

# The Kentucky Press

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## UK starts Hall of Fame for advertising

Ed Deitz, UK News  
The University of Kentucky School of Journalism is establishing a Kentucky Advertising Hall of Fame and wants nominations for its first-ever group of inductees.

The Hall of Fame will honor persons who have made significant contributions to the "practice and stature of advertising," and nominees — living or dead — should be native Kentuckians or individuals who have spent a substantial amount of time practicing their profession in Kentucky.

The school offers degree programs in both journalism and advertising. The UK Journalism Alumni Association established a Kentucky Journalism Hall of Fame in 1980.

Nominations should be received at the school by mid-January. Inductees will be honored at a special recognition program in April.

Further information can be obtained by writing the School of Journalism, UK, Lexington, KY 40506-0042, or by calling 606/257-2786.

## Frankfort is winter convention site

Newsman-turned-newsmaker Terry Anderson is, tentatively at press time, the keynote speaker for KPA's Winter Convention and Trade Show, set for Jan. 23-25 at Capital Plaza Holiday Inn in Frankfort.

Anderson, long-time Associated Press newsmen who was released from captivity in the Middle East in December, has been asked to speak at 9:05 a.m., following the official welcome to the convention, on Friday, Jan. 24.

Another headliner, Gov. Brereton Jones, has been confirmed as the luncheon speaker on Friday.

Also on tap for Friday morning are general sessions on readers and on environmental issues. At 10, Susan Miller and Randy Cochran of Scripps Howard Inc. will speak on "What Readers Really Want: New Lessons for Newspapers." They will be followed by a panel discussion, led by Mary Schurz, KPA Newsprint Recycling Task Force chairman, on "Newspapers and the Environment."

Friday afternoon will be filled with concurrent meetings of KPA divisions.

At 1:30 p.m., news-editorial folks will participate in a discussion about revisions to the state's Open Meetings and Open Records laws; advertising representatives will hear Larry

Bartscher of the Norfolk (Neb.) News speak on the intriguing topic, "The Meek May Inherit the Earth but They'll Never Survive in This Market"; and circulation personnel can toss their concerns to Jim Syers, Kentucky district postmaster, and other postal officials.

At 3 p.m., Friday, members of the Associates Division will have a business meeting and election of 1992 officers. At the same time, the News Editorial Division is tentatively scheduled to hear from the new governor's press secretary, Frank Ashley; Bartscher will talk to advertising people about "Overcoming Objections and Selling Special Sections"; and the Circulation Division will host a roundtable discussion on building circulation.

News-editorial persons will get in a couple of extra afternoon programs. At 3:30 p.m., Dr. Jim Highland of Western Kentucky University will discuss the computerization of court records, followed at 4:30 p.m. by a See Convention, back page

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## The convention at a glance

(Capital Plaza Holiday Inn, unless otherwise noted)

### Thursday, Jan. 23

- 11 a.m., Central office ribbon cutting, 101 Consumer Lane
- noon, KPA/KPS board of directors luncheon; Convention registration begins
- 1 p.m., KPA/KPS board of directors meeting
- 3 p.m., LRC Media Day, Capitol building
- 6 p.m., Legislative reception

### Friday, Jan. 24

- 9 a.m., Welcome
- 9:05 a.m., Terry Anderson, AP bureau chief/former hostage (tentative)
- 10 a.m., *What readers really want . . .*, Susan Miller & Randy Cochran
- 11 a.m., *Newspapers & the environment*, panel
- 11 a.m., KPA/USPS Postal Advisory Committee
- noon, Luncheon, Gov. Brereton Jones
- 1:30-3 p.m. (concurrent sessions)
  - News-Editorial: OM/OR panel
  - Advertising: *The meek may inherit the earth . . .*, Larry Bartscher
  - Circulation: *Newspapers & the post office*, Jim Syers
- 3 p.m. (concurrent)
  - Associates: Business meeting
  - News-Editorial: Governor's press secretary Frank Ashley (tentative)
  - Advertising: *Overcoming objections, Selling sections*, Bartscher
  - Circulation: Building circulation panel
- 3:30 p.m., News-Editorial, *Computerizing court records*, Jim Highland
- 4:30 p.m., News-Editorial, Western Kentucky's photography project
- 6 p.m.: Awards reception
- 7:05 p.m., Awards banquet

### Saturday, Jan. 25

- 8:30 a.m., Early bird drawings; business session
- 9:30 a.m., *Weekly newspaper project*, ECU & CV&T
- 10:30 a.m., *KEPA—18 months later*, Dr. Thomas Boysen & Bob Sexton
- 11:45 a.m., Changing of the Guard luncheon



### Cut the ribbon

Come early to the 1992 winter convention and share in ribbon cutting ceremonies for KPA's new central office building in Frankfort. Though the building was occupied by the staff last fall, Thursday, Jan. 23, will mark the official opening of the building. The ritual is at 11 a.m., followed by open house. The office building is at 101 Consumer Lane, about one-fourth mile from the Frankfort-Lawrenceburg exit on I-64. From the interstate, go south on US127, being careful to avoid the road construction equipment. Turn onto Burlington at the Kentucky Manufactured Housing building. On your right will be a new office park, and KPA is right behind the Burlington office park sign. Come see us.



# Public diagnosis: Multiple personalities

## Depending on viewpoint, media are liberal/conservative

By Randy Patrick  
Richmond Register

Are the news media too liberal or too conservative?

"The answer is 'yes' and 'yes,'" said Tim Kelly, editor of the *Lexington Herald-Leader*.

Kelly and Sue Wylie, assistant news director for WLEX-TV, discussed the question during a Nov. 21 forum at Eastern Kentucky University.

The forum was sponsored by the campus chapter of the Society of Professional Journalists.

Kelly said the press is much too liberal for some people and much too conservative for others, "which is really the way it ought to be if newspapers and TV stations are performing their proper role in a democratic society."

The editor said he has had to give the question much thought in recent weeks because of two things that have occurred with the newspaper.

One was a boycott led by a fundamentalist minister who felt that conservatives were being treated unfairly on the paper's editorial page. The other was the decision not to publish a series of Doonesbury comic strips that dealt with groundless claims that Vice President Dan Quayle bought and used illegal drugs.

In the first situation, he said, conservatives wanted things kept out of the paper, such as Joel Pett's cartoons that used a coat hanger as a symbol for anti-abortion activists. In the other, liberals were upset that something was not kept in.

**You have to have a certain something to be a journalist. Nobody goes into journalism to maintain the status quo, and when you're talking about overturning the status quo, you're making people uncomfortable.**  
—Tim Kelly, *Herald-Leader*

"In each case," said Kelly, "what has been interesting to me is that there has been a counter group telling us not to give in to the people complaining."

