

# The Kentucky Press

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## Opened records

Two state agencies, long allies to most of the press, have arrangements with the KPA Bureau to disseminate information on their proceedings.

Parole Board Chairman Dr. John Runda has directed his staff to add the News Bureau to the monthly mailing list for two key records. One is the Parole Eligibility List, telling which cases are up for review by the board.

Also available now are the minutes from each parole hearing, with location and date of hearing, inmate name and county, and action taken.

Editors, by now, should have received an initial mailing with the opportunity to indicate if they wish to receive the information monthly.

The other records now available are those of the Kentucky Board of Medical Licensure which reviews complaints against physicians, athletic trainers and other health care professionals. These records have always been open, but board members, who approached KPA, are concerned that the public does not have access.

The board has agreed to furnish the News Bureau with information on actions taken at its monthly meetings, listing the name of the disciplined person, county of residence, and action taken. This, too, will be passed along to KPA newspapers in the subject's home county.

## Case for openness is not closed

\*When the Knott County Attorney was out of town, *The Troublesome Creek Times* did not have access to court records.

\*In Bowling Green, *The College Heights Herald*, Western Kentucky University's student newspaper, questioned an executive session of the WKU Board of Regents, which the paper alleges discussed other issues than those stated.

\*A citizen group in Owensboro filed suit claiming the Municipal Improvement Corp. violated the Open Meetings statute.

\*The Rowan Water Board of Directors refused to allow a reporter to review its minutes.

\*The Greater Mercer Planning and Zoning Commission reportedly voted by secret ballot on the ouster of its chairman.

\*The telephone was apparently the medium used by members of the Kentucky Lottery Commission to vote on suspending the proposed Keno game.

Across Kentucky, the issue of open meetings and open records of public agencies remains a hot one. A look at clippings from newspapers around the state reveals 25 separate, alleged incidents since May.

And that's just for obviously public organizations. Not included are those hundreds, maybe thousands, of quasi public groups that make decisions affecting segments of the public and that operate at least in part with public funds.

Recognizing that open meet-

ings/records legislation still requires attention, a task force of legislators, media representatives and other citizens is trying to draft new legislation.

The Task Force on Open Meetings and Records had its initial meeting Oct. 11 in Frankfort and has tentatively set the second Thursday in each month as a meeting date. The group's charge is to present its recommendations by next August to the Legislative Research Commission so that new legislation can be drafted for consideration by the 1992 General Assembly.

KPA members fought a losing battle to revamp the current open

meetings/records laws when the 1990 legislative body was in session.

This time around two KPA representatives are members of the Task Force: Steve Lowery, publisher of *The Kentucky Standard* in Bardstow, and Stan Macdonald, special projects editor for *The Courier-Journal* in Louisville.

They and KPA Executive Director David Thompson, along with Attorneys Kim Greene and Mike Judy, came away from the October meeting with renewed hope.

The task force chairman, State

See Open back page

## Hall of Fame nominations due

January 15 is the deadline for nominations for the Kentucky Journalism Hall of Fame.

Sixty-seven persons have been inducted into the Hall of Fame since its establishment in 1980 by the University of Kentucky Journalism Alumni Association to recognize Kentuckians who have made significant contributions to the profession of journalism.

Selections are made from individuals, living or dead, who are natives of Kentucky or who have spent a significant portion of their careers in Kentucky.

Nominations should be made in letter form, including pertinent background information about the nominee, including photograph, to Kentucky Journalism Hall of Fame, School of Journalism, University of Kentucky, Lexington, Ky. 40506.

Those selected will be inducted in April during the Joe Creason Lecture at UK. The selection committee for the Hall of Fame consists of the dean of the UK College of Communications, director of the UK School of Journalism and the presidents of the Kentucky Press Association, Kentucky Broadcasters Association and the UK Journalism Alumni Association.

Cough, wheeze, poof

## Newsrooms prime targets for nasty computer 'flu'

Ed Taylor just about got sick whenever the explosive graphic appeared on his computer screen.

It seemed that every time *The Floyd County Times* sports editor took particular pride in a well-turned phrase in a 500-word sports feature, up popped the dastardly bomb and the story, which could never be replicated as effectively, would disappear into thin air.

The problem began last spring on an occasional basis. By mid-summer, it was happening a couple of times a week. All the folks in the newsroom knew when the easy-going Baptist minister had gotten "bombed." A low, plaintive moan broadcast itself, followed by the sound of Taylor's hand slapping his forehead.

"It sure was disheartening,"

"Some are malicious, some are just quirky."

Bob West, ValCom

says Taylor. "I got to where I would save the story as I went along, but I always lost some of it, and I wondered if I was doing something wrong."

Actually, the problem wasn't with the writer. The problem was a sick computer, infected somehow with mechanisms commonly known as viruses. It wasn't diagnosed until symptoms began to take their toll on other staff terminals.

Sometimes, for instance, stories entered by typesetters would be inac-

See Newsrooms back page



# News-Ed division on verge of rebirth

After lying dormant for two years, KPA's News-Editorial Division is budding again into what is hoped will be a fruitful attempt at serving the editorial side of the membership.

An 11-person steering committee is set to meet Nov. 16 in Bardstown to discuss and plan activities that will assist the reporters and editors who do the grunt work of the newspaper business.

Several of the committee members, when asked to serve, confirmed the suspicion that more emphasis needs to be put on the editorial function, particularly for the weekly and smaller

daily press.

Two primary roles for the steering committee are expected to be in the areas of workshop planning and improved interaction with collegiate journalism programs. The committee will also be open to other ideas for generating support for the news-editorial wing.

Serving on the committee are Anne Chaney, *The Paintsville Herald*; Larry Craig, *Green River Republican*/*Ohio County Messenger*; David Hawpe, *The Courier-Journal*; Steve Lowery, *The Kentucky Standard*; Ken Metz, *Bath County News-Outlook*; John Nelson, *Pulaski Week*;

Jeff Phillips, *The Daily Enterprise*, Harlan; Charlie Portman, *The Franklin Favorite*; Russ Powell, *The Daily Independent*, Ashland; Ben Sheroan, *The Messenger-Inquirer*, Owensboro, and Kelley Warnick, *Gallatin County News*, Warsaw.

KPA News Bureau director Pam Shingler will serve as an ex officio member.

Anyone who wants to contribute ideas or to help in reactivating the News-Editorial division may call Shingler at KPA or one of the steering committee members.

# Financial reporting law remains unchanged

The faceless ogre called Rumor is circulating incorrect information in some sections about changes in regulations on advertising of public agency financial data.

Papers in both Hardin and Letcher counties report that local school systems have the mistaken notion that they only have to publish their budgets in broad categories, without itemizing.

This is untrue, according to officials at the Legislative Research Commission, state Department of Education and Kentucky School Boards Association.

KRS 424.220 continues to read that municipalities and school boards must publish: "The total amount of funds collected and received during the fiscal year from each individual . . .

(and) The total amount of funds disbursed during the fiscal year to each individual payee and the purpose for which the funds were expended." Section 3 (2)(a) and (b).

Kathy Campbell of the LRC staff said the only changes made to the law during the last legislative assembly, in this regard, had to do with clarifying the language. "The itemized expenditures still have to be listed," said Campbell, who worked on the legislation for a subcommittee of the Cities Committee.

"The law did not change," stated Ron Moubray of the Education Department's finance section. He noted that he has had several calls on the subject and his staff is trying "to straighten out" those school systems that are misinformed.

Pat Gish of *The Mountain Eagle* in Whitesburg reported that a school official in her county brought in a two-page financial statement, greatly reduced from previous years. Expenditures were listed only for broad categories, such as a total for transportation with no itemizing of amount and vendor.

Gish said the official claimed the state regulations had been changed and that the information had come from the state School Boards Association.

However, Steve Kirby, counsel for the association, was adamant in his denial. "We have put nothing out (to this effect). I don't know where people get this," he said.

May the ugly Rumor rest in peace.

# KBA should have open hearings, committee says

A national professional committee has recommended that the Kentucky Bar Association open its disciplinary hearings to the public.

The Standing Committee on Professional Discipline of the American Bar Association included the recommendation in its recently completed evaluation of the state group's disciplinary system.

Now, according to KBA's Ray Clooney, the 89-page evaluation report and its 22 recommendations must be considered by the local association's board and voted on. He projects it will be early next year before the board decides to act on each of the recommendations.

In its report, the ABA committee pointed out that at least 22 states allow for open proceedings, with some restrictions.

"... open hearings before Trial Commissioners (hearing committee) can help ensure public respect for the ultimate disposition in every disciplinary action, whether or not the lawyer is disciplined," the report states.

"The principal justification for confidentiality in disciplinary proceedings is that a lawyer's reputation should not be unfairly tarnished by the public airing of unfounded charges. Experience in other states has shown that open proceedings following probable cause determinations pose no realistic threat to individual respondents' reputations."

"Frivolous" allegations against an attorney, according to the report, do not pose a danger once an investigation finds "probable cause."

