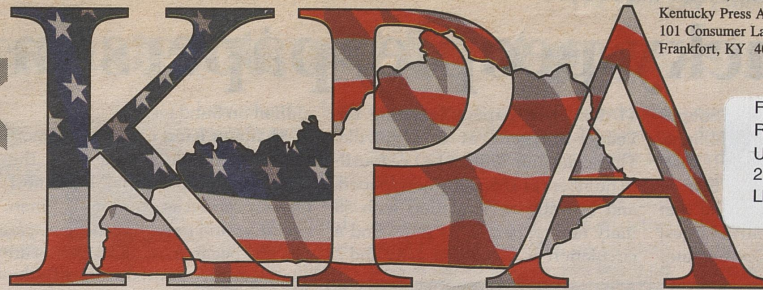


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## Eleven state papers part of NEWSLINE service

By DANA LEAR  
News Bureau Director

For all of her adult life, Pamela Roarke-Glisson hasn't been able to find out what is going on in her community by reading her local newspaper. That is because she is among the more than 253,000 Kentuckians who are blind or visually impaired, but last month she was able to find out what was in her local newspaper by placing the first phone call to the NFB-NEWSLINE during a ceremony in the Capitol Rotunda.

The NFB-NEWSLINE is a service that provides a toll-free number for the visually impaired and disabled to call to hear national and local news stories.

"This is so important to us because we need to be able to keep up with the news just like any other Kentuckian," Roarke-Glisson said.

Gov. Ernie Fletcher signed a contract with the National Federation of the Blind to offer this service to visually impaired and disabled Kentuckians as the result of House

Bill 262 and Senate Bill 56 that passed the General Assembly in 2004.

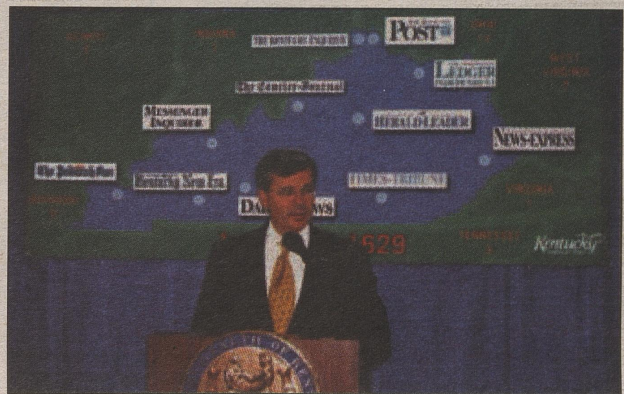
Fletcher said this service will "connect people to their communities and help them become informed individuals."

Currently Kentuckians can listen to the Lexington Herald-Leader, Courier-Journal and Kentucky Enquirer newspapers by telephone, as well as more than 150 national newspapers and three magazines. Newspapers will be added each month to the service to give users access to 11 Kentucky newspapers within four months.

The newspapers that will be added during the next four months include: The Kentucky Post in Covington, The Paducah Sun, Corbin Times-Tribune, Kentucky New Era in Hopkinsville, Appalachian News-Express in Pikeville, The Daily News in Bowling Green, The Ledger Independent in Maysville and The Messenger-Inquirer in Owensboro.

With 11 newspapers, Kentucky

See SERVICE on Page 3



Above: Gov. Ernie Fletcher speaks of the importance of the NEWSLINE service in front of a map indicating the newspapers in the state offered on the service. Left: Pamela Roarke-Glisson makes the first phone call on the NFB-NEWSLINE, a service that reads Kentucky newspapers over the phone to the visually impaired.

## Former Kentucky Press president, publisher dies

Former Kentucky Press Association president, Guy Hatfield III, the publisher of two weekly Kentucky newspapers, died Friday, Feb. 4 of complications of diabetes at Central Baptist



Hospital in Lexington. He was 54.

Hatfield graduated from Eastern Kentucky University in 1972 with a degree in political science, but decided to switch careers after visiting several newspapers while working on the campaign to re-elect Richard Nixon.

He became Kentucky's youngest publisher when he started his first newspaper, the Citizen Voice, in Estill County in 1973. He competed

against an already established chain-owned newspaper in the area until purchasing it a few years later and merging the two to form the Citizen Voice & Times.

He purchased the Clay City Times in 1994 and the Flemingsburg Gazette in 1998. He sold the Gazette five years later.

He served as president of the Kentucky Weekly Newspaper Association and was the only person

to head the organization three times.

In 1998 he served as president of KPA. During his term he visited every newspaper in the state.

He was presented KPA's Russ Metz Memorial Most Valuable Member award in 1996.

He was inducted into the Kentucky Journalism Hall of Fame in 2001 and received the Excellence in Entrepreneurship Award from Eastern Kentucky University in 2003.

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# Kentucky people, papers in the news

**Lee Enterprises** has bought **Pulitzer Inc.'s** newspaper holdings, including the St. Louis Post-Dispatch and the Arizona Star in Tucson, in a \$1.46 billion deal that creates the nation's fourth-largest newspaper publisher. Lee operates

44 daily newspapers including the **Ledger-Independent** in Maysville. The acquisition will make Lee fourth in numbers of U.S. daily newspapers and seventh in circulation with 58 daily newspapers in 23 states and a circulation of 1.7 million daily and 2

million on Sundays.

**Shannon King** has been promoted to business manager of the **Commonwealth Journal**. King most recently served as director of human resources and payroll at the newspaper. She began in August 1999 as an administrative assistant. She fills the vacancy left by former business manager **Loretta Thacker**, who left to spend more time with her family and work toward becoming a certified public accountant.

**Paula Halm**, general manager of **The Paintsville Herald**, has been named the publisher of the Paintsville newspaper. She took over her new position in January. She took over the role from **Marty Backus**, of the **Appalachian News-Express** in Pikeville, who has been overseeing both newspapers. Prior to coming to work at the Herald, Halm worked for Backus as advertising manager of the News-Express for several years in Pikeville. She also worked as office manager for the Pepsi Bottling Group. She is a graduate of Pikeville College and a native of Pikeville.

**The Oldham Era** was recognized Feb. 4 by the Oldham County Chamber of Commerce as Oldham County's Business of the Year in the small business category. The award was accepted by Oldham Era Publisher **Jim Patrick** at the Oldham County Community Showcase.

**Rosa O'Bryant**, senior mail technician, retired from **The News-Enterprise** after 25 years. She started at the newspaper in October 1979. Before then she worked for the paper as a contractor for three years. After her retirement she will continue to be a part of the paper as a carrier.

**Debra Darnell** has been hired as an outside sales consultant for **The Oldham Era**.

**Rebecca Haxton-Johns** is the new law enforcement reporter at **The News-Enterprise** in Elizabethtown. She is originally from Minnesota.

**Forrest Berkshire** has moved from reporter to photographer at **The News-Enterprise**. He first joined **Landmark Community Newspapers, Inc.** at the **Roane County News** in Kingston, Tenn.,

and transferred to the Elizabethtown newspaper in January 2002.

**The Lebanon Enterprise** Advertising Manager **Mary Anne Blair** recently presented Marion County varsity boys' basketball head coach **Tim Peterson** with a check for \$1,032.79. The money represented 60 percent of the profits from the production of the Marion County Holiday Homecoming Classic basketball tournament program. The newspaper is a major sponsor of the event.

