decision upheld that evidence in a 1985 trial showed that a series of articles on Ball contained false statements and were printed with malice. The series, written by former *Post* reporter Al Salvato and published in 1984, questioned the prosecutor's performance. The state Court of Appeals three years ago overruled the jury verdict.**

"It is apparent to us that in Kentucky, unfortunately, newspapers will rate the jobs of public officials at their peril," said *Post* editor Judith Clabes. "The public is the big loser — at a time when the public is demanding quality performance from public servants." Clabes said the paper will seek a review by the US Supreme Court.

*****The Citizen-Advertiser Inc., parent of the *Bourbon County Citizen*, has filed suit against rival *Bourbon Times* over publication of legal advertisements. At issue is paid circulation.**

Too good to pass up

German study tour open to KPA'ers

Six days in Berlin and four days in Bonn for a close up look at newly reunified Germany are on tap for 20 lucky journalists chosen for a seminar on East/West (German) relations, Oct. 14-23.

Dr. Donald Grubb, retired professor at Northern Illinois University, has led a contingent of Illinois journalists on the German tour for three years, but this year, he's been asked by the sponsor, Europäische Akademie in Berlin, to expand the representation. Thus, Grubb is opening the opportunity to journalists from states neighboring Illinois, including Kentucky.

Cost for the seminar, meals, lodging and tours is an incredible \$175, plus airfare.

Participation, Grubb said, is limited to "bona fide working editorial newspaper journalists." He will consider only one person per paper, no husband/wife combinations and no seminar repeaters.

The deadline for application and payment is April 1, with a cancellation-with-refund deadline of Aug. 1. The six-day stay in Berlin is at the Akademie in hotel-type rooms, and the lodging in Bonn is at a private hotel.

After persons commit to participating, Grubb sends out a series of newsletters with information on the trip and the seminar.

For more information on this unusual opportunity, contact Grubb at Grubb Advertising and Public Relations Agency, 130 Ileshamwood, DeKalb, IL 60115; 815/756-6690.

Perfect putdown . . .

For anyone who's been snidely labeled as a perfectionist by someone who doesn't appreciate that philosophy, here's a comeback, courtesy of Jeff Dewar of QCI International, via Montana Press Association.

Even at 99.9 percent defect-free, we'd have to live with:

- *One hour of unsafe drinking water every month.
- *Two unsafe plane landings per day at O'Hare Field in Chicago.
- *16,000 pieces of mail lost by the US Post Office every hour.
- *22,000 checks deducted from the wrong bank accounts every hour.
- *500 incorrect surgical operations each week.

Maybe striving for perfection is not such a bad idea.

The Kentucky Press

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The Kentucky Press (ISSN-0023-0324) is published monthly and second class postage paid at Frankfort, Kentucky 40601, and at additional mailing offices. Subscription price is \$4 per year. Postmaster: Send change of address to The Kentucky Press, 332 Capitol Avenue, Frankfort, Kentucky 40601, (502) 223-8821.

Pick ups

The *Columbia News* received the Better Life Award in the media category at the recent annual awards banquet of Kentucky Association of Health Care Facilities. Publisher Donna Crowe accepted the plaque on behalf of the newspaper staff.

The *Advocate-Messenger* in Danville has expanded its news coverage and distribution to include Marion and Washington counties. Copies of the paper are now available in the two counties, and reporter Mike Marsee has been hired to cover sports and general news for the area.

The *Lebanon Enterprise* offered a special incentive to new and renewing subscribers in November and December: chances on winning a full size GE camcorder, valued at almost \$1,000. Those purchasing a new one-year subscription received two chances on the prize; two years, four chances, and renewals, one chance per year. The paper also distributed fliers about the promotion and used telephone sales.

The *Murray Ledger and Times* joined with students at Murray State University and the local chapter of the American Red Cross to send 240 packages to American military personnel in the Persian Gulf. The project was also supported by local businesses and schools.

Military personnel from the Cumberland area, who are stationed in the Middle East, are receiving copies of *The Tri-City News*, through a joint project of the newspaper and VFW Post 5171.

The *Tri-City News* has been extending its service to the younger set, as well, by producing *The Southeasterner*, student publication of Southeast Community College, and *The Fourth Grade Times*, a project of Donna Cockrel's class at Benham Elementary School. The latter publication recently received a Governor's Certificate of Recognition from Gov. Wallace Wilkinson.

The *Ledger-Independent* in Maysville raised the price of home delivery on Dec. 1. The first subscriber increase since May 1988 brings the monthly delivery rate to \$6.75. Publisher Gary Quinn said the increase was tied to rises in the cost of newsprint and other operating expenses, including the conversion to soy ink. He added that the paper offers more than it did two years ago.

The United Way of Hardin County recognized the efforts, on its behalf, of the staff of *The News Enterprise* in Elizabethtown during the organization's annual victory banquet. The paper earned a plaque for its special section, "Walk a Mile in Our Shoes," featuring high school students writing stories about member agencies. Copy editor Steve Paul and advertising direc-

tor Coleman Love received paperweights for their part in the campaign. The paper also was recognized as having the largest increase in employee contributions — 665 percent — of any business in the county.

Kentucky State Police Post 1 in Mayfield launched the first of what officers say will be annual meetings with area media in November. Representatives of newspapers, radio and television stations in western Kentucky were invited to attend the meeting and suggest ways to improve communications on law enforcement.

The *Ohio County Times-News* in Hartford spearheaded its annual Children's Fund, raising money and purchasing new toys and winter coats for area children for Christmas. The paper started the fund four years ago.

On the other end of the state, *The Floyd County Times* in Prestonsburg sponsored a project called Warm-a-heart, collecting coats, boots, scarves and gloves for needy school children in the area.

In a novel turn, the *Middlesboro Daily News* lowered its single copy price from 50 cents to 35 cents on Dec. 4. The move is part of "an ongoing effort to

make the newspaper more responsive to the needs of the community," said publisher J. T. Hurst.

After only seven weeks of publication, the *Paducah Sun* dropped its free circulation weekly *Crossroads* in November. The paper, said *Sun* general manager Wally Lage, "wasn't meeting sales benchmarks." One salesperson was laid off as a result of the closing, and two were transferred to other positions within the company.

Taking a different turn was the *News-Enterprise* in Elizabethtown, which recently changed the design and name of its shopper. Using advice of focus groups, the revamped paper, called the *Hardin County Shopper*, carries only classified bargains and display ads. The result was a first issue with 900 inches of paid advertising, compared with only 300 inches in the shopper's predecessor.

Inside the Turret, published for Fort Knox and a KPA Associate, is being sent to Army units deployed to Saudi Arabia from the Kentucky installation.

The *Manchester Enterprise* was recently cited for its support of activities of the Civil Air Patrol.

The *Daily Independent* of Ashland cosponsored "Family Literacy Day" in Morehead, Dec. 20, to emphasize the importance of the newspaper in everyday life. The paper's Today's Living editor Cathie Shaffer helped plan the event, which involved Rowan County families who are taking part in literacy programs.

Databank

1st Amendment celebrated

Coinciding with the bicentennial celebration of the Bill of Rights will be the publication of *The First Amendment Book*, written by syndicated columnist Robert Wagman. The book, due out on May 1, is being published by Pharos Books, in cooperation with the American Society of Newspaper Editors. The book reportedly covers the history, meaning and application of the First Amendment, its evolution, landmark Supreme Court decisions on freedom of speech and press, personal accounts of First Amendment challenges and issues by more than 30 newspaper editors, and editorial cartoons on the amendment. Specially printed copies of the book featuring a newspaper name on the cover may be ordered from the publisher. The 256-page trade paperback will be listed at \$6.95. For a discount schedule, contact Kevin McDonough, sales manager, Pharos Books, 212/692-3837.

Toward literacy

Covering the Literacy Story: A primer for journalists on a major social issue is available from the Gannett Foundation. The 11-page report results from a reporter's workshop on literacy sponsored by the American Society of Newspaper Editors, Education Writers Association and the foundation. For a copy, call 703/528-0800.

New from KCC

New publications from the Kentucky Chamber of Commerce include: *Federal Employment Laws and Regulations* (member, \$33.02, non-member, \$42.45);

** Guide to Hiring Independent Contractors* (M \$33.02, NM \$42.45); ** Manager's Guide to Environmental Compliance* (M \$33.02, NM \$42.45); ** Health Care Cost Management* (M \$33.02, NM \$42.45); ** Environmental Newswire*, 12 issues (M \$195, NM \$295); ** 1990 Harris Industrial Directory* (paper, M \$59, NM \$64; diskettes, M \$220, NM \$240); ** 1990-91 Chamber & Association Directory* (M \$5, NM \$7.95). Call Martha Coleman or Mark McCord at 502/695-4700.