The report puts forth conditions for closed records. "Prior to the filing and service of formal charges in a discipline matter, the proceeding should be confidential, except that the pendency subject matter and status of an investigation should be disclosed by Bar Counsel if: (1) the respondent has waived confidentiality; (2) the proceeding is based upon allegations that have become generally known to the public; or (3) there is a need, in order to protect the public, the administration of justice or the legal profession, to notify another person or organization, in-

cluding Client Security Fund, Retirement and Removal Commission or law enforcement authorities.

The committee further contends that orders transferring a lawyer to or from disability inactive status should be public, even though proceedings involving that status are confidential.

## Attention, Editors & Publishers!

Please share your copy of *The Kentucky Press* with your staff members.

Or . . . let us know and we'll add your top editors and managers to our mailing list.

Communicating is always worth the time and effort.

# The Kentucky Press

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LaRue County Herald News

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## On tap . . .

### November

- Nov. 16: News-Editorial Division Steering Committee meeting, 11 a.m., Bardstown.
- Nov. 16-17, Workshop on Copy Editing, Mid-America Press Institute, St. Louis (618/453-3281).
- Nov. 22-23: KPA offices closed for Thanksgiving holidays.
- Nov. 27-29, Leadership in Ad Dept., ANPA, Alexandria, Va. (703/648-1319).

### December

- Dec. 24-25: KPA offices closed for Christmas holidays.
- Jan. 1: KPA closed for New Year's holiday.

### January

- TBA, Special Session of Kentucky General Assembly.
- Jan. 6-12, City & Metro Editors (over 75,000), API (703/620-3611).
- Jan. 7-11: Web Offset Operation, ANPA, Reston, Va. (703/649-1319).
- Jan. 13-18: Newspaper Design & Graphics, API (703/620-3611).
- Jan. 13-18: Editing the Weekly & Community Newspaper, API (703/620-3611).
- Jan. 20-25: Business & Economic News, API (703/620-3611).
- Jan. 20-26: News Editors & Copy Desk Chiefs, API (703/620-3611).
- Jan. 24-26: KPA 1991 Winter Trade Show and Convention, Griffin Gate, Lexington.
- Jan. 28-Feb. 1: Newspaper Quality Control, ANPA, Reston (703/649-1319).
- Jan. 30-Feb. 2, Human Resources Conference, ANPA, Palm Beach, (703/648-1319).

## How to prevent discrimination against disabled applicants

President George Bush recently signed into law the Americans With Disabilities Act, which bans employment discrimination against persons with disabilities.

The new law is effective in two years, but newspapers and other businesses need now to plan policies to address the requirements of the law.

From the Oct. 8 edition of *The Bulletin* of the California Newspaper Publishers Association come these preparation tips.

1) Separate medical records from regular personnel files. Under the new law, information about a job applicant's medical condition must be kept on separate forms and cannot be the basis of employment decisions.

2) Eliminate questions about physical and mental disabilities from job applications. Interviewers can only ask whether the applicant has the ability to perform the essential elements of the job.

3) Make sure job descriptions are clear on what the "essential functions" of a job are. Job descriptions will be a key element of a judge's decision if a discrimination case is brought to court. For instance, a physically handicapped person is protected by the law if he or she can perform "essential functions" of the job.

4) Job descriptions should be shown to applicants so they can decide if they can do the job.

5) Avoid adverse employment decisions until you are forced to.

6) Take adverse employment action only when you have at least one

non-disability related reason for it.

7) Make sure you base adverse employment decisions on factors other than disability.

8) Say as little as possible on the subject of fitness for a job, since anything you say in that regard can be held against you in court.

9) Current drug users are not protected by the new law on the federal level.

10) Provide training for supervisors to be sensitive to the law's requirements.

11) Consider accessibility to the disabled in all new construction and alterations, including visual and audible alarms, as well as elevators and wheelchair ramps.

12) If a discrimination complaint is raised, find out what accommodation the complainer will need to perform the job.

13) If you use an employment referral source, make sure that office is notified of your company's anti-discrimination policy in writing.

### Rates rise

Associated Press fees will go up by 3.9 percent on Jan. 20, according to an item in *SNPA Bulletin*. The assessment increase covers all basic services for newspapers and broadcasters and all supplemental services except rates for financial market tables, which are to go down.

## Board looks at new projects

New members and new services were among items discussed at the Nov. 1 meeting of the KPA board of directors.

Membership applications were accepted for the *Leslie County News* and *Thousandsticks News*. Both are owned by Vernon Baker of Hyden.

Important to staff members at KPA papers, the board instructed the association to explore a new member service that would allow newspaper employees across the state to have access to a credit union.

The board also voted to retain attorney Phil Shepherd as KPA counsel on open meetings and records issues in the state legislature.

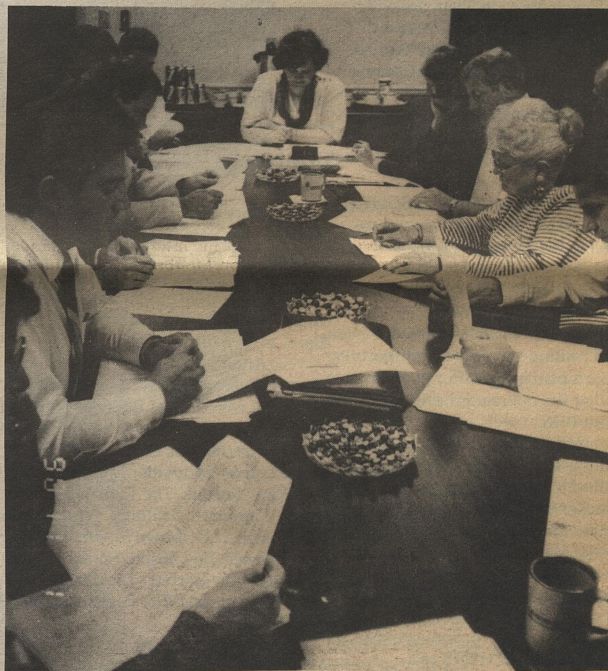
Included in the 1991 KPA budget, approved by the board, is a state-

wide retail shopping habits survey. Incorporated into the project will be a political survey designed for use to attract more candidate advertising during next year's elections.

Also given the nod by the board was a remodeling project at the KPA central office which would modernize the second floor bathroom. The board also called for a proposal for remodeling the building's third floor as office space and allowing for a first floor meeting room.

Also approved was the Kentucky Press Service budget for 1991.

Prior to the business meeting, News Bureau director Pam Shingler updated board members on the association's new service.



### Presiding

KPA president-elect Celia McDonald of the *LaRue County Herald-News* led the Nov. 1 board of directors meeting in the absence of president David Hawpe of the *Courier-Journal*, who had a schedule conflict.

## Items

### Channels change

A survey by Burke Marketing Research for the Newspaper Advertising Bureau indicates that television commercial recall has dropped by 17 percent among the 18-34-year-old viewing market in the last 25 years. An estimated 23 percent of that age group could recall commercials in 1965, but in

1990, only 6 percent scored in recall. For all prime time viewers surveyed, recall of prime time commercials fell from 18 percent in 1965 to 4 percent this year.

Advertisers and ad agencies can get copies of the report by calling the Bureau's promotion department at 212/704-4614.



## Naming names

**DAVID HAWPE** and **JUDITH CLABES** spoke to students attending the Oct. 20 High School Press Day, sponsored by the University of Kentucky School of Journalism. KPA President Hawpe is editor of *The Courier-Journal* in Louisville and Clabes is editor of *The Kentucky Post* in Covington. Both are UK graduates. Newly appointed to the staff of *The Beattyville Enterprise* is **CHARLOTTE NAPIER**.

At the *Glasgow Daily Times*, former account executive **SHELLY SALTSMAN** has become proof dispatcher and former dispatcher **ELIZABETH COPAS** is the new classified bookkeeper and clerk.

**JOHN ROBERTS**, staff writer at *The Pioneer News* in Shepherdsville, is the winner of a School Bell Award from the Kentucky Education Association for his coverage of Bullitt County education.

*The Central Kentucky News-Journal* in Campbellsville has added a new receptionist, **TAMMY SULLIVAN**.

The brothers **JED** and **SCOTT DILLINGHAM** have been named co-publishers of *The Dawson Springs Progress*, succeeding their father, **NILES O. DILLINGHAM**, who will remain as president of Progress Publishing Co. KPA board member Jed will continue as editor, and Scott retains his managing editor position. The father has operated the newspaper since 1946.

**DON LOWE** has joined the staff of *Appalachian News-Express* in Pikeville. He holds degrees from Eastern Kentucky and Marshall universities and has worked for Industrial Marketing and as assistant editor of *Your Business Magazine* in Lexington. At EKU, he was managing editor of *The Eastern Progress*.

*Pulaski Week* in Somerset has hired **LINDA STEPHENS** as a reporter.

A student writer for *The Licking Valley Courier* in West Liberty, **LANCE WILLIAMS**, took second place among 63 high school entries in the National Newspaper Week Essay Contest sponsored by *The Daily Independent* in Ashland.

An exhibit of works by **BILL COX**, former photographer for *The Whitley Republican* and *Corbin This Week* and former KPA award-winner, is on display at 2days Gallery in Somerset through Nov. 17.