**Melinda Overstreet** has joined **The News-Enterprise** staff as the Elizabethtown/Hardin County government reporter. She's originally from Cave City and has a Master's degree in Clinical Psychology and a Bachelor's degree in Psychology and Print Journalism.

**Dee Dee Meyers** has been hired as a classified ad rep at **The News-Enterprise**. She's originally from Crown Point, Ind.

**C.J. Gregory** has been hired as a staff reporter at **The News-Enterprise** in Elizabethtown. He is originally from Somerset and has a B.A. in Journalism from Eastern Kentucky University.

**Carla Teague** has joined the LCNI regional sales team, based in Shelbyville, as a sales representative. She has a wide variety of experience in sales, including time spent in real estate, insurance, magazines and promotional advertising in supermarkets.

**Don Pepin** has been hired as an assistant mail technician at **The News-Enterprise**. He is originally from Minnesota.

**Lori Weaver** is the new Newspapers in Education coordinator for **The News-Enterprise**.

**James Girdler** was recently named circulation director of the **Commonwealth Journal** in Somerset. He has served as district circulation manager for the **Lexington Herald-Leader** in a six-county area in South-Central Kentucky since 1997.

**John Sellards** has joined the **Commonwealth Journal's** sports

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## The Kentucky Press

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# Paper tosses conventional front page, starts fresh

Four years ago, the Readership Institute, part of Northwestern University's Media Management Center, began publicly sharing results from its extensive newspaper readership study. The results were quite fascinating – and often surprising.

Among many concepts and notions gleaned from speaking with scores of readers in dozens of markets, two items of reader feedback really stuck with me. First, many readers said they weren't thrilled with how most newspapers presented their front pages. What a kick in the gut. After all, newspaper people take great pride in how our front pages are presented to readers.

But, based on the 2001 Impact Study, some readers said the conventional wisdom of putting four to six stories on the front page with some art and then jumping several of the stories to other pages was not an effective use of that space.

It's hard to fathom, isn't it? We thought we were going a good job but now some readers say no. So if putting the top news stories of the day on the front page isn't desirable, then what should we be doing and just

## Oh, By The Way

By David Greer  
KPA Member Services  
Director



how should that space be used?

Well, readers in the study said they would prefer the front page be used to promote stories found on inside pages and preview

stories in upcoming issues. Television, of course, does this well. Apparently people notice it and like it. Newspapers, on the other hand, are inconsistent on previewing stories and some seldom do it at all.

In other words, many readers really did want to know on Thursday or Friday what they would find in Sunday's paper. And, it should be on the front page, readers said.

Hmmm. At first glance, the whole notion sounded radical. After all, newspapers take tremendous pride in their front-page presentation – everything from how big headlines run and what fonts we use to how big the photos should run, whether it's OK to jump stories and just how busy the front page should be. Are four stories enough or do readers prefer five or six front-page stories, we ask ourselves?

But the Readership Institute's Impact Study said many readers see the whole front-page issue in a different light. While editors everywhere labor on what and how many to put

on the front, readers thought the front-page space should be used to "sell" what could be found inside the paper.

Sounds like the magazine approach, doesn't it? A big attractive cover photo with several catchy headlines designed to make you buy it off the rack and lead you straight inside.

The January-February issue of The American Editor, published by the American Society of Newspaper Editors – ASNE – carried a story about a small daily in Janesville, Wis., that has taken the Readership Institute's study to heart and radically redesigned its front page based on this study. So far, reader reaction has been positive, editor Scott Angus said in The American Editor article.

Now, the paper's front page consists of a two-column wide feature running down the right side of the front. Called "Gazette as a Glance," it features summaries of about 10 inside stories. There are not teasers – they are brief but complete stories.

Across the bottom of the front is a new feature called "Coming Attractions." These are teasers for upcoming stories. Appropriate pieces of art, particularly small mugs, are used in both columns to make them attractive while increasing reader-entry points.

Angus writes in the article that the

center part of the page, called the window, is four columns wide by 12 inches deep. Use of the window varies by issue. Sometimes the window is a complete story with art. Sometimes it's only art and text teasing something inside. Sometimes it's hard news, sometimes a feature. The window has proven to be very flexible in its use, he wrote.

These days, the Janesville Gazette's front page often has only one story and promotes up to a dozen or more stories that can be found on inside pages or upcoming issues.

How are readers reacting to these changes? Angus writes that many have said the changes have caused them to spend more time reading the paper – possibly because their attention has now been drawn to stories they might have otherwise overlooked.

The paper also promotes itself now as being a five-minute read for today's time-starved readers.

Next on tap is a springtime readership survey to better measure reader reaction to the changes. The real test, Angus writes, might take years for the results to be known.

In the meantime, kudos to Angus, his staff and his paper for their efforts at improving readership. I suspect many sets of eyeballs will be watching to see the results.

## SERVICE

Continued from page 1

will have the most newspapers available on NEWSLINE than any other surrounding state except for Ohio with 14. Kentucky joins 37 other states in offering this service.

Department of Workforce Investment Commissioner Laura E. Owens, whose office was responsible for selecting the newspapers for the service, said they began looking around the state to see where most of the visually impaired people lived and what newspapers would meet their needs.

"There is a newspaper in every region of the state so that no body is left out," she said. "We are giving this group of individuals the same opportunity that those with sight have."

James Gashel, the executive director for strategic initiatives for the

National Federation of the Blind, said this service is liberating for those who aren't able to read the newspaper.

"Access to the news is part of having a free society," he said. "Those of us that are blind have the opportunity to join that society now."

Kentuckians who are eligible can subscribe to this free service by filing out an application from the NFB which is available on-line at [www.nfb.org/newsline\\_1.htm](http://www.nfb.org/newsline_1.htm) or by contacting the NEWSLINE coordinator's office at 1-877-266-2807. Subscribers will receive an identification number and security code to use when they call NFB-NEWSLINE at 1-888-882-1629.

Subscribers can choose from today's newspaper, yesterday's newspaper or the Sunday edition of the newspaper they wish to hear and then choose the section or article by using a standard touch-tone phone. The service will cost the state \$40,000 a year.

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# HIPAA still causing concerns a year later

By KENYON MEYER  
KPA General Counsel  
Dinsmore & Shohl



After HIPAA's privacy regulations took effect in April of 2004, health care providers no longer disclosed patient information to journalists. Because the regulations generally prevent disclosure, providers refuse to cooperate even when an exception applies. Their fear of inadvertently violating HIPAA is not surprising, since a violation carries stiff fines of up to \$250,000 and felony criminal charges with prison terms of up to 10 years. But because the privacy regulations are not well understood, they are often wrongly applied to prevent disclosure of information that is not protected. When a source refuses to give out information because of HIPAA, the journalist should independently assess whether or not HIPAA actually protects the information. This requires a basic understanding of the terms and provisions of the privacy regulations. The regulations apply to "covered entities" or their "business associates" and protect "individually identifiable health information."