Wylie said the Federal Communications Commission demands "equal time" on television for opposing views. But sometimes the results are ridiculous, she added. For example, when the Vegetarian Association of America petitioned for equal time to counter grocery ads for red meat, the meat ads were pulled.

During the debate over Sunday liquor sales a few years ago, those who were against allowing restaurants in Lexington to sell liquor by the drink on Sundays had virtually no money, so the station had to give them free



*Yes and no*

Tim Kelly, editor of the *Lexington Herald-Leader*, and Sue Wylie, assistant news director at WLEX-TV, discussed whether the media are too liberal or too conservative during a recent forum in Richmond.

time.

Free air time is expensive, however, and the rule often stifles public debate on important issues, Wylie said.

"We simply don't carry local advertising anymore, because we can't afford, really, to give free commercials to the side that can't pay," she said.

On the question of how advertising and marketing affect news coverage, the responses of Wylie and Kelly differed.

Wylie said WLEX-TV will generally feature sponsors in its business stories instead of businesses that don't advertise. But Kelly said the *Herald-Leader* has so many advertisers its reporters and editors don't know who they are. Both said that it was unusual for businesses to threaten to withhold advertising to try to keep news from being published or aired.

**If everybody's being USA Today, or if everybody's being the 5-second sound bite, we're going to put ourselves out of business eventually.**  
—Dr. Libby Fraas, EKU

Kelly defended growing emphasis on shorter stories in newspapers. He said marketing research shows that the average readers will not read a story that is continued on another page.

But Dr. Libby Fraas, an EKU journalism professor, said it could be detrimental to deny detailed information to those who want it.

"If everybody's being USA Today, or if everybody's being the 5-second sound bite, we're going to put ourselves out of business eventually," she remarked.

Wylie said it was becoming more difficult for television to give some stories the attention they deserve.

"I think we're getting more shallow," she said. "We are in the grasp of news consultants."

Contrary to what many believe, said Kelly, there is little corporate control over editors. He said he has worked for several chain-owned newspapers and has never had corporate executives tell him what editorial positions to take.

In 1989, a poll done by the *Herald-Leader* showed that 40 percent of the readers thought the newspaper's opinions were usually moderate, 25 percent thought they were liberal, and 19 percent thought they were conservative.

But Kelly said he thought that more liberals than conservatives pursued careers in journalism.

"You have to have a certain something to be a journalist," he said. "Nobody goes into journalism to maintain the status quo, and when you're talking about overturning the status quo, you're making people uncomfortable."

**We've moved**  
Cross out KPA's old address:  
~~332 Depot Ave.~~  
Change it to: 101 Consumer Lane  
Frankfort, KY 40601  
(But, don't touch those phone numbers!)

## The Kentucky Press

- 1991 Officers**  
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 Faye Chapman, News Bureau Assistant  
 Clipping Service: Rachel McCarty, Coordinator; Kim Cox, Linda Slomp, Faye Chapman  
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# From a former student, with love A legend retires, & colleagues share memories

By Theresa Sapp  
Editor, Green River Republican

*The classroom has few empty seats. Books, papers, and personal belongings are spread across desks in preparation for class. Students form islands of conversation while awaiting the teacher's arrival. They wonder what he will have in store for them today.*

*One minute to class time, he enters. A wave of quiet rolls forward.*

*"Now that you ladies and gentlemen are comfortable. Gehen sie aus und rechts, geradeaus, ume die ecke und rechts."*

*Many puzzled looks.*

*"I just said go out the door turn to your right, go straight, then around the corner to the classroom on the right."*

James Driscoll Ausenbaugh, former weekly newspaper editor and city/state editor for the *Courier-Journal*, the "great round man" of Western Kentucky University journalism, has begun another day of class.

Since 1976, Ausenbaugh has taught the crafts of editing and writing to 1,100 Western journalism students. He teaches with his own special style that may find the students reading a selection written by a surgeon in praise of his scalpel, critiquing newspapers or editing the college president's inter-departmental memos.

"Edit gently, as if it were your own," he tells his students. Then he applies his red pen to their efforts and often returns assignment sheets that resemble Handi-wipers used at a stabbing.

By the end of one of his semesters, the students may feel much like their papers, but they are able to enter newsrooms across the country armed with strong language skills, a better idea of what makes a good news story and an array of Ausenbaugh axioms — "Clutter is the disease of American writers." "If you like or dislike a piece of writing, know why." "Love the language." "Think, comma, damnit."

As the new year begins, however, Ausenbaugh is retiring.

"I don't think there is any doubt that his biggest contribution to Kentucky journalism has been in producing a generation of reporters who bear his mark," *Courier-Journal* editor David Hawpe says.

"When I first met him, he was teaching the people who worked for him. As an editor and a teacher, he produced a whole generation of journalists who understood what the story was, loved the language and were unafraid to reach a little higher, try a little harder, to really strive for excellence," Hawpe says.

One of his Western colleagues, James Highland, knew Ausenbaugh first by reputation. Later the two joined forces to do consultation work at newspapers across the state.

"He knows everybody in Kentucky journalism, personally. They respect him

for who he is, what he knows and what he's done," Highland says.

"The one thing he did for this program was he gave it respectability on a national scale," Highland says. "He had the inherent native ability to understand language better than anyone else and to impart that knowledge, not just on this campus but nationally.

"Now that may not be the best way to recruit faculty members, but it worked out real well for the students, I can tell you that."

What plans has Ausenbaugh made for his retirement?

"I've got a big damn fish pond. It's about 35 feet across and five feet deep," Ausenbaugh says. "I don't plan to do



WKU Photo

"He cares about the student, I mean he really cares about them. He wants them to learn, he works them hard and they respect him for it... Well, the good ones respect him for it."

Ausenbaugh was selected to teach at Western, according to Highland, by David Whitaker, a former *Courier-Journal* copy editor and copy desk chief.

"Dave came here to head up the program, and when we began looking for someone to be an editing teacher, Dave knew Jim might be interested. We actually went out and recruited Jim. We wrote the job specs with Jim in mind and he filled them," Highland says.

much fishing. To hell with that. I've done enough of that. I'm going to write...

"I've got some writing I'm really desperate to do. I want to write a whole lot of little stories out of my newspaper life, about newspeople and political people... Some funny, some sad..."

"I feel a real sense of urgency about the little stories. Whether I put them in a book or publish them or whatever is not terribly important, but I want to get them done because many of these stories nobody else knows but me.

"They're stories I collected in a long, long time of working with newspeople," he says. "To reveal the lives of newspeople

through the stories they tell and the fun things they do is really important to me."

Ausenbaugh's repertoire of stories has been one of his most effective teaching tools and an outstanding personal characteristic.