**FLOE BOWLES**, publisher emeritus of *The News-Enterprise* in Elizabethtown, celebrated his 78th birthday on Oct. 17. The paper paid special tribute to Bowles who began

his newspaper career as a printer's devil at the *Campbellsville News-Journal* during the Depression. He later was a linotype operator for the old *Hardin County Enterprise* and *The Elizabethtown News*, circulation manager for *The Courier-Journal*/*Louisville Times*, general manager of *The News* and publisher of the merged papers.

**JANICE SHEPHERD** has rejoined *The Floyd County Times* in Prestonsburg as a staff writer. She had worked for the paper for several years before resigning in 1989.

*The Ledger-Independent* in Maysville has added a staff cartoonist, **JOHN VANMETER**, who holds a fine arts degree from the Art Academy of Cincinnati. His work will be published in the paper's Wednesday and Saturday editions.

**SUZANNE K. SMITH** is sharing the role of assistant editor at

*The Campbell County Recorder* in Ft. Thomas with mother-to-be **MICHELLE B. HOWARD**. Smith earned a journalism degree at Morehead State University and has previously written for the Recorder papers, *The Kentucky Post* and *Cincinnati Business Courier*.

**WENDELL GIVENS** has hung up his visor after 28 years with the *Mayfield Messenger*. He has served as reporter, photographer, sports editor and managing editor. The paper has also assigned former family life editor **JULIE AGNEW** to duties as reporter/photographer and feature writer. Agnew received a degree in journalism from the University of Missouri.

**ROBERTA PITCHFORD**, co-editor of *The Citizen-Times* in Scottsville is recuperating from surgery to replace blocked arteries to her legs.

## Writing seminars draw editors, reporters

More than 50 editors and reporters from papers across the state participated in KPA's seminars on writing during October. "Writing for the Reader" was led by teacher/writer/editor Clarke Stallworth of Birmingham, Ala.

Attending the Oct. 5 session at Western Kentucky University at Bowling Green were Carol Roberts, Cindy Camper and Steve Parker of *The Tribune-Courier*, Benton; Bobbie Foust, *The Herald Ledger*, Eddyville; Rita Mitchell and Amy Lorton, *The Fulton Leader*; Cathy Cavanah, *Kentucky New Era*, Hopkinsville; J.O. Brown Jr., *Greensburg Record-Herald*; Ed Gibson, *Harlan Daily Enterprise*; Jon Garrett, *The Crittenden Press*, Marion, and Rex Boggs, *Hazard Herald-Voice*.

WKU faculty members JoAnn Albers and Wilma King also sat in on the workshop.

At the Lexington session at the University of Kentucky were Pam Todd and Ken Hart, *The Daily Independent*, Ashland; Linda Jones, *Wayne County Outlook*; Nancy Leedy, *The Interior Journal*, Stanford; Tim Jones, Kara Read and Carol Bond, *The Carlisle Mercury*; Becky Barnes, *Cynthiana Democrat*; Joan Brock and Donna Glenar, *The Daily News*, Middlesboro; Maleena Streeval, *Casey County News*; Jamie Baker-Nantz, *The Grant County News*, Williamstown; Ken Metz, *Bath County News-Outlook*,

Owingsville; Debbie Wright, *The News-Democrat*, Carrollton; Terry Spears, *Martin Countian & Mercury*, Inez; Herb Block, Bill Vaught, Amy Hogg and Joyce Shultz, *The Advocate-Messenger*, Danville; Chris Tackett and George Lewis, *Berea Citizen*.

Also, Mickey Patterson and Nancy Weedman, *The Oldham Era*, LaGrange; Teresa Liter, *Trimble Banner*, Bedford; Pam Logue Spradling, *Mt. Sterling Advocate*; Mark Bell, *Harlan Daily Enterprise*; James Mulcahy, *The Bourbon Times*, Paris; Terry O'Connor and Michelle Howard, *Recorder Newspapers*; Kelley Warnick, Holly Koons and Clay Warnick, *Gallatin County News*, Warsaw; Stacy Moore, *Central Kentucky News-Journal*, Campbellsville; Don White, *The Anderson News*; Ilona Burdette, *The Lebanon Enterprise*; Ron Bridgeman and Dollie Havens, *Jessamine Journal*; Barbara Justice, *Appalachian News-Express*, Pikeville; and Pam Greer-Ullrich, Alliant Health Systems.

A Stallworth sampling:

On reporting: "You have to get it good before you can write it good."

On organization: "Write a summary line — or nut line — first."

On relating to the reader: "The greatest journalistic line ever written: 'So?'"

On readability: "The semi-colon is your enemy. The period is your friend."

## IN MEMORIAM

Former *Ledger-Independent* staff member **MARTHA MYERS TURNER** of Maysville died Oct. 11. A University of Kentucky journalism graduate, she was on the editorial staffs of both *The Public Ledger* and *The Daily Independent* before their merger. She was 63.

**ART KOCKKRITZ**, former manager of *The Tribune-Courier* in Benton, died Oct. 24 following heart surgery. Kockritz, 65, had also worked with *The Gleaner* in Jenderson, *Fulton Daily Leader* and the *Courier and Press* in Evansville.

## New officers take over in associations

New officers are in place in two national newspaper organizations, following their annual conventions.

In Newspaper Association Managers, William P. Monroe is the new president. He is executive director of the Iowa Newspaper Association.

Other NAM officers installed at the August convention in Alabama are: Ray Carlsen, Inland Press Association, vice president, and Keith Jensen, South Dakota Newspaper Association, secretary. David Bennett, Illinois Press Association, was elected to a three-year term on the NAM Board of Directors.

At the National Newspaper Association convention in Kansas City in September, Bruce C. Brown, publisher of the Oconomowoc, Wis., *Enterprise* took over as president. Elected vice president was Charlotte T. Schexnayder, publisher of the Dumas, Ark., *Clarion*, and Frank Garred, publisher of the *Port Townsend Jefferson County Leader* in Washington, is the new treasurer.

## Classifieds

**FOR SALE:** Federal Graphics brand stabilization processor. Used only a few times — we decided we like tray developing better. Paid \$359. Will take \$150. Call or write Gerald Lush, Hardin County Independent, 609 East Dixie, Elizabethtown, Ky. 42701. (502) 737-5585.

**FOR SALE:** SuperView large screen monitor for use with Macintosh computers. Never used. List price, \$1,995. We paid \$1,695. Will take \$850. Call or write Gerald Lush, Hardin County Independent, 609 East Dixie, Elizabethtown, Ky. 42701 (502) 737-5585.

*If once a man indulges himself in murder, very soon he comes to think little of robbing; and from robbing he next comes to drinking and Sabbath-breaking, and from that to incivility and procrastination.*

--Thomas De Quincey (1785-1859)



## Pick ups

In celebration of both National Newspaper Week and the Tobacco Festival, *The News-Democrat* and *Logan Leader* in Russellville offered a chance on a flag and flagpole to new and renewal subscribers on Oct. 13. The papers also gave away free popcorn and allowed visitors to rummage through a batch of photographs and take the ones they wanted for free.

*The Courier-Journal* in Louis-

ville is sending free mini-sports sections each week to military personnel from Kentucky and southern Indiana stationed in the Middle East. The first issue of the four-page 11- by 17-inch section was published in mid-October. The Monday publication contains news of high school and college sports from the two-state area. A house ad in the daily paper invites readers to submit the names of service personnel to receive

the sports tab.

*The Tribune-Courier* in Benton made the switch to soy ink in September. Publisher Jerry Lyles said environmental concerns and the need to be rid of dependency on petroleum-based products prompted the change.

*The News-Democrat* in Carrollton hosted a pet show at the annual Tobacco Festival in September.

Celebrating 41 years of publication on Oct. 13 was *The Times-Journal* in Russell Springs. Terry Norfleet and her husband, the late Andrew Norfleet, began the paper in 1949 with a hand fed press and folder. The Oct. 18 edition of the paper featured a story on the Norfleets' experience.

*The Record* in Leitchfield reports that Grayson County Circuit Court proceedings are now recorded on videotape rather than by a court reporter. Video cameras were in place on Oct. 2, meaning that now the media and private citizens can buy a copy of the proceedings for \$15 per day.

*The Henry County Local* staff is helping the journalism class of Henry County High School with the publication and printing of the school newspaper, *The Paws Print*. Staff writer Tom Smith is credited with arranging the cooperative project, which includes the class selling at least 50 copies of the community paper to students and teachers at the school and the students having use of equipment and free advice from *The Local*.

Sharing the spotlight with speaker Rick Pitino of basketball fame was no problem for KPA board member Jerry Lyles as his newspaper, *The Tribune-Courier* in Benton, was named Business of the Year by the Marshall County Chamber of Commerce. The newspaper was cited for its community commitment in buying a new \$700,000 color-capacity press and for its coverage of events in the county.

*The Grant County News* in Williamstown sponsored a Children's Halloween party for local youngsters and adults on Oct. 27. Staff members dressed in costumes and led in games, prize-giving, tricks and treats.

*The Ledger-Independent* in Maysville is working with two local Senior Girl Scout troops, city officials and members of fiscal court to design a program to educate the community about recycling.