## Is the source a "covered entity" or its "business associate"?

Health information is only protected when it is possessed by a covered entity or its business associate. A "covered entity" is every health care provider, regardless of size, who electronically transmits health information in connection with patient care, payment, or reporting or who uses a third party, such as a billing service, to electronically transmit this information on behalf of the provider. Since almost all patient billing operations are now electronic, virtually all providers are covered. The term "provider" includes any institution or individual who meets the Medicare definition of "provider of service." This definition encompasses hospitals, physicians, paramedics, therapists, rehabilitation specialists, dentists, and other practitioners.

"Health care clearinghouses" are also covered entities. A health care clearinghouse processes patient information, usually for billing or record-keeping purposes. "Health plans" are covered entities, and include health insurance purchased by an individual as well as insured and self-funded group plans and HMOs, whether sponsored by an employer, the gov-

ernment, or a church. However, there are some exceptions. Group health plans that are administered solely by an employer and that have less than 50 participants are not covered. In addition, two types of government-funded programs are not health plans: (1) those whose principal purpose is not providing or paying the cost of health care, such as the food stamps program; and (2) those programs whose principal activity is directly providing health care, such as a community health center, or making of grants to fund the direct provision of health care. Workers compensation, automobile insurance, and property and casualty insurance are not considered health plans.

A "business associate" is a contractor or other non-employee of a covered entity that performs services or activities using protected health information disclosed by the covered entity. Common business associates include the covered entity's outside lawyers, debt collection service, and independent computer software service providers.

Since HIPAA only applies to covered entities and their business associates, a journalist is free to obtain health information from entities that

are not covered by HIPAA. For example, although a doctor treating an accident victim cannot ordinarily discuss the injuries with a journalist, a policeman who observed the injuries or talked with the victim *can* disclose the information, since the policeman is not a covered entity or a business associate. A relative of the victim who has been briefed by the victim's doctor can also disclose the information, since the relative is not a provider or a business associate.

## Is the information sought "individually identifiable health information"?

The privacy regulations define "individually identifiable health information" as information that identifies the individual (or can be used to identify the individual) and relates to: (a) an individual's physical or mental health or condition (past, present, or future); (b) the provision of health care to an individual; or (c) payment for provision of health care to an individual. Certain records are explicitly excluded, including records that a covered entity maintains in its capacity as an employer and records subject to the Family Educational

See HIPAA on Page 6

# Postal service shifting mixed states sortation

By MAX HEATH

The Postal Service is shifting the locations where it sorts Mixed ADC bundles and sacks of mail to fewer processing centers with the issuance of a new Labeling List L009—Mixed ADC, effective May 15, 2005.

The change consolidates processing of mixed or residual Periodicals from more than 100 Area Distribution Centers (ADCs) for non-automation flats (list L004), or 87 designated for automation "flats" (list L803) to only 32 processing locations.

Newspapers will make no preparation changes other than pink sack tag labeling on their Mixed ADC sacks. Software vendors should update their labeling lists immediately, but no later than May 15. Software that is certified by USPS under its PAVE (Presort Accuracy Validation & Evaluation) program will be required to make the changes.

Newspapers commonly sort six or more copies to the same carrier route, then 5-digit ZIP code, then same first 3-digits ZIP code, then to the same ADC. The ADC is a processing plant that handles a large group of 3-digit ZIPs as mail works its way down through the system. In some cases it consists of an entire state, a portion of a more populous state, or parts of more than one state.

Any copies that don't fall into one of the first four sorts are considered "residual" mail, or Mixed ADC mail, which until now had been handled in the ADC where the mail originates in the case of non-barcode mail, or in designated automation ADCs for barcode newspapers. In some cases, there is no difference, and some states had more than one of the automation centers, with only one for non-automation mail.

While 5-digit sacks theoretically travel straight through postal process-

ing plants directly to the delivery post office, 3-digit sacks get worked in a plant serving multiple 5-digit offices, adding one day to delivery times. SCF sacks containing packages of 6 or more to each 3-digit within the Sectional Center Facility (a level in between 3-digit and ADC) may also be prepared.

ADC sacks get processed one level further upstream, adding at least another day. Mixed ADC mail had been opened and worked in the ADC where the mail originated, then re-sent to ADCs across the country before being reworked to 3-digit processing plants and then to 5-digit plants. That process is often very slow, adding additional days to copies not finely sorted, usually many miles away from the newspaper office.

The stated goal is to create larger processing machine runs, and create fuller tubs or sacks, by consolidating

the processing of what USPS considered "the relatively low volume of mail at the mixed ADC level." The idea originated with Postmaster General Jack Potter, who saw small volumes being processed at ADC hubs, and suggested that "Operational Requirements" personnel align planned changes with Advanced Package Processing System machines in the future.

It is aligned with the Bulk Mail Center (BMC) network. These P&DCs will be designated to handle origin mail. Marc McCrery of USPS Operational Requirements said they are "nodes" in the network that have good transportation links. NNA is concerned about worsening service-like happened in Reclassification in 1996 with sort changes-and also from mail being sent to a BMC and delayed. (Trucks going to one of

See POSTAL on Page 8

## Benjamin Franklin Award winners named

WASHINGTON DC -- Awards were presented by community newspaper publishers this spring to 18 distinguished employees of the United States Postal Service who provided extraordinary service to newspapers in the mail. Edith Risner, the postmaster from Prestonsburg, was among the winners.

The national award winner, Marion Narcisse, retail sales associate in the Denham Springs, LA, post office, was recognized March 10, in Washington, D.C.

The Ben Franklin Award is presented each year to a postal employee nominated by a newspaper for commitment to customer service. The award is named for the first postmaster general, who also was a newspaper publisher. The NNA Postal Committee, chaired by Max Heath, vice president of Landmark Community Newspapers, Inc., judged the nominations. This year 21 nominations were submitted by publishers, who heralded employees for service ranging from a thorough understanding of complex periodicals regulations to a direct hands-on assist to help a failed mail preparation get into the mailstream on time.

Nominating publishers will receive the awards in late March. Presentations will be customized in each state by the publishers—sometimes presented in post offices, others at newspaper offices or statewide meetings.

NNA President Mike Buffington thanked NNA members for submitting impressive nominations and the postal nominees for their excellent service.

"This program grows every year, despite the ongoing challenges of working out mail preparation and delivery issues within the Postal Service's ever-growing delivery network," he said. "It is a testament to the Postal Service that in the midst of the complex regulatory systems, it continues to supply the marketplace with knowledgeable and marketing-friendly experts."

The winners' and their nominating publishers' names are below.

**State, Postal Employee, Nominator**

Arizona **Monica Northam**, Lead Sales & Service Associate/ Lake Havasu City, Ariz./ **Jim Abdon**, Today's News-Herald, Lake Havasu City, Ariz.

Florida **Vickie Neal**, Bulk Mail/Finance Clerk/ Inverness,

Fla./ **Tina Moser**, Citrus County Chronicle, Crystal River, Fla.

Illinois **Michael E. Boswell**, Postmaster/ Mt.Carmel, Ill./ **David M. Robinson**, Mt.Carmel Daily Republic.Register, Mt. Carmel, Ill.

Kansas **Connie Harrison**, Postmaster/Sharon Springs, Kan./ **Sheila Smith**, The Goodland Star-News, Goodland, Kan.