Investigative resources

Two recent books, published by Investigative Reporters and Editors Inc., could be valuable sources if you want to see what others have done before you in the area of investigation. A listing of stories on topics from tax scams to nursing home fraud is provided in *The Investigative Journalist's Morgue* (\$21.50), referencing the IRE's storehouse of more than 6,000 investigative pieces. Summaries of 100 investigative projects entered in the organization's annual contest are compiled in *The IRE Book IV* (\$16.50). To order, write IRE, 100 Neff Hall, School of Journalism, University of Missouri, Columbia, MO 65211, or call 314/882-2042.

Family matters

The Newspaper Personnel Relations Association has published a 54-page booklet, *Newspaper Work and Family Issues: A Resource Guide and Implementation Handbook*, which reports on a survey of employee child care and offers advantages and disadvantages of many types of services. For non-members, cost of a copy is \$20. Call 703/648-1296.

Milestones

The *Citizen-Times* in Scottsville celebrated its 100th anniversary with an open house on Dec. 2. More than 100 guests attended to hear staff members answer questions about the newspaper business and advances made in the printing process over the last century.

The *Cumberland County News* observed its 69th birthday on Dec. 5. The paper traces its origin to the former *Burkesville News*, which first appeared in 1921. For the observance, the paper ran an article on the county's colorful newspaper history, based on the book *The Awakening* by former publisher Ernest Lawson. The paper has gone through nine changes in ownership during its history, including present owner Patsy Judd who bought into the paper in 1982 and became sole owner in 1988. Among other owners have been James Aussenbaugh and Robert Adams of the Western Kentucky University journalism faculty and the Ira T. Shannon family who owned the paper for 30 years. One consistent thread over the past 31 years has been former owner Lawson's niece, staff member Starr Abernathy White.

Games coverage merits medals

Staffers from three Kentucky papers took gold medals without breaking a sweat for their coverage of the 1990 Bluegrass State Games.

The Games organization, at a Nov. 16 luncheon, handed out the gold to the *Lexington Herald-Leader* (daily); Ed Taylor, *The Floyd County Times*, Prestonsburg (weekly), and Chris Aldridge, *The Sentinel-News*, Shelbyville (photography).

Silver medals went to Rocky Stanley, *The Daily Independent*, Ashland; Ron Horn and Allen Blair, *Citizen Voice & Times*, Irvine, and George Ferrell, *The Jackson County Sun*. Taking bronze awards were *The News-Enterprise*, Elizabethtown; Mack Calvert, *The Woodford Sun*, and Dave Perry, *Lexington Herald-Leader*.

The organization also gave awards for broadcast coverage to WTVQ and Telecab, Lexington; WBKO, Bowling Green; WVLC and WLAP, Lexington, and WVLE/WLCK, Scottsville.

Naming names

LAWRENCE W. HAGER JR., former publisher of the *Messenger-Inquirer* in Owensboro, is keeping active in retirement with the recently formed Lawrence and Augusta Hager Educational Foundation. Named for the publisher's parents, the foundation proposes to address some of the problems of children in poverty. Hager has already donated \$1 million to the foundation and plans to give another \$800,000 next year. He said he expects the foundation to make grants of more than \$50,000 in its first year.

CONNIE CASS, who covers western Kentucky for Associated Press, is the winner of the 10th annual John L. Dougherty award for excellence by a young AP writer. The award was presented at the Associated Press Managing Editors association meeting in Dallas.

TERRY SPEARS has been named managing editor of the *Appalachian News-Express* in Pikeville. He was publisher/editor of the Martin Countian and Mercury before its sale in November. The Pikeville College graduate was previously a reporter and sports editor for the News-Express.

At *The Harlan Daily Enterprise*, **LISA FEE CARNAHAN** has been named news editor. General assignment reporter/photographer since 1986, she attended Eastern Kentucky University and the University of Kentucky and has had experience in weekly newspaper journalism, radio and television. **MELODY STEPHENS**, former radio reporter, has joined the newspaper staff as lifestyles writer. She attends Southeast Community College. Also at the Harlan paper, **DANNY SOUBLO** is a new staffer in the advertising department, and **PAT LAY** has been promoted from personnel manager to head of the accounting department. Soublo has a work background in insurance and Lay in banking.

Former city editor **WAYNE KNUCKLES** has been promoted to managing editor of the *Middlesboro Daily News*. He replaces **LISA DURHAM**, who resigned to join the staff of the Lakeland (Fla.) *Ledger*. Knuckles, who joined the *Daily News* staff in 1988, has experience at the *Pineville Sun* and *Corbin Times Tribune*. **PAT CHEEK** has been promoted to advertising director at the *Daily News*.

The 13-year veteran of the paper succeeds **PHIL DEL'ISOLA**, who was recently named publisher of the *Claiborne Progress* in Tennessee.

CHARLES BERTRAM of the Lexington *Herald-Leader* was named Still Photographer of the Year for 1990 by the Kentucky News Photographers Association. **JAMES H. WALLACE** of the Louisville *Courier-Journal* was runner up. Bertram, who won the honor for the second year in a row, also received the Associated Press' Best of Show Award.

The newest addition to the *Times-Journal* staff in Russell Springs is advertising account executive **CHRIS CRAVENS**. He attended Lindsey-Wilson College and has experience in radio and television sales.

SHARON THOMPSON of the Lexington *Herald-Leader* staff was a judge in the 9th annual No-Proof Mix-Off, sponsored Dec. 7 by the Blue Grass AAA Foundation for Safety. The contest featured original non-alcoholic drinks made by area bartenders.

The *Tri-City News* in Cumberland has added **PAT MINIARD** to its staff, with duties in desktop publishing and circulation.

Several new staff members have been added at *The News-Enterprise* in Elizabethtown. **GAYLE EDWARDS**, who also works at the Van Vorris School, has joined the paper's telemarketing effort. University of Virginia graduate **KAREN MICHAEL** is a new copy editor and community news reporter. Also serving as a copy editor is **MICHAEL PYLES**, an alumnus of Ball State University. **MELANIE COURTOGLOUS**, a graduate of the University South Florida, is now covering police, fire and court beats. Additions to the technical staff are **VICKIE E. SALLEE**, apprentice camera technician, and mailroom collators **ROBERT LEDFORD**, **TOM ROUTTE** and **CHAD EDMONSON**.

At *The Spencer Magnet* in Taylorsville, **VANESSA BLACKBURN** is now in charge of composition and circulation, and at the *Pioneer News* in Shepherdsville, **JILL DUFF** has been hired as temporary staff writer, while **MISSY BAXTER** is on maternity leave. Past president and former executive director of KPA, **GEORGE WILSON**, is recuperating at home, following gall bladder surgery in the fall. (Give him a call, 502-547-4931.)

Meade County Messenger managing editor **GEORGE WRIGHT** underwent surgery in October for the removal of a kidney that held a malignant tumor. Because of early diagnosis, the cancer was contained and he is expected to have no further complications.

The Lebanon Enterprise recently added **DEBBIE WHEATLEY** to its staff as a typesetter.

STEVE MEREDITH is the new sports editor at *The News-Democrat and Logan Leader* in Russellville. He replaces **JIM TURNER**, who has joined a local radio station staff. Meredith, a Campbellsville College graduate, has covered high school sports for the newspapers since 1988.

VANCE TRIMBLE, former editor of *The Kentucky Post*, has added a biography to his Pulitzer Prize. His book, *Sam Walton—The Inside Story of America's Richest Man*, was published in November by Dutton. Walton's Wal-Mart and Sam's Wholesale Club have already bought 340,000 copies. Trimble, who retired in 1979, is also working on biographies of newspaper mogul E.W. Scripps and Federal Express motivator Frederick Smith. The former editor won a Pulitzer in 1959 for a series of articles on nepotism in Congress.

Publishing for the reader

To paraphrase playwright Henrik Ibsen's question about women, "What do readers want?" Mario Garcia of the Poynter Institute in St. Petersburg, Fla., has compiled a list of reader likes and dislikes that newspaper staffers might consider.

Readers like:

- *Stories of less than 20 inches.
- *Large, well-cropped photos.
- *A large, dominant photo on every page.
- *White space and more white space.
- *Informational illustrations and graphics.
- *Many points of entry into a newspaper.
- *Logos and other reader-friendly identifying characteristics.
- *Indexes, callouts, drop caps, subheads, story summaries.
- *Well-written cutlines.
- *Wider-justified columns at the top of the page.
- *Narrow, ragged columns at the bottom of the page.