During the annual convention in Louisville last month, the Society of Professional Journalists gave its national First Amendment Award to Dennis Barrie, director of the Contemporary Arts Center in Cincinnati. Barrie was recently acquitted on charges of pandering obscenity relating to a controversial exhibition of photos by Robert Mapplethorpe.

*The Central Kentucky News-Journal* in Campbellsville joined with other area media to sponsor a candidate forum involving local school board candidates on Nov. 1. News editor Stan McKinney was a member of the panel questioning the candidates.



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Liz Hope, South Central Bell

efficiently, whether it's payrolls, purchasing or student records. The technology behind this network is based in our central office, so the capabilities can easily be upgraded to meet seasonal demands or changes in enrollment.

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## Kentucky views

Editorials from across  
the commonwealth

### 'Open' government should be just that

The Jessamine Journal  
October 18, 1990

... If the language of the law (on open meetings) stopped at "open to the public at all times," Kentucky would have a good law.

It doesn't.

The law then proceeds to make 11 exceptions — times when public bodies, conducting public business, may do so secretly and sometimes with no explanation.

Open discussion of public policy is so essential it's difficult to understand it is not accepted by a large percentage of public officials...

The government agencies in Jessamine County are likely not exceptions in their use of the exceptions for open meetings.

The county school board is the most consistent and precise in its procedure for going into "executive" or closed session. Within the past month, the board has made more than four hours to discuss the purchase of land for a new elementary school.

Nothing has been discussed publicly. What possible reason can there be for such secrecy? It is our money the board is preparing to spend. It drives up prices when land purchases are discussed publicly is the contention. Poppycock.

... The fiscal court and Nicholasville city commission hold regular closed sessions. Personnel items are the most common reason. If government agencies had sensible, straightforward personnel policies and administrators to execute them, few such sessions would be needed — if they are now.

... One of the exemptions allows secret discussion for "proposed" litigation. The practical effect is to allow public agencies to meet secretly on any topic it chooses because someone might sue the government over that topic. The result is to close off significant public discussion when a public agency chooses.

Open meetings are messy and inefficient. That is a given.

They are also the surest method for allowing citizens to learn — if they pay attention — what their governments are up to.

## Papers are 'time capsules' for future generations

George Ferrell  
Jackson County Sun  
September 13, 1990

I often wonder what people will think about life in Jackson County some 20 years or so from now.

They will be able to go through back issues of *The Sun* and read and see how local people lived in the 1980s and 1990s.

We try to document the everyday life — whether it be in politics, the community and its issues, the schools or various other institutions. We also run plenty of pictures. That's because it is one way to show people what's going on in the community.

... Photography is a way of preserving the present so that we may look at the past. It will be increasingly important as a historical tool to analyze perspectives of local history. . . In the field of journalism, photography plays a vital role.

We try to balance things out — provide news in the form of government reporting, features and tidbits,

along with a photojournalism perspective of the county's appearance. Sometimes a story can tell what a picture can't and vice versa.

The important thing, though, is that the focus is on the community and the lives that people live in the public eye.

It is important to note, that as an institution, this newspaper is saved for posterity. Having been printed since 1926, *The Sun*, almost in entirety, is preserved on microfilm. We hope that soon a copy of all back editions will be at the local public library.

This was done through the University of Kentucky and their outstanding library and archives, where they are attempting to preserve local history in various communities throughout the state by putting newspaper records on microfilm.

Most communities change and by recording the records of a newspaper, journalism serves both to inform and to preserve the historical roots of

communities.

Not too long ago a couple from Indiana stopped at the newspaper office. They were trying to find out about their ancestors who lived in the county at the turn of the century. We told them they were free to look in our files and also tipped them off about records in the county clerk's office.

I don't know where their investigation wound up, but it is the type of thing that many people come to this office to ask about. They stop in, talk for awhile, then look through back issues to find out about relatives whose lives were documented in this publication.

It is heartening to know that, in the work of informing the public of the news, people in the future will be able to trace history in the paper.

### Improving the law

The Paducah Sun  
October 14, 1990

A legislative task force that began work last week has a rich opportunity to promote the strengthening of Kentucky's Open Meetings and Records statutes in a meaningful way.

What emerges, should it become law, may set the tone for the public's access to information for some time. This is not the kind of issue on which advocates can lobby the General Assembly every two years.

Several points need to be considered. One that has the attention of Rep. Albert Jones of Paducah, a member of the task force, is the practice of privately polling members of public bodies on matters to be discussed later in the open. That is a clear circumvention designed to prevent public debate and should be outlawed.

A stronger penalty clause is also needed in the Open Meetings Law. Presently the only realistic relief for an established violation is voiding of action taken, and in many cases, that is no help. For instance, if the decision is to *not* act, how is that voided?

Better provisions for injunctive relief and for recovery of legal costs by plaintiffs if they prevail should be added to the law.

The task force will have the chance to consider opening the parole process to public view. As we've stated before, that is a reform Kentucky needs. It makes no more sense to consider the release of an individual in private than it would be to try him in that manner.

An ideal law, one that protects the public's rights and still allows public agencies to function properly, is hard to achieve. But the present laws can be improved. This is the chance.

### Free press . . . free people

Winchester Sun  
October 8, 1990

Freedom. Something most Americans have never had to worry about. Unlike many of the world's people who have lived in subjugation, Americans have a rich heritage of freedom, dating back for more than two centuries.

This week we celebrate that heritage in the theme chosen for this year's observance of National Newspaper Week. The theme certainly is appropriate for the freedom-loving people of a nation that has come to represent freedom and hope to millions of people around the world.

The theme — "Free Press, Free People, More News, More Views" — means simply that a free press in a free society is able to provide without fear of restraint a wide range of information, news and views. And the truth which emerges from that enables those free citizens not only to remain informed, but also to make responsible decisions.

*The Sun* — like its counterparts throughout Kentucky and the nation — supports fully the right of all people to express their views, for in that expression of views we all come to better understand one another and the issues confronting us. And through that enhanced understanding we are able to make informed and intelligent judgements necessary for maintaining our democratic form of government.

Perhaps Thomas Jefferson, one of this country's founding fathers, summed it up best when he declared, "Where the press is free and every man

is able to read, all is safe." Some assume that the First Amendment is the exclusive domain of the press. Nothing could be farther from the truth. When the Bill of Rights was being drafted it was the intent of the founding fathers to protect the freedom of all Americans to speak and write as their conscience dictated.

It is unfortunate that some choose to abuse the right of free speech, that a few publications abuse the intent of free press guarantees, and that some go so far in abusing the right to protest that they burn flags and do other things that offend the majority of Americans. But for all of that, what we are protecting is far more precious than the occasional abuse that must be tolerated.

National Newspaper Week is a time for reminding ourselves anew of the priceless heritage of freedom that we enjoy. Thanks to that freedom, *The Sun* is able to publish its views as well as those of its readers and to deliver a wide range of information . . .

All of us should be grateful that we live in a free country where we can express our views . . . without having to worry that government will attempt to dictate what we can and cannot read. As we launch this year's celebration of National Newspaper Week, let each of us commit ourselves anew to standing firm against every assault against the First Amendment and its precious guarantees of freedom of speech, worship and press. And may we never lose sight of the fact that those guarantees have enabled us to remain a free people for more than two centuries!



## Closed meetings help no one

Loyd Ford  
Lake News, Calvert City  
September 12, 1990

Closed meetings by our public bodies really don't help anyone. Yes, closed meetings do lend a degree of comfort to elected officials who don't really want to have to face tough questions in front of a crowd. But, having closed meetings doesn't really help anyone.

Closed meetings don't really keep anything secret. Everyone in the newspaper business knows that once two people know anything it's no longer a secret. Sooner or later someone talks.

Closed meetings do cause a lot of trouble. They keep public trust of elected officials at a low level, they undermine the confidence and morale of employees and, worst of all, they do not allow the public access to all of the activities of officials who are supposed to be serving the public in the first place.

Public scrutiny of the actions of public officials is a part of the framework of our democratic republic. Our founding fathers did not intend to give us the right to vote so we could elect someone to go behind a thick, sturdy, closed door away from the light of public scrutiny to make decisions that affect many of us in ways we probably can't imagine.

Kentucky's laws on open meetings are so full of loopholes that they look like Swiss cheese. Our only avenue of progress on this issue is to tell our school board members and our fiscal court members that closed meetings are not in the best interest of our community.

Historically, the Marshall County Board of Education has used its sturdy doors to keep out the press and other interested parties. School board meetings often last until the wee morning hours, and there have been times when the school board has gone into a closed session three times in one meeting.

Enough is enough. It is time to tell our school board to meet publicly. We must remember that while there are exceptions to the open meetings law to allow closed meetings, the spirit of the law, and the wishes of the public, is that these meetings be open, warts and all.

Without a doubt, members of our school board will cite any number of reasons to continue to hold portions of meetings closed. However, I must remind you that only in extremely rare meetings does the board meet without having a closed session and generally these closed meetings last for hours. We must ask ourselves Is this the kind of government we want to have? Do we want decisions that affect our children made behind closed doors while we can

only guess what is really being discussed?