Kentucky **Edith Risner**, Postmaster/Prestonsburg, Ky./ **Patty Wilson**, Floyd County Times, East Point, Ky.

Minnesota **Allen Kamstra**, Bulk Mail Technician/ Willmar, Minn./ **Mark Herman**, West Central Tribune, Willmar, Minn.

Missouri **Barry Evans**, Business Mail Entry Analyst/Bulk Mail Entry Unit/Kansas City, Mo./ **Ginger Lamb**, The Daily Record, Kansas City, Mo.

Montana **Ron Casey**, Letter Carrier/Helena, Mont./ **Jim Fall**, Montana Newspaper Assn., Helena, Mont.

Nebraska **Debra Buss**, Postmaster/Plainview, Neb./ **Lee Warneke**, Plainview News, Plainview, Neb.

New Jersey **Paul McDonogh**, Postmaster/ Bernardsville, N.J./ **David Nelson**, The Bernardsville

News, Bernardsville, N.J.

New York **Carole Schuhmann**, Letter Carrier/ Ronkonkoma, N.Y./ **Arlene James**, Long Island Business News, Ronkonkoma, N.Y.

North Carolina **Julian B. Hammer, Jr.**, Postmaster/ Supply, N.C./ **Marlene Jackson**, The Brunswick Beacon, Shallotte, N.C.

North Dakota **Vernon Kongsle**, Postmaster/Towner, N.D./ **Lillian Domres**, Mouse River Journal, Towner, N.D.

Oregon **Pam Kennedy**, Customer Service Supervisor/Newberg, Ore./ **Richard Nistler**, The Newberg Graphic, Newberg, Ore.

South Dakota **Lu Koepsell**, Bulk Mail Clerk/Yankton, S.D./ **David Jeffcoat**, Yankton Daily Press, Yankton, S.D.

Texas **Dewain Yarborough**, Finance Clerk/ Granbury, Texas/ **Jerry Tidwell**, Hood County News, Granbury, Texas.

Utah **Curtis Marsh**, Postmaster/Richfield, Utah/ **Mark Fuellenbach**, The Richfield Reaper, Richfield, Utah.

Virginia **Kim Snead**, Self Service Assistant/ Powhatan, Va./ **Sharon Cole**, Powhatan Today, Powhatan, Va.

## House of Reps. resolution honors Guy Hatfield

The House of Representatives recently passed a resolution adjourning in the Honor of Guy Hatfield III.

It read as follows:

A RESOLUTION adjourning the House of Representatives in loving memory and honor of Guy Hatfield III.

With deepest respect and admiration, we pay homage and tribute to Guy Hatfield III, and we pause in silent reverence for his soul.

WHEREAS, Guy Hatfield III was born on April 19, 1950, a native of Gary, Ind., and longtime resident of Estill County, Kentucky, and he traversed these earthly bounds on Feb. 4, 2005; and

WHEREAS, Guy Hatfield III was the loving son of the late Guy Hatfield Jr. and Lucy Baker Hatfield, and he also was preceded in death by his first wife, Sherry Witt Hatfield, he was the devoted husband of Teresa

Hatfield; he was the loving father of three children, Tina Enz of Pikeville and Traci Hatfield and John Hatfield, both of Irvine; he was the proud grandfather of three grandchildren, Matthew Bryant and Brianna Cahal of Irvine and Sebastian Enz of Pikeville; and he also leaves behind a loving sister, Ruth Phelan of Sun City, Fla., and two brothers, Lawrence Hatfield of Hopkinsville and Scott Hatfield of Irvine; and

WHEREAS, Guy Hatfield III graduated from Irvine High School, where he was a member of the Golden Eagles baseball and football teams, and he also was an Eagle Scout and member of the Order of the Arrow; he graduated from Eastern Kentucky University, where he received a degree in political science, and where he was a member of Sigma Alpha Epsilon fraternity, president of the student body, and a

member of the Board of Regents; and

WHEREAS, Guy Hatfield III was a believer of truth in journalism, and revered by his peers as a journalism pioneer who aggressively covered local news stories; he started The Citizen Voice in 1973, and a few years after, he purchased its competing newspaper and merged the two publications to form the Citizen Voice & Times, a newspaper that was frequently honored for journalistic excellence; and he also was owner of the Clay City Times in Powell County and The Flemingsburg Gazette in Fleming County, which he recently sold; and he was recognized as an expert on Kentucky's legal notice statutes and was instrumental in writing the current law on public notice advertising; and

WHEREAS, Guy Hatfield III was a former president of the Kentucky Young Republicans, a former Estill

County Republican chairman, and a former Republican nominee for Estill County judge-executive; he was three-time president of the Kentucky Weekly Newspaper Association and a longtime member of the KPA board of directors; he was past president and longtime member of the Irvine-Ravenna Kiwanis Club, a member of the Powell County Lions Club, a member of the Oleika Shrine Temple, a member of the Honorable Order of Kentucky Colonels, and he also participated in many civic organizations; and

WHEREAS, Guy Hatfield III was the recipient of the Russ Metz award for most valuable member of the Kentucky Press Association and the Excellence in Entrepreneurship Award presented by Eastern Kentucky University's College of

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## HIPAA

Continued from page 4

Rights and Privacy Act.

Because HIPAA only applies to individually identifiable information held by the covered entity or business associate, the covered entity can disclose "de-identified health information," which is information that does not identify or provide a reasonable basis for identifying an individual. Therefore, a hospital does not violate HIPAA by disclosing such general information as the total number of patients that it has admitted for an outbreak of measles or the total number of babies delivered in a year.

### Does the information meet one of HIPAA's permitted disclosures?

If the source is a covered entity and the information sought is individually identifiable health information, disclosure may be "permissive" under one of HIPAA's exceptions that allow (but do not require) the covered entity to disclose the information. Under certain circumstances, a covered entity can disclose information: to public health authorities; to the FDA; to employers who request information concerning work-related illness or injury that the employer needs to

comply with OSHA reporting requirements or similar workplace safety laws; to government authorities who deal with victims of abuse, neglect, or domestic violence; to funeral directors, coroners or medical examiners; to facilitate cadaver donation; for certain research; and to facilitate workers' compensation benefits. Information can also be disclosed as required by state or federal laws, regulations, court orders, or judicial or administrative proceedings and for certain law enforcement purposes, such as identifying a fugitive, material witness or missing person or when the covered entity believes the protected health information is necessary to inform law enforcement of a crime, the perpetrator of a crime, or a victim. The covered entity may also disclose protected health information that it believes is necessary to prevent or lessen a serious and imminent threat to a person or the public, if the disclosure is made to a person who can prevent or lessen the threat.

### Does the state open records law trump HIPAA's privacy requirements?

Because HIPAA permits disclosure to the extent it is required by law, media advocates are urging state attorneys general to clarify that state

open records laws require disclosure of information that may otherwise be protected under HIPAA. In February of 2004, the Texas Attorney General issued the first such ruling, holding that the Texas Public Information Act requires government-held information to be made public and that HIPAA does not change this.