Readers dislike:

- *Another *USA Today*.
- *Unnecessarily long stories.
- *A copy-heavy page.
- *Complicated illustrations/graphics.
- *Redundancy between a story and its callouts and cutlines.
- *Poorly identified section covers.
- *Black and white "celebrity/sports figures" photos.
- *Poorly cropped photos.
- *A challenge to locate regular features.
- *Stories they can't identify with.

(From North Dakota Newspapers Association)

Give it your best shot

Get out your best writing of 1990 for several national competitions that are coming up.

Weekly editorials

It's time for editorial writers at weekly newspapers to cull through their 1990 jewels for the Golden Quill competition, sponsored by the International Society of Weekly Newspaper Editors. Deadline is March 1.

Entries must have appeared between Jan. 1 and Dec. 31, 1990, in a paper published less than five days a week. Each newspaper is limited to two entries. A clip of the entry should be mounted with glue or other non-bleeding adhesive on an 8-1/2x11 sheet of white paper. In the upper right hand corner of each entry should be: name of newspaper, full mailing address of paper, date entry was published, full name and title of the writer.

Mail entries flat in appropriate envelopes to: Golden Quill Entry, Donald Brod, ISWNE, Department of Journalism, Northern Illinois University, DeKalb, IL 60115.

Cervi Award

To the above address should also go nominations for the 16th annual Eugene Cervi Award, which recognizes a non-daily newspaper editor who has consistently been committed to the concept that "good journalism begets

good government."

The award is geared toward a career of service in community journalism, rather than a single accomplishment. A letter of nomination must include reasons for the nomination, clippings (over time) demonstrating outstanding writing and reporting on government issues, and biographical data on the nominee. Other letters about the nominee are also appropriate. Deadline is also March 1.

Investigation

The best investigative journalism of 1990 will be recognized by Investigative Reporters and Editors Inc. Deadline for entry is Jan. 31. For information, write IRE, 100 Neff Hall, School of Journalism, University of Missouri, Columbia, MO 65211.

Innovation

Innovative journalistic projects may be eligible for funding through the Dick Goldensohn Fund, which annually gives grants to publications, reporters, editors and free lance writers. Grants can run to \$5,000, but are typically about \$1,500. Applications are in the form of a letter of no more than three pages. But hurry, the deadline is Jan. 15. For information, write to Dick Goldensohn Fund 1991 Projects, Suite 2245, 175 Fifth Ave., New York, NY 10010.

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In Memoriam

■ KPA Past President TYLER MUNFORD, 87, former owner and publisher of *The Union County Advocate* in Morganfield, died Dec. 13 at an Evansville, Ind., nursing home. The five-term state representative took over the paper in 1924, and it remained in his family until 1987, when it was sold to the Gleaner-Journal Publishing Co. He served as KPA president in 1947.



TYLER MUNFORD

■ Individual Associate EDGAR SCHERGENS died Dec. 24 in Evansville, Ind. Former president of the National Newspaper Association and its foundation, he was the retired editor/publisher/owner of the Tell City News and Cannellton News in Indiana. He was also active with the Hoosier Press Association, National Editorial Association and Society of Professional Journalists. He was 84.

■ Long-time editor and publisher of the *Harrodsburg Herald*, JANE BIRD HUTTON, died Dec. 28 at her home. Winner of KPA's Edwards M. Templin Award, she took over as editor of the newspaper, which had been in her family since 1902, when her father Daniel Mac-Hir Hutton died in 1952. In 1967, when her mother, Grace Hutton, died, she also became publisher. She had been on the boards of Shakertown, Fort Harrod Drama Productions, Kentucky Wesleyan College and Harrodsburg United Methodist Church. Earlier in 1990, she placed the newspaper in a trust to ensure that it continues to be operated by her family. She was 76.

■ WENDELL GIVENS, former editor of the *Mayfield Messenger*, died Dec. 10 of cancer. Givens joined the newspaper staff as reporter/photographer in 1963 and served as sports editor and head of the graphics department before being named editor. A Korean War veteran and former high school English teacher, he retired in October. He was 62.

■ BERTA KELLY CECIL, former editor of *The Wolfe County News* in Campton, died Nov. 17 in Wooster, Ohio. She edited the paper for 22 years and had taught at Hazel Green Academy and in the local school system. She was 86.

On tap . . .

—Jan. 13-18: Newspaper Design & Graphics seminar, API, 703/620-3611.

—Jan. 17: KPA Workshop for Publishers, Advertising Personnel and Circulation Managers; Consultant Gene Chamberlin, 9 a.m.-4:30 p.m., Marriott Hotel, Lexington, 1-800/866-1431.

—Jan. 17: KPA Board of Directors meeting, noon, Marriott, Lexington.

—Jan. 17-19: KPA Winter Convention and Trade Show, Marriott, Lexington, 1-800/866-1431.

—Jan. 20-25: Business & Economic News Coverage, API, 703/620-3611.

—Jan. 20-26: News Editors & Copy Desk Chiefs seminar, API, 703/620-3611.

—Jan. 28-Feb. 1: Newspaper Color Scanner Operation, ANPA, 703/648-1319.

—Jan. 30-Feb. 2: Human Resources Conference, ANPA, 703/648-1319.

—Feb. 1-3: Newsroom Organization & Management, Mid-America PI, 618/453-3281.

—Feb. 3-9: Executive Development Program (over 75,000), API, 703/620-3611.

—Feb. 4-5: Supervisory Jump-Start, ANPA, 703/648-1319.

—Feb. 10-15: ANPA/INMA Newspaper Execs Marketing Seminar, 703/648-1319.

—Feb. 11-15: Desktop Newspaper Publishing, ANPA, 703/648-1319.

—Feb. 17-20: Managing the Circulation Department, Birmingham, SNPA, SNPA Foundation, Box 28875, Atlanta, GA 30358.

—Feb. 17-23: Executive Editors & Managing Eds. (under 75,000), API, 703/620-3611.

—Feb. 24-March 2: Feature & Lifestyle Editors, API, 703/620-3611.

—Feb. 24-27: ANPA/INAME Leadership in the Advertising Dept., 703/648-1319.

—Feb. 25-March 1: Newspaper Quality Control, ANPA, 703/648-1319.

—March 3-9: Management & Costs (over 75,000), API, 703/620-3611.

Items

Celebrating the Bill of Rights

The bicentennial of the Bill of Rights is the theme of Newspaper in Education Week 1991, sponsored by the American Newspaper Publishers Association the week of March 4. ANPA has available a guide for students and teachers with five lesson plans, at three levels of competency, on the topic, "Citizens Together: You and Your Newspaper." Each lesson looks at the individual freedoms protected in the Bill of Rights. ANPA is also providing a manual for publishers and NIE specialists with examples from papers across the country and suggested proclamations, news releases and camera ready ads featuring Garfield the cartoon cat. For a copy of the packet, call Betty Sullivan, ANPA educational services manager, at 703/648-1000.

Be a leader

Leadership Kentucky is accepting applications for its seventh class. Due Feb. 28, applications should include employment history, business and professional applications, honors, community or state involvement, leadership capabilities and three letters of recommendation. Pre-orientation is in April, and monthly sessions will include such topics as law and justice, government, health care and the economy. For an application and information, call Beth Wilhite at 502/695-1102.

New society formed

With concern for the environment growing, a new organization has developed for journalists interested in that issue. For information on the Society of Environmental Journalists, call president Jim Detjen of the Philadelphia Inquirer at 215/854-2438, or write SEJ secretary Bob Engleman, Scripps Howard News Service, Suite 1000, 1090 Vermont Ave. NW, Washington, DC 20005.

Idea exchange

Coming up with new ideas to improve readership and boost advertising sometimes has to take a back seat to surviving through the next edition. Since KPA receives newsletters/bulletins from press groups in other states, we'll be on the lookout for ideas that you may adapt to meet your needs, and we'll share them through the Press under this heading. Here are some starters.

****"Now That You Ask" call-in nights are sponsored three or four times a year by *The Columbian* in Vancouver, Wash. Readers call in on a single, publicized topic; staff members take notes on reader opinions and responses and print them in the paper. Topics have ranged from the arrest of an alleged child killer to the local county fair. Says city editor Gregg Herrington on the latter topic, "We simply let readers call in to comment on how they liked or didn't like the fair and gave them the opportunity to suggest changes in how it is operated. There were about 170 responses and we printed all of them two days later."

***Also from *The Columbian* comes an idea to put "tag-lines" at the end of stories that tell readers how to get involved. Separated from the story by a thin line and set in a different font, the tag-lines might say

when a public meeting is planned or how to get copies of reports or where to write with comments.