I don't think so! I don't believe the people of Marshall County do either. Do yourself a favor. The next time someone asks you for your vote, ask them if they are going to vote for closed meetings, and if they say yes, don't vote for them. When you see an elected official at work, church or out in public, ask them not to go into closed sessions for any reason.

It has been illegal for public bodies to meet in private in Tennessee for nearly 20 years. We in Kentucky shouldn't be entitled to less. Don't swallow the baloney elected officials and their attorneys hand out about the need for closed sessions. Our best interests can be safeguarded without having to rely on closed doors and darkened rooms.

## Taxes can't stifle

Commonwealth-Journal, Somerset  
July 17, 1990

The *Commonwealth-Journal* is disturbed about a trend by property valuation administrators across the state to tax newspaper vending machines and roadside paper tubes.

Certainly it's not because of the minuscule amount of extra taxation — the assessed value of newspaper vending machines and tubes would not amount to much when applied to the local tax rate. It's the trigger for the trend that is bothering us.

The harassment tactic started in Pike County after the *Lexington Herald-Leader* published the series, "Cheating Our Children." The articles criticized how Pike County officials assessed property for taxes, and the PVA in Pike County immediately reassessed property belonging to the *Herald-Leader* and other newspapers to include vending machines. Several other counties apparently are considering the same inclusion.

Revenue Cabinet Secretary C. Emmett Calvert said the tax does not infringe on First Amendment rights of newspapers when it is equally applied to all vending machines.

We agree. Newspapers don't have much of an argument against the tax.

But we can argue that punishing newspapers for telling the truth by adding taxation is not right. Obviously, that's what Pike County officials are trying to do.

Readers of the *Commonwealth-Journal* have no need for concern. New taxation will never squelch our search for truth.

We will continue to call a spade a spade, even at a price.

## Examining the editorial page

While editors tend to believe that the editorial page is the most exciting page of the paper, many readers, unfortunately, don't agree.

As many as 50 percent of readers don't look at them, research shows. That means they're not getting the benefit of those insightful ideas, witty columns and on-target art. Ralph J. Turner of the Marshall University School of Journalism offers some tips to draw the reader into the editorial pages.

First, Turner suggests moving the masthead from the upper left corner to the lower right. While important, the masthead should not be as important as the editorial content.

Next, the professor says, don't be afraid to move the cartoon to the lower half of the page. It will get attention wherever it is, so it does not have to have a dominate, top-fold position.

\*Use a larger type for editorials; if regular body copy is 9 point, set the editorials in 11 or 12 point.

\*Use a different column width for the editorial page; if the paper uses a six column format, switch to five or four columns for editorials.

\*Create an open look and visual interest by setting some columns ragged right — letters, perhaps.

\*Separate items with more white space to achieve the same appearance of openness and interest. If you allow two picas between stories on the news pages, jump to three or four on the editorial pages.

\*Join the lead editorial to some type of art work, including photographs, graphics, tint boxes, borders, reverse heads or other device that adds "color." Try a photo to illustrate the subject of the lead editorial; for instance, a piece on poor road conditions could easily be illustrated.

\*Similar devices can be used occasionally with letters that address an important topic.

\*Look for a local artist who can draw tailor-made cartoons that relate to local issues.

\*Brighten the page with spot color.

\*Stop thinking of the Op-Ed page as a catchall for everything that won't fit on the editorial page. Use an open magazine design to catch the reader's eye.

\*Don't be leery of variety. Have three or four alternative designs that you can draw on from time to time to keep from boring the reader.

(From Arkansas Press Association, via Florida Press Association)

## What we seek in candidates

The Daily Independent, Ashland  
October 21, 1990

What do members of *The Independent's* editorial board look for in candidates for office?

We look for candidates who have integrity and demonstrate a desire to serve the people instead of serving their own interests. We expect candidates to give straightforward answers to our questions without regard to whether we agree with the positions they take.

Incumbents, of course, run on their records. If they made specific promises to get elected, we expect them to have at least tried to have kept those promises. Incumbents should proudly state what they believe to be their major accomplishments. If their terms have been controversial, they should be willing and able to answer their critics. If they have made mistakes, they should admit them.

We expect non-incumbents to be well informed about the offices they are seeking. It never ceases to amaze us how many candidates are poorly informed about the offices they seek. If they are serious about seeking public office, we don't think it is too much to expect them to know what is going on.

From candidates running for

offices that come within the limits of Kentucky's open meetings law, we look for a commitment to conduct the public's business in public, not behind closed doors. We also look for promises not to participate in illegal meetings, to denounce in public those meetings and their participants.

We are not impressed with candidates who speak in platitudes and generalities. Everyone is for "better government," "economic development" and "better education." If a candidate says he is for those things he should have a specific plan of action for accomplishing them. If he favors eliminating a tax, he should have a plan for making up the lost revenue. If he wants to "trim the fat," we want to know what fat he has in mind.

Candidates should be able to sell themselves and their points of view. They should be able to state clearly and convincingly why they think they are better than their opponents.

Honesty, knowledge, accessibility to the people, a willingness to listen, a plan of action, the backbone to take a stand in the face of public opposition — these are the qualities we seek.



# Winning the political advertiser

By Scott Little  
from California Publisher

Newspapers are seeing a declining share of political advertising dollars. It's not because we don't have a superior vehicle — we just don't aggressively tell our story.

Consider these facts:

(1) One or more newspapers each day are read by: 69 percent of those who regularly vote; 72 percent of those who write elected officials; 71 percent of those who are active in political campaigns.

(2) 70 percent of newspaper subscribers will definitely vote while only 20 percent of heavy TV viewers will vote!

(3) Voters are twice as likely to turn to newspapers for solid information versus TV.

(4) Voters give newspapers nearly twice the credibility as TV as a political advertising medium.

(5) Newspaper readers look forward to advertising, TV viewers find advertising irritating and interruptive.

These are strong arguments for newspapers and I'll bet we can all come up with a few additional sales points. So why are we getting fewer political advertising dollars each year?

The fact of the matter is, we have a strong story to tell, but we're keeping it a secret. Here are a few suggestions:

\*\*\* Treat political candidates and committees no different than any other advertiser you pursue. As soon as candidates announce, as soon as committees form, make a sales call on them. Do it in person and be armed with an organized sales presentation.

\*\*\* Hold a breakfast, lunch or cocktail reception for candidates and committees. Be ready with a brief but strong slide, video or flip card presentation. Don't just talk about how wonderful your paper is — the awards, the low-rub ink. They couldn't care less. Present statistics and benefits that will help them win at the polls.

\*\*\* For these presentations, you should be ready to show your newspaper's reach of registered voters. Design a brief questionnaire and have your telemarketing, classified ad takers or temporary help call 400 or 500 of your subscribers. And whenever you do any kind of readership or advertising survey, include questions about voter registration. Are they registered? What is their party affiliation?

\*\*\* Remember, we have a real advantage with local candidates and committees focusing their efforts on cities or districts compatible with our circulation areas.

\*\*\* If you have a TMC product, present it. We haven't talked much about direct mail, but a big share of the political dollar goes to the post office. We offer the best of both worlds — paid circulation with its strong reach of voters combined with the saturation coverage of non-subscriber delivery.

As an industry, we enter our most challenging decade. We can't afford to ignore any revenue source, especially one as strong as this — and we get the money up front. Let's get the word out.

## Borrowing from the Bard

English journalist Bernard Levin compiled a sampling of Shakespeare's impact on our everyday speech. It's worth sharing.

"If you cannot understand my argument, and declare 'It's Greek to me,' you are quoting Shakespeare; if you claim to be more sinned against than sinning, you are quoting Shakespeare; if you recall your salad days, you are quoting Shakespeare; if you act more in sorrow than in anger, if your wish is father to the thought, if your lost property has vanished into thin air, you are quoting Shakespeare; if you have ever refused to budge an inch or suffered from green-eyed jealousy, if you have played fast and loose, if you have been tongue-tied, a tower of strength, hoodwinked or in a pickle, if you have knitted your brows, made a virtue of necessity, insisted on fair play, slept not one wink, stood on ceremony, danced attendance (on your lord and master), laughed yourself into stitches, had shortshrift, cold comfort or too much of a good thing, if you have seen better days or lived in a fool's paradise — why, be that as it may, the more fool you, for it is a foregone conclusion that you are (as good luck would have it) quoting Shakespeare; if you think it is early days and clear out bag and baggage, if you think it is high time and that that is the long and short of it, if you believe that the game is up and that truth will out even if it involves your own flesh and blood, if you lie low till the crack of doom because you suspect foul play, if you have your teeth on edge (at one fell swoop) without rhyme or reason, then — to give the devil his due — if the truth were known (for surely you have a tongue in your head) you are quoting Shakespeare; even if you bid me good riddance and send me packing, if you wish I was dead as a door-nail, if you think I am an eyesore, a laughing stock, the devil incarnate, a stony-hearted villain, bloody-minded or a blinking idiot, then — by Jove! O Lord! Tut, tut! for goodness' sake! what the dickens! but me no buts — it is all one to me, for you are quoting Shakespeare."

(From The Story of English by Robert McCrum, William Cran and Robert MacNeil. Viking Penguin Inc., New York, 1986.)

### Did you know?

... that Bob Carter is Georgia-born and Florida-bred?