"He speaks in parables," Hawpe says. "All of his stories have a meaning. You have to listen to his stories or you miss two-thirds of the value of having the relationship with him."

Ausenbaugh's own story begins in the small Southern Kentucky town of Dawson Springs, where he was born in a hotel owned by his grandparents. "When I was young there were 13 hotels in Dawson Springs, a town of only 3000," he explains. "But it had a lot of nasty, smelling/tasting water in shallow wells.

"The notion got out that it was therapeutic. Northern folks would come down there and drink the waters. There were 26 trains running into Dawson Springs," he recalls. "I remember, as a child, seeing all kinds of strangers in town. The Pittsburgh Pirates and Chicago Cubs held spring training in Dawson Springs."

As a boy, Ausenbaugh and his friends would bet on who could drink the most water at Haniby's Well. "You'd better be fairly close to a men's facility, or women's facility or no facility. When you drank that water, your time was growing short."

His parents, Archie Chester and Carma Mae Franklin Ausenbaugh, were teachers.

"From the time I was little, I was a reader," Ausenbaugh says. "I always read. I used to read a magazine, usually *The Saturday Evening Post*, and listen to the radio at the same time. Dad would challenge me 'You can't keep up with both.'"

"I said, 'Yes I can, test me.' He would ask me some questions about the radio or whatever, but I learned to tune my ears and eyes in two different directions. I always read; always cared about reading."

He recalls a fourth grade teacher who was a "terrible disciplinarian."

"She was a nice person, but she didn't know how to keep control. I was uncontrollable. She was constantly spanking me. I used to have it counted at 40 some odd spankings she gave me that year.

"She finally put me in the hall and wouldn't let me sit with the other children. All day every day, I was out in that hall. Our little library was along walls of the corridor. We didn't have a library, just shelves out in the hall.

"That year I read every book in the library, even read all the girls' books, Nancy Drew and all those. The teacher knew, but she didn't care as long as I wasn't in her hair," he says.

Reading has been much harder for Ausenbaugh in the last year. He has had eye surgery twice for detached retinas.

"The real frustration is that I have very little sight in my right eye now. It is difficult to read though I still do it all the time. I get nine community papers a week at my house," he says.

"I get the papers I used to own in part, the Edmont paper, the Cumberland County News, and the one from Celina, Tenn."

He also gets papers from Dawson Springs where his first cousin — once removed — is the editor. He also takes his local Scottsville paper and the *Courier*.

He and his wife Faye have four daughters. See Ausenbaugh, page 16



## Naming names

**MARK FRANCIS**, former city editor of the Post-Journal in Jamestown, N.Y., has been named managing editor of *The Richmond Register*. The Marshall University graduate has worked in newspapering for 15 years, with stints at four West Virginia papers, Williamson Daily News, Raleigh Register in Beckley, Charleston Daily Mail and Logan News. His work has merited awards from West Virginia Press Association and AP Managing Editors' Association.

### Promoted



**Gary E. Whitenack** has been promoted to controller of The Courier-Journal and Louisville Times Co., effective March 14. Now assistant controller, Whitenack joined the company in 1976 as a financial and budget analyst. He received a BS degree from Western Kentucky University and MBA from Bellarmine College. He replaces Chester S. Rozak Jr., who is retiring.

A former broadcast journalist, **LINDA HUTTON BREED**, has been employed by the *Appalachian News-Express* in Pikeville as a staff writer. The Western Kentucky University graduate previously worked in the news departments of WPKE/WDHR in Pikeville and WSFC/WSEK in Somerset, where she won 11 awards in statewide Associated Press broadcast news competition. She replaces **DON LOWE** who resigned to take a teaching position at Prestonsburg Community College.

A new sales representative at *The Harlan Daily Enterprise* is **REBECCA K. CREECH**, a Cumberland native who most recently was a supervisor for Kroger's in Cincinnati.

*The Bowling Green Daily News* has made two editorial staff changes. **DAVID C.L. BAUER**, former editorial page editor, is the new city editor, replacing **STEVE THOMAS** who has moved to the Savannah (Ga.) Morning News. Bauer is a graduate of Morehead State University and has experience with several Kentucky and Ohio newspapers. Former staff writer and business editor **STAN REAGAN** is the new editorial page editor. A Western Kentucky University alumnus, Reagan has worked for the *Glasgow Daily Times* and *Tompkinsville News* and in public relations in Tennessee. He will continue as business editor.

**DAVID BLACKBURN**, former news and sports reporter for *The Cadiz Record*, has joined the staff of *The Crittenden Press* as a reporter. The Murray State University graduate replaces **SHAWN RUMSEY** who accepted a reporting job at *The Gleaner* in Henderson.

**KIT MILLAY**, editor of *The Oldham Era*, LaGrange, is the new vice president of the Louisville chapter of the Society of Professional Journalists.

Among authors signing their books at the recent Kentucky Book Fair, cosponsored by *The State Journal* in Frankfort, were columnist **JOHN ED PEARCE**, **BOB HILL** of the *Courier-Journal*, cartoonist **JOEL PETT** of the *Lexington Herald-Leader* and cartoonist **LINDA BOILEAU** of *The State Journal*.

**DAVID V. HAWPE**, editor of the *Courier-Journal* and past KPA president, will be the keynote speaker at the winter meeting of the Tennessee Press Association, Jan. 24 in Nashville.

New to the mailroom staff at *The News-Enterprise* in Elizabethtown is former truck driver **WILLIAM JEROME PEERCE**.

**LAURA KOPER** has been hired as a part-time sales representative by Landmark Community Newspapers in Shelbyville, to sell regional and combo ads in the Louisville market.

At the *Central Kentucky News-Journal* in Campbellsville, **SUSAN GREENE** is the new part-time receptionist.

**DAVE BERRY**, editor of *The Messenger-Inquirer* in Owensboro, was a judge in the 1991 Best of Gannett contest.

A former newswoman is serving as Chief of Staff for Gov. Brereton Jones. **DIANA TAYLOR**, who was Jones' campaign press secretary and issues director, is a former reporter and state news editor for The Associated Press and Frankfort bureau chief for the *Lexington Herald-Leader*. She is an alumnus of Eastern Kentucky University.

Another former reporter, **FRANK ASHLEY**, is the new governor's press secretary. Ashley worked for *The Courier-Journal* in Louisville and *The State Journal* in Frankfort, before serving as press secretary for former Gov. John Y. Brown Jr. and as corporate communications director for Occidental Petroleum. He has also been charged with re-establishing the Department of Public Information.

**PHIL SHEPHERD**, a Frankfort attorney who has served as counsel to KPA on open meetings/open records and other issues, is the state's new Secretary of the Cabinet for Natural Resources and Environmental Protection.