****How often do readers ask you about articles they saw in the paper but can't remember when or what section? *The Philadelphia Inquirer* and *Daily News* have added a new service to help those of us who decide we want a copy of an item weeks after we saw it. Called "After the Facts," the service includes an advertisement describing the program and featuring a coupon the reader can fill out with as much information as he/she can remember about the article, along with the reader's name and address. The papers charge \$5 if the article is found, copied and sent to the reader.

****From *The Herald* in Everett, Wash., comes the idea for "Take Time Out," in which an executive had a one-on-one talk with every employee at the newspaper. They discussed company goals and plans, as well as employee ideas and complaints. According to publisher Larry Hanson, the process was time consuming, but "amazing things came out...a few real trouble spots appeared and Take Time Out gave a chance to correct them."

***A success story from the Walla Walla (Wash.) *Union-Bulletin* is a stand-by color promotion, allowing advertisers to purchase color at a discounted rate if unused color capability is available on the press. It generated \$6,186 of additional color revenue during a two-month promotion, said publisher Charles Cochrane. ***The paper also runs a "facts/impact" box along key stories on section fronts, helping "time-pressed readers" quickly get essence of story and forcing reporters and editors to focus on importance and relevance.

***To attract younger readers, *The Moscow Idahonian* publishes a weekend news and feature fun package for kids on Saturday mornings. It also works with senior television students at Washington State University to write and present a video version of the paper. Using stories from the paper, the students produce three, six-minute newscasts a week, with updates three times during a 14-hour period.

***The Reno (Nev.) *Gazette Journal* has had success with a marketing program, the Frequent Reader Club. Subscribers who pay in advance for 12 weeks or more of daily delivery receive cards allowing discounts at

area retailers. The card expires with the subscription and is reissued if the reader renews. Publisher Susan Clarke-Jackson says about 100 advertisers participated in the first year and longer-term subscriptions, without the discount card, have increased. A higher rate of renewals and prompt payment have also occurred.

***A Pennsylvania newspaper is tackling the problems of illiteracy and recycling with one project. *The Press-Enterprise*, with offices in Berwick, Bloomsburg and Danville, is giving a canvas shopping bag to anyone who donates three children's books to a community literacy program. The bag features the paper's recycling logo and the slogan "The earthy thing to do." The books are given not only to school districts, but also to an adult literacy program to encourage new adult readers to read to their children.

I don't want any yes-men around me. I want everybody to tell me the truth even if it costs them their jobs.

—Samuel Goldwyn

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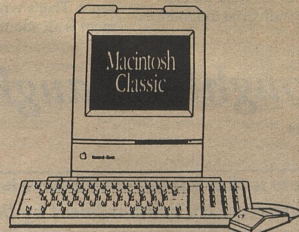
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Obeying meetings law is no big task

John A. Nelson
Pulaski Week
December 6, 1990

Last week, after both print and broadcast reporters took the county to task over an illegal closed meeting, it was the press that was treated as if it had done something wrong, or at least as if something was being made of nothing.

"Who cares?" and "Big deal" were some of the comments heard from informed readers, or those who consider themselves informed, anyway.

County Attorney Fred Neikirk told reporters as he left the courthouse that they were just upset because something had happened "that you couldn't get your fingers into."

Neikirk, the fiscal court, the sheriff and the county treasurer went into the judge's office in an executive session to discuss whether to give Sheriff Sam Catron the money to hire five more deputies.

The real discussion was where the money would come from. The real kicker was whether it should come from occupational tax monies.

Indeed, reporters were angry because they couldn't get their fingers on the content of that discussion, primarily because the law permits us, and you, the general public, access to discussions leading to such decisions when they involve a quorum of the court.

Again, you say, "Big deal. Who cares?"

Well, here's a little more of the story. Should the county decide to take money from the occupational tax fund to help Catron expand his force, that would mean less money from the fund for city government and the industrial foundation.

Occupational tax funds are distributed each quarter. A portion of the money comes out for 911 and the ambulance service, the road fund, the industrial foundation and the county's general fund, based on a formula of percentages.

The rest is meted out on a per capita basis to Ferguson, Eubank, Science Hill, Burnside and Somerset. Since the fund is not showing significant growth, the more that comes off the top means less for each of the other beneficiaries, each of whom has budgeted an expected income from the occupational tax.

There are a lot of things to consider about this prospect, high among them any reduced allotment for the industrial foundation. But even more important for now is a harmony between the City of Somerset and the county, which has been at an all time high lately.

Somerset gets a lot of money from the occupational tax fund allotment. But it could get a lot more if it levied its own occupational tax, an option that has been considered.

If Somerset chose to levy its own tax, occupations within the city limits would not be subject to the county tax. That would reduce the county's fund substantially.

At the fiscal court meeting in question, Somerset Councilman Mike McWilliams was in the audience. Could it be that the court didn't want to discuss its options with McWilliams present, and that was the reason for the executive session? Was McWilliams there to protect the interests of the city?

Maybe not. But we would all know had this been discussed in open session, and we would all be able to offer input. That's what representative government is all about.

Odds are that there was nothing sinister about this executive session, as is probably the case with most. Most of the time, it is inexcusable ignorance, not complete disregard for the law.

While keeping the court abreast of the legality of its actions is the responsibility of Neikirk, the court has some responsibility of its own.

Judge-executive Darrell BeShears pointed a finger at Neikirk when asked about the legality of the closed door session. "If he don't say we can't, then I guess we do it," BeShears said.

But as the person in charge of conducting meetings, BeShears, who is in the middle of his second term, should have known better.

There have been occasions when this court has met without the presence of counsel, and no doubt it will again.

The concept of the open meetings law is a simple one, and in most cases doesn't require an attorney for interpretation.

Illegal closed door meetings are an open door to corruption. That's why you should be concerned about them. If we don't hold our officials to the task, they, like all humans, will tend to abuse their privileges.

Using public funds? Have public records

The Daily Independent, Ashland
December 15, 1990

Robert McQueen, president of US Corrections Corp., claims that since his is a private company, how it spends its money is none of the public's business. He's half right.

There is no question that US Corrections is a private company that operates prisons and jails throughout the country, including three in Kentucky; however, because US Corrections uses tax dollars to operate those lockups, how that money is spent is indeed the public's business.

This newspaper strongly supports proposed legislation that would extend Kentucky's open meetings and open records laws to include "any corporation . . . which is controlled by a public agency or uses public funds to carry out a traditional governmental function."

McQueen charges the legislation is aimed specifically at US Corrections. He's wrong. There are other private companies that would be affected by the law. Private companies, for example, operate tax-supported ambulance services in a number of Kentucky counties, and some tax-supported hospitals have turned their management over to private companies. Some cities contract with private companies for garbage collection.

Taxpayers always should have the right to scrutinize how their dollars are being spent, and that includes when a company accepts tax dollars to provide a traditional government service.

Richmond Register
December 11, 1990

The mid-Mississippi Valley is just now getting back to normal after some quack's quake prediction cost the region an untold amount of time, trouble and money.

So who are some people blaming because Iben Browning's 50-50 prediction didn't come true? Mr Browning? Nope. The media.

The most frustrating part of this business is the tendency of some readers to blame the messenger, and not the source of the message. After so long, you get used to it and shrug it off, but the Browning saga really hit a nerve in our profession.

After giving the prediction a lot of play up until late November, a Paducah editor decreed that his newspaper would not print any more quake stories . . . unless one happened, of course. On behalf of the paper, he apologized for feeding the frenzy that enveloped the region in the weeks leading up to Dec. 3.

A letter writer in today's *Lexington Herald-Leader* blamed that newspaper's quake prediction coverage for all the school closures. As if school superintendents have no minds of their own, we presume.

Are we as an industry to blame for all the unnecessary hysteria and, if so, to what degree?

On the whole, we think most of the newspaper coverage was responsible, including the *Herald-Leader's*. And we doubt the *Paducah Sun* did anything so silly it warranted such a profuse apology, although you have to respect the editor for his sensitivity and sense of responsibility.

Most every quake prediction story we saw was balanced by remarks from geologists and seismologists refuting Browning's theories. Anyone who paid any attention to what they read (if they read) could have seen that Browning's prediction ran counter to all scientific evidence.

But that's just it. Nobody wanted to sort out the scientific data. Psychologists say that so many people went for Browning's prediction because they long for easy, specific answers to complicated questions. That's not the media's fault, but perhaps we learned a valuable lesson about human nature that we can apply in future cases.