... that Barbara Justice likes to fish?

... that Glenn Gray has a degree in health and physical education?

... that Jane Bird Hutton has owned and operated her paper since 1952?

... that Don Davidson is a paramedic?

... that Chuck Harper is a native Californian and that Jerry Lyles was born in Louisiana?

... that Russ Metz is a veteran of the Canadian Air Force?

The reason that KPA knows these tidbits is that these folks have submitted their new biographical forms. And we'd like the rest of you who are in top management positions to do the same, particularly publishers, editors and advertising and circulation managers.

It's not that we're envious. (Well, yes, we are.) The information will only be released on a need-to-know basis, such as if you win a Pulitzer Prize or a Presidential Medal or, heaven forbid, take a staff position with the Elysium Times.

Blank forms have been sent to all publishers with the request to copy them for other managers. The form is short and simple and should take only a couple minutes of your time. If you already have a fresh resume, that'll do the job, too.

Return your bio form or resume to KPA News Bureau, 332 Capitol Ave., Frankfort 40601. Thanks.

### SNPA 1991 Calendar

- Jan. 20-23, "Targeting Reader Interests," SNPA Foundation seminar, Baton Rouge.
- Feb. 3-6, "Education on the Front Page," Atlanta.
- Feb. 17-20, "Managing the Circulation Department," Birmingham.
- Feb. 24-26, Key Executives Conference, Tampa.
- Feb. 24-27, "Local News," Myrtle Beach.
- March 7-10, Mid-Winter Board Meetings of SNPA and SNPA Foundation Leadership, Key West.
- March 17-19, SNPA Newspaper Operations Conference and Trade Show, New Orleans.
- April 14-17, "Copy Editing," Lexington, Va.
- April 28-May 1, "What the 1990 Census Tells Us," Chapel Hill.
- May 12-15, "Layout, Design and Graphics," Knoxville.
- May 19-21, Editorial Clinic, New Orleans.
- June 2-5, "Covering Business News," Richmond, Va.
- June 9-12, "Management Training for New Supervisors," Huntington, W.Va.
- Aug. 3-6, "Covering the Arts," Daytona Beach.
- Aug. 11-14, "Financial Management," Shreveport.
- Aug. 18-21, "Strategic Marketing," Corpus Christi.
- Sept. 15-17, Workshop for Smaller Newspapers, Memphis.
- Oct. 13-16, SNPA Annual Convention, Boca Raton.
- Oct. 27-30, "Tighter Editing," Dallas.

For information, call 404/256-0444.

### Advertising Corner

Ads placed in September . . . . \$78,139.39  
 Ads placed in October . . . . \$196,366.31  
 Total placed through KPS in Kentucky newspapers in 1990  
**\$1,042,752.81**

Suppose you were an idiot and suppose you were a member of Congress. But I repeat myself.  
 --Mark Twain (1835-1910)



If you don't have a Frankfort telephone directory, or even if you do, this reference is intended to simplify, somewhat, your search for state government numbers. It carries no guarantee of total accuracy. Changes are taking place every day, particularly in the education section and the new workforce-related cabinet. These numbers may at least get you in touch with someone who can tell you with whom you need to get in touch. The information was taken from South Central Bell's Frankfort directory.

#### AGRICULTURE DEPARTMENT

Admin. Services: 564-6676  
Commissioner: 564-4696  
Food Distribution: 564-4387  
Hay & Grain: 564-3068  
Livestock Sanitation: 564-3956  
Markets: 564-4896  
Communications: 564-3394  
Pest&Noxious Weed: 564-4386  
Garage: 564-4690  
Pesticides: 564-7274  
Shows & Fairs: 564-4983  
Meat Lab: 564-3530  
State Vet.: 564-3956  
Student Loan: 564-7135  
Weights&Measures: 564-4870

#### ALCOHOL BEVERAGE CONTROL: 564-4850

#### ATTORNEY GENERAL

Deputy Asst. AGs: 564-7600  
Consumer Protection: 564-2200

#### AUDITOR OF PUBLIC ACCOUNTS: 564-5841

AUDITOR HOTLINE: 800-592-5378

#### BAR ASSOCIATION: 564-3795

#### BOARD OF CLAIMS: 564-7986

#### ECON. DEVELOPMENT CABINET

##### Arts Department

Commission: 564-8076  
Photography: 564-8918  
KY Arts Council: 564-3757  
Film Office: 564-3456  
Crafts Mktg.: 564-8076

Secretary: 564-7670  
International Mktg.: 564-2170  
KY Dev. Finance Authority: 564-4554  
Fiscal Officer: 564-4300

Personnel: 564-5337  
Business&Tech.: 564-7670  
Existing Industries: 564-7140  
Industrial Dev.: 564-7140

Minority Business: 564-2064  
KY Port&River Dev.: 564-5338  
Research & Planning: 564-4886  
Maps & Publications: 564-4715  
Small Business: 564-4252  
Bluegrass State Skills: 564-2021

#### CORRECTIONS CABINET

Secretary: 564-4726  
Accounting: 564-7950  
Admin. Services: 564-4734  
Community Serv./Facilities: 564-4221  
Construction: 564-4734  
Fiscal Mgt.: 564-4734  
General Counsel: 564-2024  
Inter-State Compact: 564-4221  
Offender Records: 564-2433  
Parole Board: 564-3620  
Personnel Mgt.: 564-4636  
Planning&Evaluation: 564-4360  
Purchasing: 564-7950  
Probation&Parole: 564-6613  
Adult Correct.Inst.: 564-2220

#### COURTS

Admin. Office: 564-2350  
Circuit Ct. Clerk: 564-8380  
Circuit Judges: 564-8382  
Ct. of Appeals: 564-7920  
District

Clerk: 564-7013  
Judges: 564-7073  
Pretrial: 564-7559

#### Supreme Court

Lawyers Helping Lawyers: 564-1303  
Chief Justice: 564- 6753  
Clerk: 564-4720  
Admin. 564-5444  
Gen. Counsel: 564-5444  
Just. Combs: 564-4168  
Just. Gant: 564-4160  
Just. Lambert: 564-4162  
Just. Leibson: 564-4164  
Just. Vance: 564-4158  
Just. Wintersheimer: 564-4166

Law Library: 564-4848

Crime Victims Comp.: 564-2290

#### EDUCATION, HUMANITIES CABINET

Secretary: 564-2942  
Voc. Ed. Council: 564-5559  
Bureau for Blind: 564-4754  
Deaf&Hrg. Imp.: 564-2604  
Heritage Council: 564-7005  
Human Rights: 564- 3550  
KET: 564-2714  
KY Historical Soc.: 564-3016  
KY Oral History: 564-7644  
Libraries/Archives: 564-7000  
Teachers Retirement: 564-3266

#### Education Department

Supt.: 564-4770  
Communication: 564-3421  
PIO: 564-3421

#### ELECTIONS, STATE BD.: 564-7100

#### ENGINEERS/LAND SURVEYORS: 564-2650

#### FINANCE, ADMINISTRATION CABINET

Secretary: 564-4240  
Cap. Plaza Authority: 564-5335  
Equal Emp. Contract: 564-2874  
Financial Disclosure: 606-523-0443  
General Counsel: 564-6660  
Gov. Services Ctr.: 564-8170  
Higher Ed. Asst.: 564-7990  
Mgt./Fiscal Affairs: 564-7233  
Admin. Dept.: 564-2317  
Facilities Mgt. Dept.: 564-3590  
Fin. Mgt./Econ. Analysis: 564-2924  
Commonwealth Venture: 564-2924  
Ag. Finance Corp.: 564-2924  
Infrastructure Auth.: 564-2090  
Local Correct. Fac.: 564-2924

Risk Management: 564-6808

Information Systems: 564-7777

Proprietary Ed.: 564-4233

School Facilities: 564-5582

Social Security: 564-3952

FINANCIAL INST. DEPT.: 564-3390

FLOOD CONTROL ADVIS.: 564-2979

GOVERNOR'S OFFICE: 564-2611

Policy Mgt.: 564-7300

Program Admin.: 564-2613

GOVERNOR'S MANSION: 564-8004

HAIRDRESSERS/COS. BD.: 564-4262

HIGHER ED. ASST. AUTH.: 564-7990

HIGHER ED. COUNCIL: 564-3553

HISTORIC. PROPERTIES: 564-3000

HOUSING CORP.: 564-7630

#### HUMAN RESOURCES CABINET

Information: 564-2336  
Secretary: 564-7130  
Admin. Services: 564-7530  
Communications: 564-6786  
Counsel: 564-7900  
Inspector General: 564-2888  
Ombudsman: 564-5497 or 800-372-2973  
Welfare Fraud: 800-372-2970  
Personnel Mgt.: 564-3106  
Policy&Budget: 564-2767

Employment Services Commissioner: 564-5331

Health Services Commissioner: 564-3970

Medicaid Services Commissioner: 564-4321

Mental Health/MR Commissioner: 564-4527

Social Insurance Commissioner: 564-3703

Social Services Commissioner: 564-4650

Health Economics: 564-6620

HUMAN RIGHTS COMM.: 564-3550

JUDICIAL RETIREMENT: 564-5310

#### JUSTICE CABINET

Secretary: 564-7554  
Admin.: 564-7712  
Grant Program: 564-3251  
General Counsel: 564-7554  
Medical Examiner: 564-4545  
Drivers Licensing: 564-6800  
State Police Dept.: 564-6300  
State Police Academy: 564-6372