**MARTI BOATRIGHT**, composition department chief at *The Pineville Sun*, received a broken hip and other multiple injuries in an automobile accident in early November.

Composition manager **EARL RANDOLPH** recently completed his 41st year of employment with *The Casey County News* in Liberty.

*Sentinel-News* advertising manager **DEBBIE BALLARD** has been elected to a three-year term on the Shelby County Chamber of Commerce board of directors.

### State NNA leaders

Charlotte Schexnayder, president of National Newspaper Association, has named five Kentuckians to national committees

New to the Better Newspaper Committee is KPA President **Celia McDonald** of *The Harlan Daily Enterprise*. Named to the Membership Committee were KPA President-elect **Mary Schurz** of *The Advocate-Messenger* in Danville and **Max Heath** of Landmark Community Newspapers. Treasurer **Dorothy Abernathy** of *The Oldham Era* will serve on the Member Services Committee.

Heath will also continue to chair the Post Office Committee, and KPA executive director **David T. Thompson** will continue to serve on the Government Relations Committee.

Cumberland College alumnus **LAURA MIZE** is a new staff writer at the *Mt. Vernon Signal*.

An addition and a promotion have been marked by *The News-Enterprise* in Elizabethtown. **LADONNA UNDERWOOD**, a 1991 graduate of Western Kentucky University, has joined the staff as an advertising sales representative, and former advertising administrative assistant **LISA RIORDAN** has been moved up to retail advertising sales representative.

Did you know? **ADRON DORAN**, who made a name for himself as president of Morehead State University from 1954 to 1977, was editor of *The Fulton Daily Leader* in 1947-48, while Harry Lee Waterfield was publisher. He was featured in a recent KET series on Kentuckians who have made a significant contribution to the state.

### In memoriam

#### Ralph Edward Johnson

A 1988 inductee into the Kentucky Journalism Hall of Fame, **Ralph Edward Johnson**, 81, died Dec. 26 in a Lexington nursing home.

He was a 1939 graduate of the University of Kentucky, where he was sports editor for *The Kentucky Kernel*. A former reporter for *The State Journal* in Frankfort, he was a photographer for Associated Press from 1943 to 1955 and an AP reporter until his retirement in 1969.

He accepted a teaching job at UK in 1974 and retired from there in 1980. As press photography instructor, he developed and taught UK's first photojournalism courses and designed the school's photo labs, according to news reports.

#### Carl B. Rainboldt Sr.

Retired photographer **Carl B. Reinholdt Sr.**, 77, died Dec. 27 in Louisville after a series of strokes.

He worked with the photography staff of *The Courier-Journal* and *Louisville Times* from 1943 until his retirement in 1979, much of that time as a color food photographer for the *Sunday Magazine*. He continued to repair cameras until 1990.

He was also a former pressman for the *Corydon* (Ind.) Democrat.

#### Don Alan Litwin

**Don Alan Litwin**, a part-time reporter for *The Enquirer* (Cincinnati and Covington) for the last 12 years, died Nov. 13 from complications from a heart condition. He was 46. He wrote book reviews and was a stringer in the sports department.



## Pick ups

The Recorder Newspapers — Boone, Kenton and Campbell counties — sponsored a writing contest on "your most memorable Northern Kentucky Christmas." Winning stories were printed in the Christmas editions of the three papers. Top prize was \$100, followed by \$50 for second place, \$25 for third, \$15 for fourth and \$10 for fifth.

The Carlisle County News moved up its publication day from Thursday to Wednesday on Nov. 20.

Static electricity igniting ink or vapors was the cause of a Nov. 18 fire at the Standard Gravure printing shop in the Courier-Journal building in Louisville. Two employees were

injured in the fire which was doused by the automatic fire extinguishing system on the presses.

The Gleaner in Henderson is taking a few months off from its recycling program, which has collected about 150 tons of used newsprint for recycling into building insulation and newsprint since April. Cold weather was cited for the hiatus.

The Daily Independent in Ashland sponsored an essay contest during National Newspaper Week.

The Optimist Club in Hopkinsville recognized the Kentucky New Era's top newspaper carriers with plaques and dinner at a local restaurant.

Seven African leaders, including five journalists, stopped at The News-Enterprise in Elizabethtown recently during a tour of the United States, coordinated by the Institute of International Education in Washington, DC.

Members of the Casey County Middle School Journalism Club visited the Casey County News recently to learn how to put together a monthly newspaper page to be published in the Liberty paper.

The Commonwealth-Journal in Somerset has added Hopkins Elementary School to its Newspaper

in Education program, which now includes 70 teachers in 15 local schools who use the newspaper once a month as a classroom lesson. The paper distributes more than 4,000 copies of the monthly edition containing the NIE page. Pulaski County merchants help to sponsor the program.

The Middlesboro Daily News increased its home delivery rate by \$1 per month on Dec. 1. Publisher J.T. Hurst attributed the need for the rate change to the increased cost of producing and distributing the new Monday edition.

## BG editor spends day in principal's office

By Robyn L. Minor  
Bowling Green Daily News

A day in the life of a high school principal brought few surprises to his shadow for a day, but it did bring heightened appreciation for the job.

The shadow, Daily News Managing Editor Don Stringer, spent a typical Thursday with Bowling Green High School Principal W.A. Franklin, who organized the statewide Principal for a Day program through his position as coordinator of the Kentucky Association of Secondary School Principals.

"The situations W.A. faces require a lot more catch-on-the-fly decisions than I'm used to," Stringer said. "I do them some, but not to this degree."

Franklin agreed that the job requires a lot of on-the-spot thinking.

"You have to have one set of decisions to deal with one set of problems and then you have to switch hats to deal with another situation," Franklin said.

"There is a real spirit of cooperation here," Stringer said. "I remember my high school principal and he seemed to operate like W.A. — he got opinions and tried to guide decisions without saying 'this is the way it is.'"

"The thing that has impressed me the most is the enthusiasm. I came here with an agenda and that was to look at the student body," Stringer said. "I found a bright, cheerful and high-morale student body."

Passers-by greeted him with smiling and chipper faces, Stringer said. The pervasive enthusiasm and an informal atmosphere are very conducive to the educational process, he said.

"Although I have no empirical

evidence of this, I expect that everyone profits every day," Stringer said.

"I'm really impressed by the dedication to education reform — they aren't just paying lip service," he said. "These are people who are going to get the job done."

The Principal for a Day program was instituted to increase public awareness about what goes on in schools and particularly what a principal does, Franklin said.