If we erred, it was in the sheer volume of coverage the quake prediction elicited. As Dec. 3 neared, we ceased covering the prediction itself and were covering the reaction instead. That's when it got ridiculous. In the end, it was the New Madrid youngsters who turned the joke on the media, almost causing a quake themselves in their stampede to see how many TV news shows they could appear on. And the tiny Missouri town reaped such a windfall you have to wonder if this whole thing wasn't just a sneaky New Madrid Chamber of Commerce promotion.

One of these days (and nobody, least of all Mr. Browning, knows when) the real thing will jolt the New Madrid Fault region. Until then, we can all learn from our folly.

For thought or laughter

Ohio County Times
Nov. 29, 1990

What we do know is that a lot of people have been whipped into a frenzy by an unnecessary bombardment by the media.

We agree with the *Paducah Sun* that the media has helped create a real monster with day-after-day reports on the early-December earthquake threat.

And while *The Ohio County Times-News'* coverage of the forecast has been less pronounced, the Hartford-based newspaper still accepts its share of the responsibility.

What has been created borders on cruelty, and better judgment, perhaps, should have been exercised.

We don't know if there will be an earthquake on December 3 or shortly thereafter and we don't think Dr. Iben Browning knows with any degree of certainty.

What we do know is that a lot of people have been whipped into a frenzy by an unnecessary bombardment by the media.

But, all of the media blitz has not been bad. If nothing else, it has made people aware of earthquakes and it has taught many some of the precautions to take.

Knowledge is a good thing and that includes knowledge of earthquakes.

Whether an earthquake strikes on December 3 or 25 years from now, knowing what to do may save lives.

It probably has been pretty well documented that nobody — not Dr. Browning or any other learned individual — can accurately predict an earthquake. Mortal man is short of that capability and will forever be.

But it is very likely that the seeds of fear have been planted and nothing said here will remove them from the minds of people who are easily taken in by unfounded predictions.

Perhaps if December 3-4 pass without incident, people like Dr. Browning and others who would attempt to play God will see the folly of their actions.

And if people like Browning and others should persist in their make-believe games, let's hope that newspapers and the rest of the media use some restraints in their reportorial responsibilities.

America is like a large friendly dog in a small room. Every time it wags its tail it knocks over a chair. -- Arnold Toynbee

Complex issue begs answer

Winchester Sun
November 15, 1990

Complex issues are not always easily answered.

A case in point is the letter from a former *Sun* carrier published in today's Viewpoints asking why this newspaper does not purchase recycled paper and suggesting that *The Winchester Sun* begin a recycling point for newsprint. Why not, he suggests, have the same truck that delivers newsprint to *The Sun* haul off a load of old newspapers for recycling?

The Sun has long advocated recycling of this country's resources, for although abundant, they are finite. Moreover, disposal of trash and litter is a problem that will require that all of us — individually and collectively — get serious about recycling everything possible to preserve the most precious of all our resources — our dwindling supply of unused land now being gobbled up for landfills.

Recycling unquestionably must become a way of life for all of us.

Unfortunately, knowing what should be done and being able to do it sometimes are two different matters, much to our regret. Realizing that the trees from which newsprint is made are resources that must be conserved, *The Sun* for a number of years has included recycled newsprint among its paper purchases. Next year one-third of all the newsprint we purchase will be from recycled paper.

However, the harsh reality is that there simply isn't that much recycled newsprint to be purchased. Only a handful of newsprint mills in this country and Canada are geared for producing recycled newsprint and what they produce does not go very far when divided among thousands of newspapers.

New and extremely costly mills are being built that will increase production of recycled newsprint, but they are still several years from beginning operations.

Because present facilities for recycling newsprint are limited, so is the market for old newspapers. *The Sun*, as do most Kentucky newspapers, sells its waste newsprint to a recycling operation, but the market is saturated. Some of that recycled paper goes back to the newsprint mills; some is processed for use as insulation, as an alternative bedding material for straw and for other uses. Still, the demand and use for old newspapers is limited.

The Kentucky Press Association which represents most newspapers in the state, is spearheading a study for newsprint recycling in Kentucky, but as yet no recycler is available to accept large quantities of old newspapers from the general public. A few years from now, when new mills begin producing newsprint, the demand for old newspapers is expected to increase. But even then expectations are that no more than 40 percent of old papers will be purchased for recycling.

We agree with the letter writer that recycling is important and recycle as many of the products used in our printing plant as possible. In addition to recycling waste newsprint, we recycle ink, aluminum plates and film. We sincerely wish it were possible to extend newsprint recycling opportunities to the citizens of Winchester and Clark County. Unfortunately, the market for recycled newsprint is limited and will remain so until new technology is in place.

Recycling unquestionably must become a way of life for all of us. We welcome the increased public awareness and commitment to recycling and look forward with them to the day when even more products can be recycled.

Open meetings proposal could save money, too

Lexington Herald-Leader
December 15, 1990

A legislative hearing in Frankfort this week produced an unexpected argument in favor of a bill that we'd like to see become law.

The hearing concerned a bill (backed by this newspaper and other members of the Kentucky Press Association) that would expand the state's law on open meetings and open records.

One of the provisions would make the law apply to "any corporation . . . which is controlled by a public agency or uses public funds to carry out a traditional governmental function."

That upset Robert McQueen, president of US Corrections Corp., a private company that runs prisons under contract with the state. If the proposal becomes law, such companies would have to make public all of their financial information, including costs. That would be unfair, McQueen said, because "we believe we have an edge on our opponents" when it comes to holding down the cost of building and running a prison.

Right. Which is exactly why this proposal should become law.

The whole idea of contracting with private companies is to save taxpayers' money. If opening up the records of US Corrections would help other companies become more competitive in seeking contracts, the result could only be even lower costs — and more savings for taxpayers.

What's wrong with that?

Open meetings only way for information

Carrol Roberts
Tribune-Courier, Benton
November 21, 1990

Hans Konrad, mayor of Calvert City, wants the public to know what is going on in Calvert City.

During a meeting of the advisory committee for the Calvert City Industrial Complex and Environs audit and comprehensive study, two committee members objected to the press being present during the meetings. These concerns were expressed to David W. Morgan of the division of environmental protection of the Natural Resources and Environmental Protection Cabinet in Frankfort.

Morgan listened and announced recently that he would honor the committee members' wishes and then hold a press conference afterwards.

Konrad made it clear that would be unsatisfactory. This extensive study is

being made so that people will know if there is a problem in the Calvert City area in the water, land or air.

The extensive monitoring is costly and taxpayers are paying for the study. Each sampling can cost more than \$2,000.

The study comes from complaints leveled by some environmental groups that there might be a health hazard in the Calvert City area. The purpose will be to identify known and potential contaminants, their sources and the amount involved.

This is a serious study. The cabinet will be reporting back to the committee on a regular basis. It is important that a government agency not have closed doors to the media, the eyes and ears of the general public.

The committee is composed of representatives of industry, environmentally concerned citizens, the city of Calvert City, and state and federal environmental protective agencies.

The media will be present to cover the results of the studies. The public will be informed not only of the outcome, but will be informed of the progress of the study when the committee meets every two months.

Thanks, Hans, for demanding openness on a subject that is of vital interest not only to the residents of Calvert City, but to the entire area.

For any group to hide behind closed doors is tantamount to inviting suspicion. Calvert City officials are not afraid of the outcome of the study and they want the public to know, in fact recognize their right to know, what their tax monies are being spent for and what the findings of the study actually will be.

It would be better for all public officials to be willing to be exposed to public scrutiny. Perhaps, it would increase the confidence placed in those officials and what they are attempting to do for the good of their constituents.

Kentucky views
Editorials from across
the commonwealth

Objections to meetings law are weak

Paducah Sun
December 16, 1990

Darts being thrown at proposals for a stronger open meetings law in Kentucky fall well outside the target.

Objections essentially come from two sources — a private prison contractor and, predictably, the Kentucky League of Cities. Public agencies and their representatives typically resist such measures.

One improvement sought by the Kentucky Press Association would bring private companies that are issued contracts to perform traditional governmental functions under provisions of the law; another would make it illegal for members of public bodies to meet in numbers less than a quorum.

The US Corrections Corp., which builds and operates prisons, believes the first proposal is directed against that industry, which it probably is, and would allow unwarranted intrusion into the affairs of private companies, which it would not.

The operator of a corporate prison can hardly argue that its business should be conducted outside the view of the public.

Inmates are where they are because state-operated courts have so ordered. The legitimate public interest in the penal system would not disappear simply because the prison operators are themselves not part of government.

Rep. Albert Jones of Paducah, whose position on both of the objections raised is sound, reminded the president of US Corrections Corp. that with private prisons, government is the only customer and without the tax-financed contract, there would be no enterprise. A prison contractor is not just another government vendor.