In August of 2004, Kentucky Attorney General Greg Stumbo issued an opinion referring to the Texas Attorney General's opinion as a "thorough and well-reasoned analysis of the interplay between HIPAA and the state's Public Information Act[.]" See *In re: The Kentucky Enquirer / Covington Police Dept.*, 04-ORD-143 (August 24, 2004). Attorney General Stumbo's opinion addresses whether HIPAA applied to personally identifiable health information in a vehicle accident report of the Covington police department. When a reporter requested a copy of the report under Kentucky's Open Records Act, the police department refused to release the full police report, redacting the name and address of the vehicle's operator and the name, address, and dates of birth of other "involved persons." The police department argued that redaction was necessary under HIPAA and that Kentucky's Open

Records Act does not apply to "all records or information, the disclosure of which is prohibited by federal law or regulation." The Attorney General pointed out that the police department is *not* a covered entity under HIPAA and that accordingly, police records do not contain "protected health information" and are not governed by HIPAA's privacy rules and regulations, even if the records contain an officer's observations of an individual's medical condition and even if the police officer delivered incidental emergency aid. The Attorney General went on to hold that the Kentucky Open Records Act requires the police department to disclose the individuals' names but not their addresses and dates of birth. While this opinion did not address all of the issues addressed by the Texas Attorney General, it suggests that the Kentucky Attorney General may well adopt the full opinion when similar circumstances arise in Kentucky.

Because the HIPAA privacy regulations are very complex, it is important to contact your Hotline attorneys with any questions you may have about HIPAA:

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

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## Bringing Together Kentucky's Newspapers

# Check It Out Today

# Journalism students learn basics of covering state government firsthand at State Journal

FRANKFORT, Ky. — Seven advanced journalism students from two Kentucky colleges are spending some time in Frankfort this semester learning the basics of media coverage of state government.

In fact they're not just learning about it. They're doing it.

The five University of Kentucky students and two others from Asbury College are part of a unique partnership between the University of Kentucky's School of Journalism and Telecommunications and the State Journal, Frankfort's daily newspaper.

The new class, underwritten by the Scripps-Howard Foundation, is being taught by Richard Wilson, a retired (Louisville) Courier-Journal reporter and bureau chief.

"This is truly a collaborative effort," said Beth E. Barnes, the UK school's director. "Ultimately, if the experiment goes well, we plan to operate a news bureau out of Frankfort that will help serve smaller papers around the state that can't afford to keep a reporter at the capital," Barnes added.

The class, officially Journalism 499: Covering the Capital, meets in a weekly 90-minute seminar at The State Journal. The newspaper's editors and reporters are available to discuss assignments and provide reporting tips and full-time Frankfort correspondents are also invited to meet with students.

Students are required to choose an area of coverage, such as education, transportation, or health, and then produce stories on these areas for publication in The State Journal and other media outlets. Three of the four stories required during the semester must be published for students to complete the course.

## HATFIELD Continued from page 5

Business and Technology; but his highest achievement came when he was named to the prestigious Kentucky Journalism Hall of Fame for his excellence in the newspaper business and in recognition for his



Advanced journalism students from the University of Kentucky and Asbury College are participating in a class this semester where they are learning the basics of media coverage firsthand. The Journalism 499 class requires them to cover and aspect of government and have at least four stories published in order to complete the course. UK students in the class are Stephen Burnett, Hillary Canada, Ryan Commings, Jeff Fichner, and Brittany Johnson. Asbury students are Lance Granger and Noelle Kelly.

"This is a great opportunity for some already-experienced students to hone their reporting and writing skills in an important area of coverage for The State Journal," said Carl West, the newspaper's editor-in-chief. "Besides, we welcome the additional staffing," West added.

numerous awards and his staunch defense of the First Amendment while exposing corruption in government; and

WHEREAS, the passing of Guy Hatfield III has left a void that cannot be filled, and he is mourned across the length and breadth of the commonwealth;

UK students in the class are Stephen Burnett, Versailles; Hillary Canada, Dallas, Texas; Ryan Commings, Owensboro.; Jeff Fichner, Florence and Brittany Johnson, Russell Springs. Asbury students are Lance Granger, Columbus, Ohio. and Noelle Kelly,

Roanoke, Va.

Wilson's 32-year reporting career with The Courier-Journal included 16 years in the newspaper's state capital bureau in Frankfort. He also spent two years on the C-J's city staff and 14 years as chief of the Blue Grass bureau in Lexington.

NOW, THEREFORE,  
Be it resolved by the House of Representatives of the General Assembly of Kentucky:

Section 1. The House of Representatives does hereby express its profound sense of sorrow upon the passing of Guy Hatfield III, and extends to his family and many

friends its most heartfelt sympathy.

Section 2. When the House of Representatives adjourns this day, it does so in loving memory and honor of Guy Hatfield III.

Section 3. The Clerk is hereby directed to transmit a copy of this Resolution to Mrs. Teresa Hatfield.



Newspaper personnel from across the state assisted KPA with two days of judging for other state press association's contest. Thursday, Feb. 17, judging was held for the Georgia Press Association news and advertising contests at the Embassy Suites in Lexington. On Friday, Feb. 18 judges looked over the entries in the Nebraska Press Association contest at the Holiday Inn South in Louisville.



## POSTAL

Continued from page 4

these 22 BMC hubs often go to both plants, the BMC for Standard, and the P&DC for Periodicals, and mail can be inadvertently put off in the wrong plant.)

NNA expressed concern at meetings in Washington DC in November that the change to 32 designated centers will further worsen already slow processing time for Mixed ADC mail, rather than help it. USPS argues that more attention will be paid to the mail at these dedicated centers. But a lot more will have to be paid to it, since it will lose at least one day in additional transportation for many locations in the country.

Tonda Rush, NNA Government Relations Director in DC, and I want feedback of any worsening of delivery as a result of this change to fewer centers sorting more such mail. Depending on where you are, there may be little change. But for many newspapers, the change may be substantial. E-mail [Tonda@NNA.org](mailto:Tonda@NNA.org) or me at address below.

To get a copy of the new list, click here. The complete L009, new Mixed ADC Labeling List, is there for you to print and use. Some entries say PER only, indicating that Periodicals should be sent to those locations. Note the plants for Periodicals are different in GA, MO, and TX. Don't use any marked "STD and PCKG SVCS only.) Contact me with any questions you may have.

Max Heath, NNA Postal Chair and one of two NNA reps on the Mailers Technical Advisory Committee, is VP Circulation/Postal/Acquisitions, Landmark Community Newspapers Inc. E-mail [maxheath@lcn.com](mailto:maxheath@lcn.com).

**Have an item you'd like included in the  
People and Papers section?  
Send it to Dana Lear, KPA News Bureau Director,  
at [dlear@kypress.com](mailto:dlear@kypress.com).  
Deadline is the 20th of each month.**



# AG Opinions

## The Advocate Messenger/City of Lancaster

The Kentucky Attorney General's Office was asked to decide if the City of Lancaster violated the Kentucky Open Records Act in denying the clarified request of John A. Nelson, managing editor of The Advocate Messenger, for copies of any documents which state the "mutually agreed upon amount" referred to in the Settlement and Release Agreement that the City provided to Nelson in response to his initial request.