## Classifieds

**Available for employment:** Approximately 70 editors and reporters affected by the transition of The Knoxville Journal (circ. 43,000) from a daily newspaper to a weekly. Experienced and award-winning. Resumes are available by contacting Dr. James Crook, School of Journalism, 330 Communications Bldg., University of Tennessee, Knoxville, TN 37996-0330; phone 615/974-5515; or Don Campbell, Tennessee Press Association, 6915 Office Park Circle, Knoxville, TN 37909-1162; phone 615/584-5761.

**Wants to buy:** Former successful newspaper publisher seeking to buy newspaper in this state; gross can be up to \$500,000; smaller newspapers considered if opportunity for growth available. For specifics, contact The Kentucky Press, KPA, 101 Consumer Lane, Frankfort, KY 40601.

## Ever work at The Georgetown News & Times?

If so, you're invited to a special to-do in celebration of the paper's 125th anniversary this winter. Call publisher Bob Scott or editor Kevin Kerfoot for more information, 502/863-1111.

A free press is not a privilege but an organic necessity in a great society. Without criticism and reliable and intelligent reporting, the government cannot govern. For there is no adequate way in which it can keep itself informed about what the people of the country are thinking and doing and wanting. —Walter Lippmann



### Movin' uptown

Spacious, attractive and modern are adjectives for the new offices of The Grant County News. The staff was to make the move around the first of the year from its long-time headquarters in Williamstown's oldest office building, a tri-level structure dating to the 1850s. The new office can be entered from Main Street or from this formal entrance in the rear. Readers will no longer have to double park on the town's narrow streets to drop off news or pick up a paper; there's ample parking in this location.



Local news

# Who is the Kentucky Press Association?

By Pam Shingler  
Press editor

### The News-Herald

The drive north from Frankfort on US 127 takes the traveler into a different world. As Franklin County turns into Owen County the pace grows noticeably slower.

The difference is physical, as well as emotional. Hilly ridges jut across the landscape, and Elkhorn Creek rolls over its rocky bed far below the roadside. In the county seat, Owenton, cow pastures and tobacco fields come right into the back yards of stately homes on quaintly named streets.

Cars stop for elderly ladies to cross, and pick up trucks, going in opposite directions, idle to let their passengers chat.

At The News-Herald, the front door swings open dozens of times a day as residents pop in just to say hello or to leave the latest news from Dallasburg Baptist Church or from tiny Pleasant Home.

This is a community paper in a place where community is important. "There's more community involvement in this paper than I've ever seen in a newspaper," says editor Steve Olding, who after only a few months in the job marvels at what long-timers such as 30-year veteran Jane Ayres

A continuing series about Kentucky newspapers and the people who produce them.

take for granted.

It's the type of place where the former owner, C.H. Bourne, now in his 80s, still stops by to see how things are going. And even though he sold the paper almost a decade ago, Bourne continues to fete his former employees at Christmas.

Lee Cochran, editor from 1976 to 1989, peeks in frequently, although she now works in the Owen County property valuation office.

Cochran is quick to verify Olding's perception about the community's identification with the 123-year-old newspaper. "We talked one time about using national news briefs in the paper, but our readers didn't want it," says the former editor. "When my boys went away to college, they said the paper was like a letter from home. They said they read things in it that I



### Past tense

Part-timer Glenna Pryor pores over bound copies of The News-Herald for her weekly history column, "Looking Back." She even notes each advertiser in the popular feature.



### Safe at home

Though it's hard to see here, some staff members at The News-Herald in Owenton are posing in front of a walk-in safe in their office, which once housed a bank. As valuable as the riches the safe once held are, from left, Janet Wilhoite, Jane Ayres, Kim Olds, Steve Olding and Sabrina Bruce.

forgot to tell them."

Advertising manager Sabrina Bruce has proof that The News-Herald touches Owen Countians. A few months ago, the staff called every number in the local phone directory, and 90 percent of the respondents said they read the paper on a regular basis, Bruce says.

Cochran jokes that locals often refer to the paper as "The Newsless Herald," but "on Wednesday mornings the cars are lined up out front to buy it."

Besides covering three municipalities, county and school government, the paper carries items from correspondents in about seven communities. And generally about two of its 16 to 24 pages are devoted to news from churches throughout the county. The odds are that a person won't live in Owen County (population 9,035) for long without having his or her name in the paper.

Like many Kentucky papers, The News-Herald of today represents an amalgam of past Owen County papers. Its lineage dates to the Owen News, established in 1868 in the town of New Liberty, which at the time was larger than the county seat.

The News merged around the turn of the century with the Owenton

▷ ▷ ▷



Herald, taking on its present name. About this time, the merged paper was purchased by M.H. Bourne, who published it until 1943 when he sold to John H. Perry, who also bought out the rival Owen County Democrat.

The paper went back into Bourne hands, when C.H., the son of M.H., bought it in 1953. His partner for a time was the late Clayton Roland, who later published The Grant County News.

Present owners, Ed and Debbie Ashcraft, continue the community emphasis and independent ownership. They also operate Ashcraft Web Press which publishes and prints several other publications that help keep many of the paper's 11-member staff busy.

Although basically a farming area, Owenton is close enough to metropolitan Cincinnati's southern shopping centers for the 3,500-circulation paper to draw advertising dollars from that region. Olding points out, too, that the high level of community identification with the paper attracts local advertisers.

As part of its own give-back to the community, The News-Herald gives the local high school journalism class a page every two weeks and conducts a demonstration on writing and layout for new class members every year. In addition, 200 papers are donated to the class for the students to sell. Papers are also donated to other classes as teaching aids.

Young editor Olding is obviously enthusiastic about his new home. "In college we heard 'Go with a weekly, you'll learn more.' I thought 'Yeah, sure.' Now I agree," he says. "I have friends at bigger, daily papers and they're stuck on beats. Here you get to do everything. There's more variety."

### The Georgetown Graphic

It must have taken a heap of courage for Archie and Mary Frye to start a new publication in a town that already had a strong, established newspaper.

But they did it, providing "competition from the beginning," according to Byron Brewer, editor of The Georgetown Graphic.

And they made an impact on the local scene from the beginning, he adds. That first edition, 31 years ago in November, came on the heels of the area's largest snowfall in years and the front page of volume one, number one, gave full display to the wintry snow scenes.

Originally a tabloid, The Graphic was perhaps the state's first newspaper to be printed by offset, thanks to the Frye's own printing business, and was among the first to be put together with "cold type," says Brewer, an 11-year veteran of the news staff.

Though the Fries sold the paper



### Fit for framing

Staff members of The Georgetown Graphic take a break in the reception area of their attractive office. They are, clockwise from left, Rick Jenkins, Martha Zumwalt, Byron Brewer, Margie Jones, Jill Johnson and Melanie Morgan.

in 1984, it has remained an independent medium, owned by a group of local businessmen.