The issue may be much broader than prisons. If privatization of governmental functions is to be a trend — and it may be — the public would be increasingly closed off from knowing what it is entitled to know if the corporate operators were not brought under the provisions of the open meetings law.

The proposal dealing with unofficial non-quorum meetings of public bodies is indeed intended to correct well-documented patterns of abuse. To circumvent the law, some agencies have been known to meet in smaller groups to

discuss differences and reach decisions before ratifying the result at an official meeting.

Kentucky League of Cities attorney William Thielen employed a favorite tactic of opposition by warning of the most extreme consequences from the new restrictions. He said the law would make even casual social encounters between two members of a public board illegal.

That, of course, is not what the controversy is about, as the League of Cities surely is aware. Once again, Rep. Jones cut through the nonsense by pointing out that when public agencies get into trouble on the open meetings issue, it's because they have kept something from the public.

The law, as it exists and as the KPA hopes to bolster it, aims at nothing more than the open conduct of public business.

The sad part about it is that laws must be so exactly crafted to assure that public officials will do the right thing.

Preacher-journalist exits the 'rat race'

by Steve Thomas

Messenger-Inquirer, Owensboro

BEAVER DAM — In a small office at the *Ohio County Messenger* sits a combination Baptist preacher, crusading journalist and occasional hell raiser.

Larry Craig is a self-taught journalist who's as colorful as he's controversial.

For years, Craig has doubled as a preacher and as editor of the *Green River Republican* in Morgantown. About 1-1/2 years ago, he became editor of the *Messenger* in Beaver Dam.

"Jesus said truth shall set you free when you know it," Craig said. "I've always thought the kindest thing you can do to people is tell them the truth, whether from the pulpit or the newspaper."

But for Craig, the truth will soon come from only the pulpit. An enlarged liver and other health problems are forcing him to "semi-retire" and leave both newspapers.

"My doctor told me that two newspapers and the church made such physical demands on me that it's hard on my system. He said, 'You're 41. If you don't get out of the rat race and get your health straightened out, you're going to die.'"

"I've abused my body for most of my 41 years, eating too much, sleeping too little and focusing on the mind and the soul rather than the body," he said.

Craig plans to continue preaching at an Ohio County church but will limit himself to personal writings and an occasional free lance article.

"Even as a fat-little, burr-headed, bare-footed farm boy in Todd County, I knew I'd be a writer," he said, rearing back in a chair with stockinged feet stretched across a desk and scratching his back with a fly swatter.

"When I was a kid, I was never without one or two library books. At night I would get under the cover and read by flashlight. For years, my daddy complained about the poor quality of our flashlight batteries."

After graduating from high school in 1967 and getting married in 1970, Craig bounced from church to church as pastor, doing odd jobs to supplement his pay and taking college courses when he could.

His first church near Elkton had about 20 members and paid him \$5 a week. "We met in an old converted tavern," he said. "It was difficult going out and recruiting people to come to church when you gave them directions and they'd say, 'Oh, you mean at the old White Horse Tavern.'"

In 1973, he moved near Russellville as pastor of a small church. While in the church study one day, he read an article advising would-be writers to do stories for their weekly newspaper.

Craig called Al Smith, then-owner of *The News Democrat*, got an interview and left with an assignment about the 30-year anniversary of the deployment of a Russellville National Guard unit during World War II.

With no idea what he was doing, Craig interviewed many of the veterans and after agonizing about his lead paragraph for days turned the story into Smith. "He put it prominently on page one and I was hooked," Craig said.

For two years he covered Logan Fiscal Court and the school board but

gave up reporting for about four years to pastor a church in Tennessee. In November 1979, he got into a dispute with the deacons about their proper role in the church, and "there were nine of them and one of me and guess who left," Craig said.

He and wife Patricia and their two children moved near Bowling Green, where he did carpentry work "and just about starved." But in January 1980, Craig heard that the editor of the *Green River Republican* had quit and he jokingly applied for the job.

"I didn't know what an editor

did and had never had a journalism course," he said. "They called me the next day and said they'd hired me."

That night Craig told his wife about his new \$150-a-week job.

"She thought that was the funniest thing she ever heard, but I was 30 years old, didn't have a job and had two kids," Craig said. "So, on Jan. 13, 1980, I started work as the editor with absolutely no idea of what I was doing other than the fact that I was going to get paid."

And he soon started stirring controversy.

In 1981, he did several stories about vote buying in Butler County, prompting someone to blast the front window of his office with a shotgun. Craig was at church.

"I stayed up there the rest of the night with a pistol," he said. "I wanted them to know I wasn't going anywhere so I sat there with the light on reading a book."

Craig's investigations continued. In 1983 and 1984, he wrote about roadside garbage dumps and printed the names of people identified by envelopes and other items in the garbage.

"It got ugly but it got results," he said. "I got an awful lot of dumps cleaned up but I lost some friends over it. My motto is, 'If you don't want it printed, don't let it happen.'"

In 1982, Craig bought the paper from Smith. Craig sold it in 1989 but stayed on as editor.

"For seven long years, I was the absolute worst businessman in Kentucky and probably the nation," he said. "I knew less about business than I did about journalism and hated what I did know."

Overall, though, Craig considers the 1980s a good decade. He became president of the Kentucky Press Association in 1989, won several KPA writing awards, bought a house and had another child. He also took a basic photography class and a feature writing class at Western Kentucky University.

"Personally and professionally, it was a wonderful decade," he said, "but financially, it was a 9.9 on the Richter scale."

Craig is well known for his humor and his matter-of-fact way of looking at things. "I take my responsibilities as a father, husband, pastor and journalist seriously," he said. "I don't take myself seriously."

"I think people who take themselves too seriously are a pain in the lower lumbar region. The good Lord put us here to enjoy life and not suffer through."

Craig said he hesitates to speculate what he will be doing in the future because "a good deal of my life's doors have just opened and I've stumbled through."

Butler and beyond

Larry Craig
Green River Republican,
Morgantown
November 21, 1990

FINAL WORDS

This is my last column as editor of the *Green River Republican*.

You'll forgive me, I trust, for being a bit maudlin.

On the second Monday in January of 1980, the 13th it was, I began here as editor. I remember the date because I covered a school board meeting that night, and because the new job marked an important milestone in my life.

It has been an interesting 11 years — sometimes noisy and sometimes quiet, but never dull. There have been ups and there have been downs, but the good times outnumber the bad, and it's the good times that I'll always remember.

Earlier this year I learned that I have diabetes, a bothersome condition that has led to early graves for members of both my mother's and father's families. I want to thank all of you who sent sugar-free recipes, shared common experiences or offered a word of encouragement.

Then, a couple of months ago, just about the time the diabetes was under control, I learned that my liver is enlarged and is malfunctioning. Two doctors told me the same thing: you're overweight, diabetic and have high blood pressure. Drop out of the rat race, lose weight, find out what's wrong with your liver and treat it — or die.

They certainly got my attention.

... thank you for the privilege of laboring in the journalistic vineyard ...

I resigned as editor of this newspaper and the *Ohio County Messenger* at Beaver Dam, effective at the end of this month. Immediate plans are to teach a writing course at Western Kentucky University next semester, work as a freelance journalist, try to find my table saw and finish some clocks I started long ago, and maybe buy a red mule and do some serious logging. It's true that I don't have any timber to cut, nor a place to keep a mule, but such minor inconveniences can surely be overcome.

I also plan to continue as pastor

of Barnett's Creek Baptist Church in Ohio County.

The wife, who has always been helpful, has filled four pages of a long legal pad with lists of things to do around the house. The mule may have to wait.

The new editor is Gene Cantrell, who has been city editor of the *Bowling Green paper*. He's an interesting fellow and will restore some of the liveliness to the GRR that these pages once knew...

"They who dance are always thought crazy by those who don't hear the music."

Many of you have been kind enough to leave old pictures, clippings, books and who knows what here. You can look at my office and see that I never throw anything away, but things sometimes get covered up. If the ladies at the office can't find whatever belongs to you, get in touch with me and I'll sort through my boxes. I can usually find most anything, although I am still, after a number of years, looking for a book about roosters that W.M. Truelove loaned me. If I have truly lost something, yell at Gene — we don't want his life to be without excitement.

We've had lots of experiences together, dear readers, and I thank you for the privilege of laboring in the journalistic vineyard in your midst. They've been wonderful years, for the most part, and the plateaus of accomplishment so high above the valleys of disappointment that the latter don't really count...

There's a wonderful line in a novel called *Exit the Rainmaker*. It goes something like this: "They who dance are always thought crazy by those who don't hear the music."