Nelson requested "any documents that were referred to or incorporated into the settlement agreement which reflect the amount paid or to be paid." A. Stuart Bennett, counsel for the City in the matter, advised Nelson that he did not have possession of any documents which are responsive to the subject request without providing further explanation.

Nelson initiated an appeal with the AG's office. This is the second time the newspaper requested in writing documents related to the settlement of a lawsuit between the City of Lancaster and a former employee, Deborah Carter. The first request was met after an appeal with the AG's office, but the document provided to Nelson did not contain the information being sought. So, Nelson filed a new request detailing the specific information of interest.

Nelson argued that the city is "not relieved of the responsibility to produce the record" simply because it is not in the possession of the record. The AG's office agreed. Nelson also argued that "such records in the possession of an insurance company facilitating the settlement remains the city's records, even though the company made the direct payment." While Nelson does not know whether an insurance company is involved in this settlement, he knows "the requested records exist, because they are referred to in the settlement agreement." Citing a previous AG Opinion, Nelson noted that an agency must conduct a reasonable search for the

records requested and document what efforts were made to locate the requested records, or offer some explanation for the nonexistence of the records. It is the position of the newspaper that the requested records are public records and should be made available to the public. The AG's office agreed.

After receiving notification of appeal, Bennett responded to the AG's office on the city's behalf. He reiterated that he did not possess those records and therefore could not produce them. He recommended that Nelson "direct his efforts elsewhere."

The AG's office ruled that the city's response is "both procedurally deficient and contrary to governing precedent."

"In failing to advise Mr. Nelson to

whom his request should be directed as mandated by KRS 61.872(4), the city committed a procedural violation of the Open Records Act," Assistant Attorney General Michelle D. Harrison wrote in her opinion.

Harrison wrote that the city never denied the existence nor the accessibility of the records requested, instead relying upon its lack of possession. Not personally maintaining records, which are responsive to the request of the city, does not relieve the city of its statutory duty to produce such records, the AG's office found. Although the city ultimately complied with the Open Records Act relative to Nelson's initial request by furnishing him with a copy of the requested settlement agreement, the city violated the Open Records Act in

denying his revised request for access to records containing the "mutually agreed upon amount referred to in the Settlement and Release Agreement," the existence of which the City has not denied.

The AG's office ruled that to remedy the error, the city must provide Nelson with copies of any responsive records upon receipt of the AG's opinion.

## Jon L. Fleischaker/Kentucky Board of Medical Licensure

The Kentucky Attorney General's Office was asked to rule whether or not the Kentucky Board of Medical Licensure violated the Open Meetings Act when Inquiry Panel B of

See OPINIONS on Page 10

# Congratulations, Jeff and Susan Jobe

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THE PROGRESS  
BARREN COUNTY

THE LIGHT  
METCALFE COUNTY SUNDAY

THE NEWS-HERALD  
HART COUNTY'S NEWSPAPER

THE CITIZEN  
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## WKU hosts high school media adviser seminar

Dedication.

What else would make 14 high school teachers take a Saturday out of their busy schedules to attend the High School Media Adviser Seminar at Western Kentucky University?

One of those 14 dedicated advisers was Gina Aldridge, newspaper adviser at North Hardin High School. She said she felt the time was well spent.

"I would do it all over again; I learned so much. I would come again and again and again."

Participants received training on a wide range of scholastic journalism topics, from broadcasting to finances, and from technology to photojournalism.

The seminar was designed to provide training as well as encouragement.

H.L. Hall, nationally-known scholastic journalism hall of famer and textbook author, was one of the guest lecturers.

"I really wanted advisers ... to realize that if they teach their students to be responsible and accurate that they will gain the support of parents, teachers and administrators—to realize that they do have journalism teacher friends across the country who are willing to help," Hall said.

High school media advisers who attended were Lisa Logsdon, Allen County-Scottsville High School;

Kelley Ross, Barren County High School; Denita Hines and Tricia Crocker, Bowling Green High School; Jill Lewis, Corbin High School; Toni Dickens, Dawson Springs High School; Belinda Stark, Elizabethtown High School; Rebecca Lile, Graves County High School; Gail McCrady, Grayson County High School; Aldridge and Dan Townsend, North Hardin High School; Cary Barrett, Hart County High School; Reka Tabb, Hopkinsville High School; and Jennifer Bufkin, Owensboro High School.

The all-day conference was held Feb. 12 in Western's School of Journalism and Broadcasting's

departmental offices in Mass Media & Technology Hall.

"It was a great day, Jackie Bretz, seminar director, said. "Advisers returned to their schools with batteries charged—motivated to go back and be inspired to lead their students to do more, be more and embrace the many challenges today's high school media classes present."

The High School Media Adviser seminar was funded by a grant through Western's Academic Excellence Initiative Fund and in cooperation with the Kentucky High School Media Institute and the School of Journalism and Broadcasting at Western.

## OPINIONS

Continued from page 8

the Board went into closed session at its Jan. 13, 2005 meeting to consider a grievance against Gov. Ernie Fletcher.

By letter dated Jan. 13, 2005, Jon L. Fleischaker, on behalf of The Courier-Journal, submitted a written complaint to Preston Nunnelley, Chairman, Inquiry Panel B, alleging that shortly after the panel began its Jan. 13 meeting that it was announced, without motion and without vote, that the panel would meet in executive session to consider what administrative action was to be taken with regard to the grievance filed against Fletcher. After the short executive session, it was announced that there would be no public discussion at the meeting and that the grievance would be dismissed. Based on those facts, Fleischaker and the C-J believed the panel violated the Open Meetings Law because it went into closed session without motion, notice as to the nature of business to be discussed and no vote. They also believe the panel violated the law because there was at least "some discussion and decision in the closed session not to take comments or questions from the public regarding this matter." If that is the case, Fleischaker argues, that was a decision improperly made during the closed session which may constitute an additional violation of the law.

As a means of remedying the alleged violation, Fleischaker proposed that a "public acknowledg-

ment by the Board that the closed session was inappropriate under the law" that a "public commitment by the Board that meetings such as this one in the future will be held publicly" and "an agreement by the Board that the action taken today by the Panel is void due to the violations of the Open Meetings Act."

In his response to the appeal, Nunnelley denied the allegations contained in Fleischaker's complaint. He contends the Board's actions during the meeting were exempt from the requirements of KRS 61.815(1) for conducting a closed session because KRS 61.815(2) excludes the public agency activities because the discussions were about proposed or pending litigation against or on behalf of the public agency and that deliberations were of judicial or quasi-judicial bodies regarding individual adjudication or appointments in which that person or a member of his staff was not present.

The Board maintained that its activities in reviewing Fletcher's case among its members and conferring with its attorney as to the merits of the case are such activities exempted from the requirements of KRS 61.815(1).

Nunnelley also maintained that the panel chair announced at the beginning of the meeting to all those present that the panel would go into closed session to discuss its agenda in order to accommodate the grievant, media and other interested persons. He said there were no objections from any person present. He also said the

panel voted to go into closed session.

Nunnelley said after returning to open session, the chair called for a motion. After the motion was made to dismiss the grievance against Fletcher, the chair inquired if there was any discussion. After discussion, he said a vote was called and all members voted in favor of the motion to dismiss. At that time, he said, Carl Wedekind, requested that the chair note his objection that he was not allowed to make an oral presentation to the panel.