In 1990, the staff literally doubled its efforts, taking the paper to twice weekly. In addition to the regular Thursday edition, with a paid circulation of about 3,400, The Graphic now publishes a Tuesday edition, circulated free to all households in the area.

General manager Rick Jenkins is quick to point out that the Tuesday paper is "not a shopper, but a regular paper." He has high commendation for the 12 full- and part-time staff members who went, with apparent ease, to the twice weekly format.

"A real moneymaker in Georgetown," says editor Brewer, "would be a hatmaker, because everyone here wears so many hats." He describes the staff as "kind of like a family."

Competition for readers, Jenkins believes, has made both local papers better. "I don't think people in Georgetown realize how good they've got it. The News & Times has made us better and we've made them better," he says.

Add in a third, separate area shopper, and the pot gets even more crowded. But Jenkins is not daunted.

"For a town to be able to support that number of publications says a lot for the people in the community."

Generous in comparing The Graphic and its primary rival, Jenkins characterizes both as "two different papers, two different approaches, different types of people. This community has two good newspapers."

Jenkins, a 1989 University of Kentucky graduate and one of the state's youngest newspaper general managers, also has kind words for his predecessor, Jim Rector, who left the industry last summer for a job with the Kentucky Human Rights Commission.

"Jim did an excellent job here, making this into one of the top weeklies in the state," The Graphic's former associate editor says. "He taught me hard work. When he left, I knew I was following in some pretty good footsteps."

### The Grant County News

There's no masking it. The thought of moving into newly remodeled digs with spacious offices and plenty of parking is exciting to folks at the Grant County News.

No more waiting 20 minutes for the only toilet to fill with water which

has to defy gravity on its way up two high-ceilinged stories. No more crumbling plaster and squeaky, unlevel floors.

But when the newspaper relocates about a block down the street (a couple of doors from Alice's Restaurant, for you '60s buffs), there'll be a regret or two. First, there's a certain pride in occupying the oldest building in town, a narrow, three-storied structure dating to the 1850s and home to the newspaper since the early part of this century.

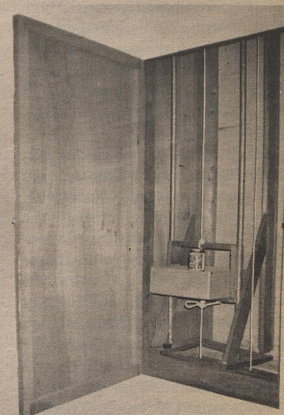
And, where else could you look out the front window and dream about Dead Man's Corner, just across the street, where election disputes resulted in untold numbers of stabbings and shootings back in the building's youth?

By the time you read this, The Grant County News will probably have completed the relocation. Publisher Ken Stone will probably have a separate, modern office, not a desk in the lobby. But he probably will have taken with him the cabinets of metal type left over from long ago, some dating to the 1870s, as mementos.

What won't change with the move is the paper's commitment to and reputation for being fair in a rather sticky situation. Grant County, you see, is in the rather odd position of having two back-to-back municipalities.

"Sometimes we get caught in the crossfire of two cities struggling to be the dominant city," explains Stone, who was advertising manager at the Cynthiana Democrat before taking over the News three years ago. "There's a lot of animosity between the two towns."

Williamstown, he points out, is See Local news, page 8



### No jokes, please

Though probably not what it was intended for, staff of The Grant County News frequently used the dumbwaiter to transport food and drinks from the first floor to the second in the paper's old building.



## Local news: Who is KPA? from page 7

the county seat and traditionally has enjoyed preeminence. Neighboring Dry Ridge, on the other hand, is kind of the new kid on the block, enjoying tremendous economic and physical growth as metropolitan Cincinnati creeps southward.

"The paper is in a precarious situation," Stone says. "We have to try to be fair and honest in reporting on both."

And the news staff appears to be succeeding. "In public meetings, officials often commend our fairness," he says. However, he adds, that doesn't stop some complainers who accuse the paper of favoring one town over the other.

To complicate matters, the county, with a population of around 15,000, has two other incorporated towns, Corinth and Crittenden, that must be covered, along with two school systems.

A full- and part-time staff of 10, plus stringers for sports and government meetings, produces the newspaper, which averages about 18 pages every Thursday. Because of the growth of Northern Kentucky in recent years, the paper's advertising base remains healthy.

As with most papers in the Landmark Community Newspaper chain, The Grant County News is big on special sections and promotions. Last year, a tabloid on the Williamstown post of the state police proved especially popular and informational. This year, a similar piece is planned on all the emergency services in the area.

Copies of an alcohol and drug awareness tab last October were given to all children in grades one through five of the local schools, and the paper sponsors special sections for the local county fair and the Marigold Day festival. An annual section filled with the work of local amateur poets is also a special feature.

Every summer at the county fair, you can see staff of The Grant County News passing out free watermelon slices to passersby who line up for the treat. At Halloween, the paper sponsors a community party on the steps of the courthouse, with staff members dressed in costumes, handing out goodies and supervising games. Each spring, staffers put on a free Easter egg hunt at the county fairgrounds.

On the schedule for 1992, says Stone, is a section, tentatively titled "A Day in the Life of Grant County," in which everyone at the paper will filter throughout the county with cameras to record the local people and scenery.

Naturally, The Grant County News has not always been in the Landmark fold. It was started 85 years ago in Dry Ridge by R.L. Westover,



### Having a Merry Christmas

Operating at about half-staff in this pre-holiday picture, the staff of The Grant County News includes, from left, Ken Stone, Jon Paul McKinney, Wilma Collins, Francie Plunkett and Janet McKee. Through the window and across the street is Williamstown's infamous Dead Man's Corner.

who, with S.M. Billiter, bought the Williamstown Courier in 1909 and consolidated the two papers at the county seat location.

Westover soon became sole owner and continued publishing the paper until his death in 1947. In his will, Westover left the paper to Edythe Harrell, his editor and assistant for 16 years. In 1966, she sold it to Clayton Roland, then co-owner of The News-Herald in Owenton.

William Matthews held the paper from 1975 to 1977, when he sold it to Scripps-Howard Newspapers, which sold to Landmark in 1987.

That's a pretty rich heritage for a newspaper that's literally moving into the future.

### The Georgetown News & Times

The Georgetown News & Times is an apt analogy for the town and county it serves.

For most of its history, Georgetown was a sleepy little town, full of genteel folk who treasured their racehorses, their Baptist college and their historic homes and farms.

Then in the mid-1980s, the Japanese invasion changed life in Georgetown forever. With the widely heralded Toyota plant came new blood, new ideas and a quickened pace.