In parting, I want to say two things. The first is thank you for everything. The second is that my journalistic journey in this fair and pleasant land was influenced, not by pettiness nor a lust for power, profit or political influence.

I don't know why the music I heard was different from what many expected. I only know that it was.

May the good Lord bless you and those you love, now and forever.

Postal committee report: from sack shortage to surrogates

by Max Heath

Expanded 2C commitment

Ernie Harris, marketing department liaison with the 2C subcommittee of MTAC, announced an expanded commitment of marketing personnel to work with second class mailers: Whittaker Jones, Stacey Woolfork and Fay Potter.

Focus group report on service

Wayne Tinch, National Focus Group chairman, reported that service is good overall with localized exceptions. He stressed that publishers must supply specific information concerning mail preparation on PS form 3721 in order to realistically expect resolution.

The Eastern Region has serious equipment shortages, including sacks.

More participation at regional focus groups was urged. The schedule follows this report. NNA has five designees for 1991, one for each region.

Bulk mail acceptance directory

Copies of a revised Bulk Mail Acceptance Directory were provided at the Dec. 5-6 MTAC meeting. NNA has requested enough copies for each member of the committee and our focus group representative. This gives contact names for problems in SCFs and BMCs nationwide. It could be helpful in directing calls to solve problems. NNA office will mail upon receipt.

During the first quarter of 1991 a postal facility locator will be completed with about 40,000 entries. It will likely be offered by divisors rather than in full volume and on computer disk in easily usable format.

Delivery office discount

In response to a question about Los Angeles County and followups by Bob Brinkmann and yours truly with Classification's Leo Raymond, we clarified entry qualifications for the delivery office discount. A Federal Register notice soon should clarify that copies taken to in-county post offices by exceptional dispatch privileges granted locally will qualify as well as those taken further under additional entry. As well, additional entries will be allowed in-county. They are now prohibited by DMM 426.21.

Brown sack shortages

Charles Aldred of the Mail Transport Equipment Division reported that most second class sacks are of the brown type with the Eastern Region scheduled for implementation in 1991. There should not be any shortages, although dislocations exist. There are 550,000 brown #3 sacks under contract for FY 91, as well as 960,000 #2 sacks. That's on top of the 750,000 #3s and 120,000 #2s in FY 90. That's nearly \$12 million worth in nearly two years. Call TMSCs in these cities to report shortages: Springfield, MA; New York; Philadelphia; Atlanta; Chicago; St. Louis; Los Angeles and San Francisco.

Undeliverable mail to charities

The Communications Department informed MTAC of an initiative to donate undeliverable-as-addressed second class publications to charities, such as hospitals, who want to pick them up. It was suggested they contact magazine associations. Newspapers could cooperate in this effort as well. DMM 159.438 allows this, but industry wants to see regulations followed. Reaction was generally favorable.

2C delivery care urged

Charles Pace, chairman of the MTAC 2C subcommittee, suggested USPS send a letter to all divisions stressing the importance of prompt processing of 2C mail to ensure timely delivery. The committee expressed concern that the future volumes of 3C mail being drop-shipped into facilities that previously only processed 2C may overwhelm some and could slow down 2C mail. Once the rate case is implemented in February, we must all guard against any slippage due to shifts of mail volume around the country.

What chance does 25% saturation proposal have?

In the general session on Thursday, Assistant PMG for Rates, Frank Heselton, spoke on the rate case. I asked for his prediction for the NNA proposal of 25 percent saturation discount for walk-sequenced mail. He declined to predict, but answered:

"There is theoretically some cost savings, but there is a question if it is truly capturable. There are good arguments on both sides. Of course, I prefer the Postal Service side. It would create a different (rate) category. The Governors would have some say."

Zoned editorial rates

The question of zoned editorial rates also came up. Heselton reminded us USPS proposed this in the prior rate case (1987) and was turned down by the PRC. He claims that discussions with mailers have shown that "palletization is difficult with a flat rate for part of the mailing" (editorial part). He couldn't call this proposal either, but thought the PRC would seriously consider it. He mentioned that MPA supported USPS with changed implementation, but noted the strong opposition to smaller, and heavy editorial, publishers. He claimed the change is needed with work-sharing discounts.

Postal productivity

Ed Horgan, Associate PMG, reported on several operational matters. FY 90 Total Factor Productivity (difference between growth in workload and hours used) was 3.1 percent growth. That is 10 times the average since postal reorganization in 1970. The 19-year average is just .3 percent.

Career complement is down 17,000 during FY 90 after growing in FY 88 and 89. It has been reduced 27,000 since high point in 1989. Over 7,000 senior people have retired during a window with lump sum payments offered through Nov. 30.

Horgan also touted the reorganization that brought Classification and Address Information under Marketing recently. He said Ron Vandegrift's National Accounts Division had been renamed Industry Marketing Group. (Jim McGowan continues as NNA's national account rep.)

Surrogate address for apartment numbers

Dick Strasser, senior assistant PMG for the Marketing and Customer Support Group, was excited about an innovation from New York City.

It will help delivery to the thousands of people who decline giving their apartment numbers, especially in large cities. The "surrogate address" would code the ZIP+4 number to the Arrow lock unit that a carrier uses. It provides anonymity to the group users, but inside, it tells the indi-

vidual names of the people in the unit. This could solve some addressing problems and will be studied further and developed.

Straesser said rates have increased 35 percent the last six years as compared to 23 percent general inflation. Despite a good financial year, FY 91 will be tough as the economy weakens and rate hikes cut volume. No volume growth is foreseen in FY 91 after good growth in FY 90.

Total volume was up 2.9 percent in FY 90. First class was up 4 percent; 2C and 3C, 1.5 percent; 4C, 5.9 percent, and Priority/Express, 10 percent.

Government hits postal budget

Despite being off-budget, the government did hit the Postal Service for \$4.7 billion over five years for COLA and annuity payments for retirees. This should be the last such hit, said Bill Johnstone of government relations.

The continuing deficit problems of the government could affect revenue forgone in the future, said Johnstone. "Revenue forgone remains, appropriately, a part of the process. It could be subject to whatever across-the-board sequester shakes out of the system," he reminds us. He explained that the Gramm-Rudman law had been changed to work against spending ceilings rather than deficit-reduction targets, however.

Bill Clay of Missouri takes over the

House Postal Committee chairmanship replacing Bill Ford of Michigan.

Finances good in FY 90

Comer Coppie, finance assistant PMG, explained USPS' loss of only \$874 million as compared to \$1590 budgeted for FY 90. A favorable shift in the mail mix was largely responsible, along with cuts in personnel and automation. Expenses were on plan with volume growth absorbed. Such volume growth is typical late in a rate cycle.

Postal inflation was 2.2 percent in FY 90 versus 5 percent general inflation. In 1989, though, it ran 5.3 percent versus 4.7 percent. In 1988, it was 7.9 percent versus 4.1 percent.

Coppie explained the net cost of the Congressional budget package was really \$3.6 billion instead of \$4.7 billion, due to savings from health insurance reform. But included was \$2.1 billion in retroactive legislation, all of which must be booked as a loss in FY 91. Total cash impact is only \$888 million, but \$2.1 billion will be shown for accounting requirements even though paid out over five years.

Impact of the budget package on Test Year 92 for the next rate case will be \$224 million. The better year than expected helps keep the budget solution from affecting the current rate case, but it will hurt the next one.

Ammunition for ad sales

Inserts are more effective

Consumers prefer getting free-standing coupon inserts and advertising circulars in the newspaper over getting them in the mailbox. That's a finding in a recent survey by Southern Opinion Research Corp.

Of those polled, 63 percent said they preferred to receive advertising inserts in newspapers. Only 19 percent preferred mail advertising.

More than half of the respondents said they got most of the coupons they use from newspapers. Shoppers, direct mail and magazines were among lesser used sources.

Fifty-six percent said they seek out newspaper advertising when preparing to shop for groceries; 12 percent said they look at shoppers; six percent, direct mail; one percent, magazines, and 11 percent, other sources.

More than half indicated they are more likely to throw away an advertising circular without reading it if it comes in the mail, contrasted with only 15 percent who get the circular in the newspaper.

Newspaper advertisements still remain the most believable of all media, according to the survey. Newspaper ads were rated most credible by the highest percentage of those surveyed — 36 percent. Other credibility ratings were: television, 28 percent; mailed ads, eight percent; magazines, five percent; radio, four percent; no answer, nine percent.

The survey also reinforced the relation of newspaper readership to

higher income/education. Eighty-six percent of those with more than a high school education said they regularly read a newspaper. Of those with incomes between \$40,000 and \$50,000, 94 percent regularly read a newspaper, and 95 percent of those with incomes of more than \$50,000 read newspapers.