KY BICENTENNIAL CEL.: 564-5833

#### LABOR CABINET

Secretary: 564-3070  
Admin.: 564-3075  
Emp. Standards/Mediation: 564-2784  
General Counsel: 564-5460  
Labor-Mgt. Relations: 564-7127  
OSH Compliance: 564-7360  
OSH Ed/Training: 564-6895  
Special Fund: 564-3815  
Workers Claims: 564-5550  
OSH Commission: 564-6892

KY LITERACY COMM.: 564-4062

LANDSCAPE ARCH. BD.: 564-3263

#### LEGISLATIVE RESEARCH COMMISSION: 564-8100

#### LEGISLATURE

House: 564-3366  
Lounge: 564-8100  
Leg. Office: 564-8167  
Senate: 564-3120

LIEUTENANT GOVERNOR: 564-7562

#### LOCAL GOV'T DEPARTMENT

Commissioner: 564-2382  
Community Programs: 564-2382  
Development Finance: 564-2382  
County/Mun. Acctg.: 564-3710  
Program Services: 564-2382  
Clearinghouse: 564-2382  
St./Local Finance: 564-3710

#### MILITARY AFFAIRS DEPARTMENT

Adjutant General: 564-8558  
Air Nat'l Guard: 564-8464  
Air Transport: 564-3714  
Army Aviation: 564-8468  
Army Nat'l Guard: 564-8494  
Disaster & Emergency Service: 564-8682  
Military Records: 564-4873

#### NATURAL RESOURCES/ENVIRON- MENTAL PROTECTION CABINET

Secretary: 564-3350  
Law: 564-5576  
Emergency Response: 564- 2380  
Communications: 564-2041  
Admin.: 564-7320  
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Tales from the 'cryb'

# Internship vs interment: There is a difference

by Beth Leppert

*(The author is a student at Eastern Kentucky University and a summer intern for Landmark Community Newspapers. This article originally appeared in The Eastern Progress, where she is advertising manager.)*

Home sweet home. I've heard it's where the heart is.

To me this is a scary thought. You see, this summer I made my home in Campbellsville.

It's not that Campbellsville is the end of the earth. I liked it. It's just that my home in Campbellsville happened also to be a home of another sort — a funeral home.

Last spring, I decided this would be my summer of adventure. I was ready to make my mark on the world. So I got an internship with a newspaper in Campbellsville. It wasn't exactly the place I had my mind set on marking up, but it would do.

I had a job. Now I had to find a place to live. This is where the real adventure began.

I had only passed through Campbellsville once, so I really wasn't too familiar with the area. The publisher (Richard RoBards) at the newspaper said that he would try to help me find an apartment, so I put the ball in his hands and let him run with it.

He looked into a few apartments and even a trailer. But as the time for me to begin my internship grew closer, it seemed we were at a dead end.

Literally.

Then it hit him. A reporter had interviewed the funeral director at a local funeral home and mentioned that she thought he had an apartment on the second floor he might rent out. So he gave the director a call. I had found a home.

I was a little apprehensive at first. The thought of living in a funeral home disturbed me. It depressed me. It wasn't natural. It seemed sacreligious or something.

But I figured my trusty old publisher wouldn't steer me in the wrong direction, so I loaded up my Honda and headed south.

When I first stepped through the parlor door, I could feel it, smell it and sense it. It was a dark and cold place. There was a light breeze that blew down my collar, sending chills down my spine.

It had the standard funeral home stench, a cross between your grandmother's house and a hospital. It made my stomach churn.

As I carried in my plants, I glanced over my shoulder. There was one there. A dead person. Little did I know he would be the first of many

"guests" I would share my home with over the course of the summer.

The funeral home was nice and I loved my apartment. I have to admit that. It was a big old house that had been converted and added on to.

I lived on the second floor. I had my own kitchen, living room, bathroom and a deck on the roof. It was more than I could ask for and the price was right. Now I just had to get over my fears.

The first few nights, I slept with my lights on and a chair against my door. I guess it gave me a little feeling of security. You never know when one of the corpses might want to get up and stretch his legs.

I had difficulty dealing with the mourners. If you stood in my bedroom doorway, you could look down the stairs and see the family lounge. I heard it all, the sobs, the fights and the blowing of noses. One could easily slip into a state of depression here.

I would come home from work sometimes and find a parking lot full of teary-eyed people. I felt guilty for sitting on my deck grilling out when I knew the people passing by me, catching a smell of my tasty dinner, had just lost a loved one.

As the weeks went on, my fear began to diminish. I actually began to enjoy living in a funeral home. I got used to the temperature. (No matter what I set the thermostat on, it was always cold.) It stopped smelling so bad. And the benefits were good. I always had a supply of Kleenex and my neighbors were quiet.

I became curious and started asking questions. Yes, people are buried with their underwear on and socks or hose, too. But no shoes, unless the family requests it.

I saw the casket room. I didn't know there were so many different kinds and styles to choose from. They ranged from simple oak boxes to ones lined in satin with embroidered flowers. I've decided that when it's my turn, I'd like to go in a cherry model.

Looking back at my internship and my summer, I realized that I did accomplish my goal. I had an adventure.

This is one to tell my kids about. (Editor's note: Reading of Beth's "adventure," I couldn't help but remember when I traveled by bus to Dublin, Ga., for an internship interview when I was a student

in Athens. I had made a reservation with the long distance operator's assistance at the only hotel in the downtown and on the same street as the Courier-Herald. The bus let me out right in front of the hotel, where my faded-wallpaper room contained metal furniture and a stained bedspread and looked out over the neon light that flashed "The St g co ch I n." I got the job and had a wonderful summer, but I had to endure constant teasing because of where I had stayed my first night in town. I hadn't known what Dubliners knew: The Stagecoach Inn was the local flophouse and you didn't have to rent a room for the whole night. --P.S.

If you have a lighthearted story to tell of your own experience in this crazy business, send it along and The Kentucky Press will consider it for publication.)

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## Don't forget to vote

KPA board elections are underway in four districts. The candidates are:

**District 1:** Bill Mitchell, Fulton Leader, and Ted Delaney, Murray Ledger and Times.

**District 2:** Jed Dillingham, Dawson Springs Progress.

**District 7:** Kelley Warnick, Gallatin County News; Bryan Armstrong, The Kentucky Post, and Ed Ashcraft, Owenton News-Herald.

**District 13:** Glenn Gray, Manchester Enterprise.

Deadline for voting is Friday, Nov. 16.



NNA Update by Max Heath

# Supplement tips can save you a lot of grief

## Separate, but a part of . . .

When final rules affecting supplements in second-class mail were released a year ago after two years of discussion and change, newspapers appeared to come out pretty good. The rules were written to fix problems in bound publications, but necessarily affected unbound.

At first blush, only two main changes affected unbound newspapers:

1. The supplement may not bear a permit imprint (DMM 429.112b).
2. The external dimensions of the supplement (length and height) may not exceed those of the second class (host) publication (DMM 429.112e).

The permit imprint rule was a return to previous status of the 1970s and was hard to argue against.

The protrusion rule could be fixed by switching to half-folds, although in some cases local postmasters preferring quarter-folded papers have allowed limited protrusion as a practical matter.

The sleeper in the ruling was new language on independent publications in DMM 429.112f(1). The National Newspaper Association had no problem with the intent of the rule, which stated: "Independent publications may not be mailed as supplements." Fair enough, we said, because it simply restated well-established principles.

The problem was in interpretation of the supporting language as it has been applied, too often incorrectly, to material that has long been rightfully accepted in mailed newspapers.

The controversial language is this:

"The following characteristics provide evidence that the printed material is actually a separate publication: masthead, price, volume number, issue number, or stated frequency of issue." Also causing trouble: "Materials that contain their own mastheads and do not bear the title of the host second-class publications on the front cover are not supplements."

Almost immediately, a flurry of local rulings caused publishers to be assessed third-class postage on sections and supplements which were produced exclusively for, or as part of, the paper, but which inadvertently ran afoul of some of the above language.

Many city business journals as well as small newspapers were caught in these traps by well-meaning but misguided mailing requirements people.

Proper postal inquiry into the preparation and origin of many such pieces could have saved publishers, and postal people, lots of time.

The problem is with field personnel applying the rules in ways they should not be applied.

USPS classification did issue a helpful Customer Support Ruling in May 1989 that rightfully pointed out that a combination of characteristics, and not just one alone, should be considered when trying to determine if a supplement is a special publication. If we can get acceptance people to follow this ruling (PS-202) with good judgment, most of the problems should disappear.

A massive problem in Arkansas over a state tourism tabloid that would have cost virtually all state publishers thousands of dollars in third-class postage was averted only after a long, time-consuming appeal process that wouldn't have been necessary had someone stopped to consult with those in control on the

newspaper end to start with, and apply this ruling.