Embarking on its 125th year, the newspaper has historically reflected the community. Particularly since publisher Bob Scott came in 1988, the paper has changed like the community — "the look, content and the way

people feel about (the paper)," according to editor Kevin Kerfoot.

Reflecting weekly the effects of the giant automaker's presence, the newspaper, nonetheless, still devotes pages to those things that don't change, such as "Aunt Jane's prize tomatoes," says Scott. The aim, he adds, is to blend "tradition and progress," the town's new motto and the theme of the paper's 1991 progress edition.

Scott and Kerfoot have reorganized the paper's layout and concentrated on wider, more personal, coverage of the county. They recently started a page of community calendar activities which has proved popular with readers. "Anything we hear about we try to get in," says the editor.

They've also restarted a local history column and inclusion of court, police and marriage records — both of which had been absent for many years. The changes have resulted in an increase in circulation (now just under 5,000) and in advertising revenues, which, Scott says, have jumped 30 to 40 percent in the last three years.

Although coming late to an already competitive market, The News & Times first put out a TMC publication, called Scott Free News Advertiser, three years ago. Part of its draw is a good-sized feature story on the front page of each weekly edition.

"It (the TMC) has strengthened us. We now have the ability on the third class side to hit every home in the county," Scott says.

Part of the success of the paper's new look is Scott's concentration on building stability in staffing through a "team approach."

"We all believe in the same thing," Scott says of his 12 full-time staff members. "We all want to put out a good product. We don't like to lose. We believe winning is doing the best you can."

The camaraderie evidenced in the office is one indicator that the approach is working.

Scott's new big project in re-vamping the newspaper involves remodeling its building. The paper is housed in the bottom floor of Georgetown's Masonic Hall, an old building that's experienced some poor remodeling efforts of the past.

One aspect of the renovation will be returning the front of the building to its original look. Scott plans to take out the lowered ceiling in the reception area, allowing the now-hidden, high windows to let in more light and display their original beauty.

But more immediate than that is The News & Times' 125th anniversary celebration, planned for late January or early February.

To commemorate the event, Scott is inviting former publishers, editors and other staff members to return for a reunion of sorts. Honorees will include John Sutterfield, who operated the paper before it was purchased by Scripps-Howard in the mid-1970s, as well as former publishers Hank Bond, David Thompson and Claude Hammond. >>>



The birthday fete will also involve local officials and will be memorialized in a special anniversary tabloid.

In fact, consider this a blanket invitation. If you ever worked for The Georgetown News & Times or have some interesting tales to tell about the paper's history, contact Scott or Kerfoot at 502/863-1111. (By the time you read this, a specific date should have been set.)

### Tips on writing leads

A recent West Virginia Press Association writing seminar came up with this suggested checklist for good lead writing.

1. Is your lead specific rather than vague and abstract?
2. Have you avoided stating the obvious or the negative?
3. Have you emphasized your story's most unusual or unexpected developments?
4. Have you emphasized your story's most interesting and important developments?
5. Have you emphasized your story's magnitude — and its impact on its participants and readers?
6. Have you used a complete sentence, the proper "an" and "the"?
7. Is your lead concise? (If it exceeds three typed lines, examine the lead critically to determine whether it is wordy or repetitious or contains something unnecessary.)
8. Have you avoided writing a label lead that reports your story's topic but not what was said or done about it?
9. Did you begin your lead with the news — the main point of the story? (If you began with attribution or the time and place your story occurred, rewrite it.)
10. Have you used a relatively simple sentence structure, exercising particular care to avoid beginning the lead with a long phrase or clause?
11. Have you used strong active and descriptive verbs rather than passive verbs such as "is," "are," "was" and "were"?
12. Is every name that appears in the lead essential? (Avoid unfamiliar names and names that require lengthy identification that could be reported in a later paragraph.)
13. If a lead contains a quotation or a statement of opinion, is it properly attributed?
14. Has the lead been localized, and does it emphasize the latest developments?
15. Have you eliminated statements of opinion, including one-word labels, such as "tragic," "interesting," and "alert"?
16. If you have used two sentences, can you justify their use? Have you checked to be certain that they are concise and non-repetitive?



Family portrait

Most of the regular crew of The Georgetown News & Times managed to squeeze into the picture, but then they're used to cramped quarters. Peeping from the very back is Vickie Gardner; flanking on the left is Kevin Kerfoot, and on the right, Denise Combs and Bob Scott. Sitting in the cage are Mitzi Gray, left, and Cathy Jordan, and seated in front are Rick Baker and Stephanie Gardner.

## Wreck wreaks havoc for printing plant

*The Nov. 19 railroad accident in Shepherdsville derailed more than just the CSX train and the local residents who had to be evacuated from the town, just a few miles south of Louisville.*

*A front-page article, by Kevin Eigelbach, in The Sentinel-News in Shelbyville a couple of days later detailed some of the ramifications for newspapers in the area:*

Marsha James listened to the radio Wednesday morning in her office at Landmark Web Press in Shelbyville. Beside her sat Tom Gilbert, production manager of the Standard Publishing Co. in Shepherdsville.

"The evacuation appears to be in place tonight," said the newscaster.

Gilbert winced. "Oh, man," said the disappointed James.

The broadcast continued. Simpsonville resident Charlie Frazee, regional Disaster and Emergency Services (DES) coordinator, told listeners he didn't know how long the cleanup would take.

At that bit of news, James dropped her head to her desk.

The Shepherdsville evacuation has meant a series of headaches, stomach aches and grey hairs for James, who is general manager of both Web Press and Standard Publishing.

It started Tuesday afternoon with a phone call from Gilbert. "He said, 'You know, there's been a train wreck over here and somebody told me they were thinking about evacuating,'" said

James. "I was like, 'Noooo, that won't happen,' because we didn't know the extent of it."

As Gilbert drove to the Standard plant from his home in Clayville, he stopped for the train as it passed through downtown Shepherdsville headed north. "When I got out of my car (at the plant) . . . I saw all this smoke, but I didn't think anything about it," he said.

... The Kentucky State Police drove through downtown Shepherdsville early that afternoon. Using loudspeakers in their patrol cars, they told residents to leave. But no one at Standard wanted to leave, said press operator Mike Page.

The plant had about 10 "jobs" to print between 6 p.m., Tuesday, and 10 a.m., Wednesday, said James. Most were community newspapers, such as the *Henry County Local* and *Spencer Magnet*.

At 2:30 p.m., a trooper came to the plant and said, "Get the hell out of here," according to Gilbert.

"In all the years I've worked, I've always wanted to holler out, 'Stop the presses!'" said mailroom manager Mary Riggs, Wednesday morning. "And that's what I did yesterday."