Circulation is focus of SNPA workshop

"Managing the Circulation Department" is the title of a seminar, set for Feb. 17-20 in Birmingham and sponsored by the Southern Newspaper Publishers Association Foundation.

Topics include "Customer Relations (including TMCs)," "Redefining Circulation and Circulation Functions," "Research for Retention," "Circulation Growth — New Technology and Approaches," and "Managing the New Workforce."

Cost for SNPA members is \$150. For information, contact Gladys Barber, SNPA Foundation, PO Box 28875, Atlanta, GA 30358; telephone, 404/256-0444.

Display your best advertising by entering the KPA 1990 Advertising Contest
Deadline: Feb. 15, for entries covering Jan. 1-Dec. 31, 1990

Convention, continued from page 1

join their advertising cohorts for Heath's postal tips at 3:15 p.m.

The Associates Division has scheduled an environmental panel and a business meeting to coincide with the concurrent sessions.

Starting the final day of the convention is a membership business meeting at 9 a.m. Saturday, followed by a discussion of national newspaper issues by Jack Fishman of Morristown, Tenn., district representative to the National Newspaper Association.

The Marriott folks might have to turn off the hotel's heat during the next session which is expected to generate its own special energy (or lack thereof). The assortment of contenders who want to sit in the hot seat at the end of Frankfort's Capitol Avenue will be on display for 90 minutes, beginning at 10 a.m. The candidates for Kentucky governor will be appearing in their first combined press conference. (Don't forget to sharpen your barbs.)

The Changing of the Guard luncheon will see David Hawpe (*Courier-Journal*) ceding his KPA President's gavel to Celia McDonald (*LaRue County Herald-News*). Mary Schurz (*Danville Advocate-Messenger*) will step up to President-Elect.

Open meetings legislation:

Opposition is as anticipated

KPA's proposal to amend the state's Open Meetings Law met with expected opposition at the Dec. 13 meeting of the legislative task force charged with redrafting the present law.

Robert McQueen, president of US Corrections Corp., which operates three penal facilities in Kentucky, objected to the inclusion in the law of private businesses that contract state work.

McQueen said that the opening of his company's financial records to the public would destroy its competitive edge.

He met opposition, however, from Rep. Albert Jones of Paducah, who reminded the prison executive that Kentucky taxpayers are the ones providing the company's finances, particularly in the case of private prisons where the government is the only customer.

Joining the fray was William Thielen, general counsel to the Kentucky League of Cities, which opposes the section of the proposed legislation dealing with quorums for public meetings.

Thielen said the proposal is too broad and would jeopardize even casual conversations between two city council members.

Receiving their charge as District Board members for 1991 will be William Mitchell (*Fulton Leader*), District 1; Jed Dillingham (*Dawson Springs Progress*), 2; Teresa Revlett (*McLean County News*), 3; Charlie Portman (*Franklin Favorite*), 4; Coleman Love (*Elizabethtown News-Enterprise*), 5; Dorothy Abernathy (*Oldham Era*), 6; Kelley Warnick (*Gallatin County News*), 7; Gary Quinn (*Maysville Ledger-Independent*), 8; Ken Metz (*Bath County News-Outlook*), 9; John Del Santo (*Ashland Daily Independent*), 10-11; Louise Hatmaker (*Jackson Times*), 12; Glenn Gray (*Manchester Enterprise*), 13; Stuart Simpson (*Pulaski Week*), 14; Guy Hatfield (*Citizen Voice & Times*), 15A; Jim Green (*Lexington Herald-Leader*), 15B.

New President McDonald is to name four at-large members to the board. Jo-Ann Albers of Western Kentucky University will continue as education representative to the board, and Gary Luhr will represent the Associates Division.

Cost to participate in the total convention is \$105. Tickets for individual events for those not registered for the entire program may be purchased at the following rates: opening reception, \$10; Friday continental breakfast, \$15; Friday luncheon, \$25; Friday banquet, \$30; Saturday lunch, \$25.

Again, Jones countered with the observation that the law has to be broad to assure compliance.

Dr. John Runda, chairman of the Parole Board, presented to the task force the results of a survey of other states' parole board meeting practices. His survey indicates that of the other 49 states, 27 have open parole hearings and 22 have closed sessions.

In a separate question, 26 states permit members of the press to attend parole hearings, but 18 do not.

The parole board in 30 states may close certain phases of parole hearings, but all phases are open in six states. Actual deliberations of the board are open to the public in 11 states and closed in 38.

Votes of individual board members are open to the public in 25 states and closed in 22. Nine states publish parole hearing schedules in the press. (Runda provides the KPA News Bureau with a monthly schedule, which is then distributed to requesting papers.)

No date for the next meeting has been scheduled, but it is expected to be during the special session of the legislature.

Got a legal?
Call the FOI Hotline
502/589-5235

Pineville paper changes owners

The *Pineville Sun and Cumberland Courier* has been purchased by the Manchester Enterprise Inc., which also operates newspapers in Manchester, Booneville, Hyden and McKee.

Carroll Knicely, president of Associated Publications in Glasgow, sold the paper in late November to the company run by James F. Nolan Jr.

Sheila Voight has been named news editor of the paper. Former manager Carroll Knicely Jr. is assisting through the transition period.

Circulation expert to address convention

The list of "firsts" that Kevin Pappert has introduced to improve subscription and advertising sales fills a good part of an 8-1/2x11 sheet of paper.

Pappert, from Drayton Plains, Mich., will share his expertise with members of KPA's Circulation Division in a 1:45 p.m. session, Jan. 18, during the annual winter convention.

The consultant says he introduced the concepts of renewal sales letters, rate protection sales letters, specialized newsstand dealer promotions, sweepstakes sales promotions and other ways of boosting single copy and subscription purchases.

He has also written a manual on telemarketing subscription selling and a pamphlet on voluntary payment. In seven years as a consultant, Pappert says he has worked with more than 150 newspapers, saving 12 of them from financial ruin and developing more than 2.5 million new and permanent subscribers.

His clients have ranged from small weeklies to large dailies, shoppers and magazines.

Paper execs named

On the heels of their buyout by American Publishing Company and the resignation of publisher Ewell Balltrip, *The Harlan Daily Enterprise* and *The Daily News* in Middlesboro have acquired new chiefs.

Elaine H. Nelson is the new general manager of the Harlan paper, and James T. Hurst has taken the helm in Middlesboro.

Nelson, who has been with the paper for four years, is the former advertising director. Her experience includes serving as publisher and general manager of the *Elk Valley Times* in Fayetteville, Tenn., and advertising director for *The Gallup (N.M.) Independent*.

Since joining the *Daily News* staff in 1954, Hurst has worked in circulation, advertising and production.

KPA cosponsors study

CHICAGO — Kentucky Press Association is joining the National Newspaper Association and other state associations in cosponsoring the 1990 National Cost and Revenue Study for Weekly Newspapers with the study administrator, Inland Press Association.

The study, similar to Inland's 72-year-old confidential study of daily newspaper costs and revenues, provides a practical system for analysis of operating expenses and revenue sources that enables newspapers to improve profitability.

An industry standard, the study is the "tool" for not only finding revenue and expense performance that needs closer examination, but also for predicting consequences of changing frequency or product. Analysis of newspapers for purchase also is assisted by the study report.

Participants complete a basic, four-page questionnaire, guided by a two-page instruction leaflet, submitting the details from 1990 operating statements. The forms are mailed in confidence to Weeklies, c/o Inland, 777 Busse Highway, Park Ridge, IL 60068, where they are assigned a "key number," known only to the participants and Inland's professional staff.

When data are compiled from all participating newspapers, the line item data are published for comparisons by participants. Single and multiple operations are analyzed separately. Analysis formulas and a workbook format for making the comparisons are included in the package. Also available this year is an individual workbook on Lotus-compatible software.

The study includes a section on compensation for 12 key jobs common to most weekly newspapers. Inland produces the Newspaper Industry Compensation Study for daily newspapers, sponsored by the American Newspaper Publishers Association, as well.

Participation in the study will take only a few hours for completion of the form, which is designed to be "user friendly." Confidentiality is strictly maintained and all questions are handled by Inland research staff members Bob Friend and Judy Minson.

Members of cosponsoring organizations pay a participation fee of \$85 to receive the confidential report with circulation and revenue group comparisons, study norms, workbook, and analysis formulas. Non-members may participate for \$150 per reporting form. Deadline for submission of the reporting form is April 30. The published report is scheduled to be released during June.

For information, contact Inland at 708/696-1140.

"I think the world is run by C students." —Al McGuire