But to be safe and to avoid such problems in the future, if it's possible, publishers should take steps to avoid the appearance of independent publications on material such as county guides, directories and other special sections and supplements prepared by or for your newspaper.

### Supplement do's and don'ts

When you can control the format of inserts in your paper:

\*Don't put a price on the piece, at least not on copies going through the mail. If you want to price overrun copies for after-issue distribution, burn another plate and start up again. It may save you lots of grief later.

\*Don't refer to a frequency of issue on the piece.

\*Don't use an issue and volume number different from the host publication.

\*Do put your publication's nameplate on the front of the supplement, clearly showing its affiliation with your firm, even though it's not required.

\*Do put "Supplement to XXX" on the piece, even though it's not required.

\*Do use your publication name on folio lines and in any mastheads, even though it's not required.

None of the above are required but should be done when you can control the format.

Keep in mind I'm not suggesting any dishonesty, only steps to avoid the appearance of characteristics on legitimate supplements that risk being misinterpreted when looked at by postal people.

## Use the Frankfort Connection

The KPA News Bureau can be your bureau in the state capital.

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## Two states offer readership data

The Tennessee and Nebraska press associations have released preliminary findings of recent readership surveys, with mostly positive results.

In Nebraska, 94.6 percent of the 1,000 adults surveyed said they read a newspaper and 88.4 percent of those were local newspapers, according to the researcher, Consumer Data Service of Oklahoma City. On the down side, that compares to 96.2 percent readership in 1988, with 95.2 percent local.

The Nebraska study showed that readership intensity is up. About

66 percent of those polled said they rely on newspapers for local event coverage, while 17 percent said television and 14 percent radio.

Other noteworthy findings: \*72 percent who said they voted in the last election said they got information on candidates and issues from newspapers (29 percent for TV); \*57.6 percent said print endorsements of candidates influenced their vote in local elections, and 48.9 said endorsements influenced statewide election votes; \*50 percent said they had purchased goods or services in the last month because of a newspaper advertisement (14.6 percent for TV and 11.1 percent for radio).

In Tennessee, where the survey was done by the University of Tennessee Communications Research Center, the research confirmed that high-income residents read their local newspapers.

About 70 percent of regular newspaper readers there have an income of more than \$20,000, and of those who read a large city paper, 75 percent have incomes of more than \$20,000. In addition, the study shows that as income rises, so does the percentage of respondents who say they discuss the paper with other people; 100 percent of respondents making more than \$60,000 a year said they discuss the paper.



## Newsrooms susceptible to deadly virus, continued from Page 1

cessible to editors at other units. Sometimes, a computer would not retain edited corrections. Sometimes, the spelling check component would glide right past an obvious error.

Each incident was thought of as an annoyance, much like an occasional pain that hits the small of the back or a big toe. The ache was not persistent enough to warrant a visit from the computer doctor.

Not until the primary unit began to work at about half speed and then completely locked up for about 30 minutes a day was a repairman called.

With his special disks, he quickly learned the problem. Every terminal in the system was infected, some with as many as 18 different viruses. The grief was shortlived, however, because he was able to administer a "vaccine" designed to prevent future attacks.

Medical terminology has been applied by the computer industry because "the concept is the same as with the real, physical virus," according to Bob West at ValCom Computer Center in Frankfort.

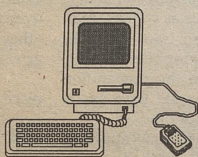
Much as in the human body, a software disk or even a complete computer system can be infected by a virus, says West. The virus may manifest itself quickly or it may linger, doing its damage over months and even years without obvious symptoms.

That damage can also vary, from the disappearance of one reporter's story to the destruction of the computer's very guts. West recalls that one customer lost a database that contained more than 10,000 names. The computer analyst who examined *The Floyd County Times'*

problem said that the viruses could have eventually destroyed the paper's entire Macintosh system.

Symptoms can also vary, West said. "With Macintosh, if a virus is attacking the system or a program, you may start getting bombs on the screen. With an IBM unit, you'll get a message telling you to shut down."

And just as people contract biological viruses through contact, computer viruses are picked up the same way.



The simple act of putting a game disk into the computer to play during work breaks can transmit a virus. (In fact, game disks are thought to be the most common method of transmittal.)

Any time, a newspaper accepts outside disks — a practice that is growing — the risk is there for an outbreak of viruses.

KPA passed along a virus to member papers this way. Administrative assistant Reba Lewis believes her computer caught the virus from a disk sent to KPA from a newspaper. When she sent a mailing of disks to member papers earlier this year, she inadvertently spread the virus. KPA sent a virus detector/killer disk to all those who had received the infected disk.

Viruses can also be transmitted

across a network in the office or newsroom. If a feature writer puts an "alien" disk into his terminal, the editor's computer can become infected if the two units are interconnected, as they most often are.

West adds that, as odd as it seems, viruses can be carried over the telephone wires when a modem is used to connect two computers.

The process of infection closely reflects the story of Typhoid Mary or, in today's frightening terms, that of the spread of the AIDS virus.

Where the analogies end is in the fact that viruses are not accidents at their origin. Viruses are deliberately programmed, says West, often by "young, genius computer whizzes."

"A virus is actually a program written to infect," the computer expert explains. "Some are malicious, some are just quirky. Some, for instance, have been written to have messages pop up on screens across the country at a certain time."

As with any disease, computer hardware and software companies have spent a great deal of money on finding a cure. On the market are a number of virus detector programs, says West. "They will tell you if your computer has a virus and will then kill it. Some can tell when you got it, the date and time."

West recommends — back to the medical terminology — that users resort to a "vaccine," a special program injected into the computer to counteract the virus. However, he cautions, that as with flu or any other communicable disease, new strains of virus can arise that won't be covered by an existing vaccine.

Jonathan L. Mayo's book, *Computer Viruses*, published last year by Windcrest Books, offers some tips on avoiding and coping with a computer virus.

1) Be wary if you don't know the source of a disk you put into your computer's disk drive. Even the fact that a disk is "shrink wrapped" is no guarantee that it is virus-free.

2) Back up all programs and data.

3) Write-protect all original disks.

4) Closely monitor usage of your computer(s).

5) Monitor the performance of your computer carefully after running new software.

6) Keep track of creation date and size of files on your disks. It's tedious but you can look for any changes that may have occurred — a good sign of virus activity.

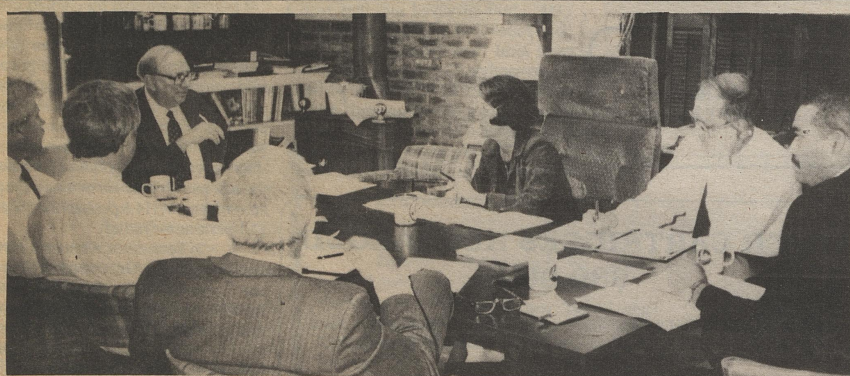
## Open meetings

Continued from Page 1.

Rep. Bill Donnermeyer of Bellevue, started the meeting on a positive note by saying, "I'm a prime believer that the more people know the better off they'll be." Donnermeyer pledged that the group would take another look at the two House Bills (360 and 361) that failed to muster approval last winter.

A step ahead, Lowery's KPA Freedom of Information Committee is distributing copies of the current laws, in miniature book form, to public officials in Marion, Hardin and Nelson counties. Lowery says he hopes the books, published by LRC, can be placed with every public official in the state.

Also on the task force are Rep. Albert Jones of Paducah, Sen. Fred Bradley of Frankfort, Sen. Walter Baker of Glasgow, Rep. Clayton Little of Pike County, Rep. Raymond Overstreet of Liberty, Assistant Attorney General Ann Sheadel, state Information Systems chief Stephen Dooley and Library and Archives Commissioner James Nelson.



### Getting the scoop on recycling

Bill Franklin, nationally known researcher on waste management and recycling, presented details of the project he is doing for KPA to the association's Newsprint Recycling Task Force meeting in Frankfort on Oct. 31. Franklin's research in Kentucky will look at newsprint consumption, its availability and uses, as well as a survey of solid waste management of the state's landfills. The task force plans to have the project completed before the 1991 special session of the state legislature, which is expected to be in mid-January. Also participating in the meeting was Kevin Grant, industrial affairs director for American Newspaper Publishers Association in Reston, Va. Task force members present were chairman Mary Schurz, KPA vice president and publisher of the Danville *Advocate-Messenger*; Ralph Drury of the Louisville *Courier-Journal*; Walt Dear of Dear Publishing and KPA past president; Randy Mast of Landmark Community Newspapers; David Stone of the Lexington *Herald-Leader*, and KPA executive director David Thompson. Also on the task force is Betty Berryman of the Winchester *Sun*.

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