"This was the only objection noted by any person present at the meeting," Nunnelley said.

Fleischaker did not agree with the exceptions Nunnelley cited.

The AG's office found that the Board is not exempt from KRS 61.815(1), that the Board violated KRS 61.815(1)(a), requiring notice "in the regular open meeting of the business to be discussed in closed session, and the specific provision of KRS 61.810 authorizing the closed session" at its Jan. 13 meeting. The AG's office did rule, however, that the discussions during the meeting did not violate the law.

### The Courier-Journal/Office of the Governor

The Kentucky Attorney General's Office was asked to decide whether the Office of the Governor violated the Open Records Act in denying Courier-Journal reporter Elizabeth Beardsley's requests for itineraries for the Governor's trade mission trip to

Europe.

On appeal, The Courier-Journal asserts, generally, that in order to exercise its right to know, "the public must have access to information concerning the official travels of the governor in Europe" and questions, specifically, whether the Governor's Office met its statutory burden of proof in denying the request challenging its reliance on KRS 61.878(1)(i) and (j). The C-J contends that the itinerary is not "preliminary" because the trip has already taken place and that the itinerary is not likely to change or develop over time. For that reason, the C-J argued, an itinerary, as an account or record of a journey that has already taken place — fails to meet the requirement of being a draft, note or correspondence with private individuals which is exempt.

In a previous case it was found that itineraries are exempt because it is a functional equivalent of an appointment ledger, calendar, or schedule, which the Kentucky Court of Appeals has conclusively established as excluded from public inspection.

The AG's opinion stated that "although there is a recognized public interest in ascertaining whether the state's highest elected official is 'attending diligently to the public business' both here and abroad, via access to his calendar, schedule or itinerary, Kentucky's Court of Appeals has determined that that interest must yield to the interest in governmental confidentiality reflected in KRS 61.878(1)(i)(j)."

## March News & Notes

### Judges needed for KHSJA contest

KPA needs your assistance in judging the entries of this year's KHSJA contest.

Judges with editorial backgrounds for the Kentucky High School Journalism Association contest are needed on Thursday, March 31 from 9 a.m. to 3:30 p.m. at Kentucky Educational Television in Lexington.

KPA needs you assistance and hopes you or a staff member can help.

Categories run the gamut from page design to column writing, editorial cartoons, sports, feature writing to photography, etc.

Lunch and refreshments will be provided. It's an enjoyable time and quite interesting to see what's on the mind of Kentucky High School students and the next generation of Kentucky journalists.

Please consider sending one or two staffers from your paper - more if you can spare them. Please e-mail David Greer at [dgreer@kypress.com](mailto:dgreer@kypress.com) with a list of staffers who will be

able to help.

If you have questions or need directions to KET e-mail or call Greer at (800) 264-5721.

### NNA seeks entries for its 2005 contest

The National Newspaper Association is calling for entries in its 2005 Better Newspaper Contest and Better Newspaper Advertising Contest. "This is the only national contest for community newspapers," said NNA President Mike Buffington, editor of the Jackson Herald in Jefferson, GA. "It is the best way for publishers and managers to show their appreciation for the hard work of their staffs. Give them the recognition they deserve, and show other newspapers just how good your publication can be."

Participation is limited to NNA member newspapers in good standing. For membership information contact Lynn Edinger at (573) 882-4833 or [lynnedinger@nna.org](mailto:lynnedinger@nna.org). All entries must be post-marked by March 31, 2005 to be eligible for the 2005 contests.

Each entry must be accompanied by a completed entry form. NNA member newspapers published between Jan. 1, 2004 and Dec. 31, 2004 are eligible. Exception: Web

site categories, which are judged "in place." There is no limit on the number of entries that may be submitted to the contest or in any one category.

A downloadable entry form and more information is available at <http://www.nna.org/Contests/BNC2005.htm>.

An award reception and ceremony will be held during the NNA annual convention.

For additional information contact NNA at (573) 882-5800 or [terri@nna.org](mailto:terri@nna.org).

### NEXPO and CONNECTIONS conferences combined

The Newspaper Association of America will combine its annual NEXPO® technology conference and exhibition with its Marketing (with Classified) and CONNECTIONS® conferences in one location this year for Newspapers '05, a comprehensive newspaper industry mega-conference. The event will take place at the Dallas Convention Center, March 19-22.

"Newspapers '05 will touch on virtually every aspect of the newspaper business," said NAA President and CEO John F. Sturm. "As always, the NEXPO show floor

will be the place to see some of the latest innovations in newspaper technology. Marketing and classified programming will examine what newspaper readers and advertisers look for from newspaper products and how newspapers can respond to these evolving needs. And cutting-edge online business strategies will be discussed at CONNECTIONS sessions."

Over 316 exhibitors will showcase their latest products throughout over 132,000 square feet of exhibit space including the NEXPO show floor and the Marketing and CONNECTIONS pavilion. The show floor will open at 10 a.m. Saturday, March 19. A full list of exhibitors and more information can be found online at [www.naa.org/newspapers05](http://www.naa.org/newspapers05).

In addition to the exhibits, NEXPO will feature programming in five areas of newspaper operations: packaging and distribution; pre-publishing; press and materials; environmental, health and safety; and information technology, plus digital media joint sessions with the CONNECTIONS new media conference. The Marketing (with Classified) sessions will examine topics such as branding, reaching niche audiences, customer loyalty and ad effectiveness.

## 'Sermons from Stones' offers stories with a moral

MURRAY - "Sermons from Stones and Books from Brooks," from **As You Like It**, describes the life lessons one can get from nature and the world around us.

It also is the title of the latest book by the late R.H. McGaughey of Hopkinsville and edited by his son, Dr. Bob McGaughey of Murray.

The 192-page soft cover book has 29 lessons or stories with a moral that the elder McGaughey put together from his 60-year career as a journalist, author, farmer and military officer.

Many of the essays were used in Sunday school during McGaughey's 65 years of teaching class or conducting opening services.

McGaughey was completing the book in the spring of 2003 when he was killed in an automobile accident in Hopkinsville March 28. He would have been 90 the following week.

"We were polishing and editing

the book and planned to publish it late 2003. However, I was not able to complete the project until 2004. Many people in the west Kentucky area, particularly in Hopkinsville, were aware of it and I felt it needed to be published," said Dr. McGaughey.

This is the fifth book authored by McGaughey. His other books are **Life With Grandfather**, **This is Your Weather**, **Molly of the Shakers** and **The Way I Heard It**.

The first book was an edited version of the diaries of McGaughey's grandfather, who lived in Newstead in Christian County. It covered what he saw was happening during most of the 1800's in the west Kentucky region.

The weather book came from 50 years of reporting the weather as part of his job as editor of The Todd County Standard in Elkton, news and farm director for WHOP and WKOA

radio stations in Hopkinsville and as farm editor for The Kentucky New Era in Hopkinsville.

A journalism graduate of the University of Kentucky, he also worked with First City Bank in Hopkinsville as the advertising manager and later as vice president in charge of farm loans.

**Molly of the Shakers** is a historical novel that describes the Shakertown near Harrodsburg and the Civil War battle of Perryville. The hard-back book is still available but the other previous books are sold out.

**The Way I Heard It** is a collection of short, humorous stories that McGaughey collected over his years in the media business. It got its name from an occasion when an Elkton man came in to renew his subscription of The Todd County Standard.

McGaughey thanked him for the renewal and said, "You want to be

sure you know the news don't you?" The man replied, "I know the news; I just want to make sure I heard it the same way you did."

Dr. McGaughey noted that there is one more manuscript that he and his dad were working on but the elder McGaughey wanted the **Sermons from Stones** book published first. The other work is a collection of four short stories with the title, **Where Destiny Leads Me and other short stories**.

Dr. McGaughey, who is a professor and retired chairman in Murray State University's Department of Journalism and Mass Communications, said, "Dad's last book will have to wait until I can finish editing the stories and find a publisher."

**Sermons from Stones** can be purchased for \$19.95 plus tax at the Murray State University Book Store or from Dr. McGaughey at 270-762-6874

## KPS clients looking to spend money on Internet ads

Today's advertising market is becoming very partner friendly. Newspapers are partnering with their radio and television sta-

tions that have common ownership to give advertisers the best deal available. There are also newspapers - some with common ownership and some without - who are partnering in areas to give better coverage to the

### Advertising Plus

By Teresa Revlett  
KPS Director of Sales



advertiser and products available.

One idea that is coming to the forefront of the KPS world is Internet advertising. More clients are asking for website and

newspaper Internet site advertising as a supplement to their dollars that are being spent on newspaper advertising.

Recently one advertiser told me that "if I can get them to click on our

website address then I can tell them everything that I want them to know about my company." In newspaper ads, more often than not there is a website address for just that purpose. Advertisers are looking to make the most of their dollars and adding a website button or banner can be just the buy needed.

At KPS we pride ourselves on being able to quote rates quickly. Rates are updated as soon as rate and data sheets and rate cards are received.

One area that is missing, however,

is a complete set of newspapers who offer website advertising as a supplement. Anytime this request comes through we have to call the newspaper directly to see if that service is offered.

If your newspaper offers anything in the form of website advertising, please either fax or email a copy of the rate card to us so that we can include that in presentations that are made periodically. E-mail any information available to [trevlett@kypress.com](mailto:trevlett@kypress.com) or fax to 502-875-2624.

## PEOPLE

Continued from page 2

staff. A native of Eastern Kentucky, Sellards spent nine years as sports editor of *The Paintsville Herald*, a bi-weekly publication with a circulation of about 6,000. He got out of the newspaper business upon moving to Somerset in 1992. He will be covering the local sports events around the county.

**Judy Tipton** was named college sports marketing coordinator for Landmark Community Newspapers, Inc. effective Feb. 14. She most recently served as the national sales manager for Calibration and Environmental of Monroe, La. Prior to that, she was vice president of marketing to Your Door Sports, an Internet start-up company in California. She founded the Blue Book telephone directory in Shelby County. She is a graduate of Murray State University.

The *Courier-Journal* announced in February that it will launch a new real estate magazine for prospective homebuyers. The full-color, glossy magazine, called *FindAHome*. It will be published every other Friday and will be distributed free throughout the greater Louisville area and Southern Indiana in more than 275 newsracks and retail locations.

**Chris O'Nan** was recently named editor of *The Springfield Sun*. She was most recently the health and social services reporter for *The Messenger-Inquirer*. She has also held positions at *The Daily Post-Athenian*, Athens, Tenn. as a government reporter; the *Bristol Herald*

*Courier*, Bristol Va., where she covered a variety of beats; the *Griffin Daily News* in Griffin, Ga., as community editor and the *Daily Tribune News* in Cartersville, Ga., where she also covered a variety of beats. She received her bachelor of arts in journalism from the University of Kentucky in 1994.

**Helen Hoffman**, *Courier-Journal* circulation director/sales has received the Newspaper Association of America's 2005 Circulation Sales Executive of the Year award. The national award is based on successful creation and implementation of innovative programs and strategies to grow circulation and/or readership during the previous two to five years. She is currently working with Gannett's corporate circulation executives to establish a company-wide circulation sales plan that is based on the highly successful Louisville program that she helped develop.

For the fourth consecutive year, *The Gleaner* in Henderson has been honored for print quality in a national competition, capturing the Best Color award in its circulation division of the 2005 Inland Press Association/Anitec Print Quality Competition. In the competition, *The Gleaner's* Best Color award was for newspapers under 15,000-circulation. Award winners in each division were honored Feb. 22 during an Inland newspaper conference in Tucson, Ariz.

The *Courier-Journal* announced Feb. 22 that it would launch a new parent magazine specifically for families. The full-color magazine, called *Kentuckiana Parent*, will be

published monthly beginning March 31. It will be distributed free in more than 500 news racks and retail locations throughout Jefferson, Oldham and Bullitt counties in Kentucky and in Southern Indiana. The magazine will provide parenting information that includes articles on children's education, activities and upcoming events. It will also feature reviews of everything family-friendly from restaurants to music, to family cars and vacations.

The *Herald-News* and the *Metcalf County Light* formed a joint operating agreement. The goal will be to use the diverse background of each newspaper to better serve the citizens of Metcalfe County. The agreement will allow advertisers to reach 55,000 readers, second to none in Barren, Butler, Hart, Metcalfe and Monroe Counties. The combined effort will mean more news and sports each week for readers and allow the papers to offer news in a more timely manner. To achieve this goal, the *Herald-News* recently became a Sunday newspaper.

Western Kentucky University students finished first and third in the second photojournalism competition of the 45th *Hearst Journalism Awards Program*. **Wiqan Ang**, a Bowling Green senior, won the sports and news category and received a \$2,000 scholarship. **David Degner**, a junior from Augusta, Ga., was third and received a \$1,000 scholarship. Western's School of Journalism and Broadcasting received matching awards. Ang and Degner will submit additional photos for the semifinal round of judg-

ing in May. Six finalists will be chosen to compete for the national championship in San Francisco.

**Amy Wilson** has been named publisher of the *St. James Leader-Journal* in Missouri. She is a native of Murray where she received a bachelor's and master's degree in print journalism from Murray State University. She served as managing editor of the *Murray Ledger & Times* from 1998 to 2001.

**Josh Givens** began his role as managing editor of *The Sentinel Echo* in London in February. Givens began his journalism career as an army photographer and then took on writing freelance girls high school basketball stories for *The News Democrat & Leader* in Russellville. That led to a full-time position where he stayed for a year. After taking a break from journalism to attend Murray State, Givens returned to Russellville in a general assignment staff reporter role. He then worked two years as sports editor at *The Kentucky Standard* in Bardstown, two years as city editor of *The Messenger* in Madisonville and the past six months as editor of the *Todd County Standard* in Elkton.

**Walt Reichert**, associate editor for *The Sentinel News* in Shelbyville, was recently named the recipient of the *Neil Hackworth Volunteer of the Year Award* of the Shelby Development Corporation. As a member of SDC Downtown Design committee, Reichert was involved with cleanup projects in the downtown area and helped judge the downtown plant contest.