The management and employees rendezvoused at the Shepherdsville Wal-Mart after they left the plant. From Web Press, James contacted other Landmark printing plants inynthiana and Elizabethtown to ar-

range for all the jobs to be printed.

Landmark customers have been "wonderful" throughout the crisis, James said. "So far we haven't missed any scheduled deliveries," she said. "But we have a long haul ahead."

The workforce at Web Press doubled Tuesday night as the Standard employees trickled in. In the mailroom, they set up makeshift tables from plywood. "They were probably working on three or four newspapers at once," said James.

Page and Mark Branham volunteered to return to the Standard plant to pick up the *Pioneer News*, the Shepherdsville paper. When they arrived at the police roadblock at 10 p.m., the troopers let them through. "They were like, 'If you want to go in, it's your life,'" said Page.

The city resembled a "ghost town," he said.

Page thought about what might happen if some of the hazardous chemicals (from the wreck) leaked into the air. "I was thinking, 'I hope my chest don't start hurting.' Because there would have been nothing we could do," he said.

Page and Branham returned to Shelbyville at 11:30 p.m. They spent the night at the Best Western and reported for work at the Web Press Wednesday morning. As of then, Branham had still not seen his wife and children, who live in Shepherdsville.



# America's Bill of Rights

The Courier-Journal

What's astonishing, in retrospect, is that many of the farsighted gentlemen who framed and debated our Constitution saw no particular need for a Bill of Rights.

In fact, they seemed to regard the agitation for a specific enumeration of individual liberties and of protections against government authority as a reflection on their handiwork.

Why must freedom of expression and trial by jury be guaranteed, some argued, when the document gives Congress no authority to infringe on these or other liberties? Such "inalienable rights," they believed, were embodied in their design for a national government, and a separate statement of them would be superfluous.

A prominent citizen ridiculed the idea of a bill of rights by suggesting that one provision might forbid Congress to impose restraints on eating and drinking. Others argued that the good sense and strong hearts of our rulers, rather than mere words, would protect us from arbitrary power.

But considerable popular sentiment was moving in the other direction. Some suspicious citizens, already expecting the worst from their representatives, pointed out that a bill of rights was all the more necessary because Congress would interpret the Constitution to suit its own

purposes. Several key states approved the Constitution, but sought assurances that Congress would later add a bill of rights. In Virginia, Patrick Henry was in the forefront of the battle and gets much credit for the outcome.

Not all advocates of a bill of rights had the noblest intentions. But it's appropriate that those who challenged the wisdom of the most powerful, and insisted on defining what rights the ordinary citizen enjoyed, carried the day — with help, to be sure, from George Mason, Thomas Jefferson, James Madison and others. After Congress whittled down the number of proposed amendments to ten, they were fully ratified on this date 200 years ago.

The rightness of that decision has been validated many times over. The Bill of Rights has come to define what it means to be an American. To many citizens, it is the Constitution. It sets us apart even from other Western democracies where notions about inherent human rights originated, and it is the standard for judging the treatment of people by the dismal dictatorships that ruled much of the world for most of this century.

Nowhere else do people speak, think, create, worship or participate in public affairs as freely and fully as we do — or simply enjoy the right to be left alone. No other people enjoy as firm a barrier against governmental abuse

or excess.

And surely it's in large part because respect for individual dignity has been built into our heritage that we continue to evolve into an extraordinarily tolerant society. Sure, we still have blindspots, but compare our record with the ethnic warfare and the fear of heterogeneity that afflict Europe.

And, yes, there will always be those who think liberty goes too far, especially in moments of national crisis. From the Alien and Sedition Acts of the late 1700s to the suppression of free speech during World War I to the FBI spying on law-abiding citizens (which was condoned and encouraged by presidents who should have known better), there have been many attempts to weaken and subvert the Bill of Rights. Plenty of politicians and judges want to combat crime by weakening citizens' protections against police and prosecutorial abuses. They apparently aren't familiar with the torture chambers and labor camps of the former Communist world.

Today (Dec. 15) is an appropriate occasion to commemorate the document that emerged from a debate that has never really ended. And it's a time to recall that an attack on the Bill of Rights hurts not only the weakest member of our society, but, ultimately, all of us.

## Too many excuses

The Daily Independent, Ashland

A proposed state Department for Environmental Protection policy will make it more difficult for the public to get access to records by providing too many excuses for department employees not to release requested information.

The policy essentially adopts a course of action that dictates: "When in doubt, don't give out." File clerks who are unsure about whether a requested document should be released would have the power to place the document in a "Division Use Only" file.

Since file clerks do not have the authority or expertise to determine which documents should be released, it is likely that many would deny public requests for documents rather than face reprimands for giving out the wrong documents. Thus, state documents that anyone should have the right to see could be pigeon-holed for months.

The proposed policy dictates that "any document with handwritten notes" not be released to the public. Does that mean if a state official doesn't want a particular document to get into the wrong hands, all he has to do is attach a handwritten note to it? What a loophole!

The Department for Environmental Protection deals with some of the most controversial and potentially dangerous issues in state government, and as a result, it needs close scrutiny by the public. The people have a right to know whether the department is properly representing their interests, and they can only determine that if they have access to a wide range of departmental records.

If enacted, the new policy will succeed in stifling public access to the Department for Environmental Protection. That's wrong. The proper role for a public agency is to release all information it can to the public, not to make up a list of excuses for secrecy.

# Public has much to gain from government openness

Ben Sheroan

The Messenger-Inquirer, Owensboro

Too often people in the news business get news writers confused with newsmakers.

Instead of writing to an audience needing our information, we write to satisfy each other's interests, standards or expectations. This approach influences a copycat mentality in story selection and a boring sameness often confused with consistency.

I often find myself challenging those time-honored notions in an effort to make the paper more interesting. Today I am going to fly in the face of that challenge.

Let's talk about open meetings and open records. Kentucky's Sunshine Laws are of great interest to journalists, but many regular folks just don't care.

If a group of elected officials wants to have a private conversation, why shouldn't they just be left alone? What good is accomplished by this newspaper kicking up a fuss?

In 1974, the General Assembly set in order a law to protect the citizens by assuring that public business is conducted in public.

That open meetings law was followed in the next legislative session with statutory assurances that public records would be available.

You don't have to be governor of Kentucky or some high-minded researcher to explore public records. The laws outline everyone's privilege to know how things work.

In the years that followed a few things changed.

Many of the traditional duties of government, such as operating prisons

A group of legislators, public leaders and media types has been working together to close the loopholes. But they expect fights from people who want less public access, not more.

and disposing of trash, are being passed along to private businesses. That means vital public information is locked in the file cabinets of private companies.

In other cases, some cities and counties have found loopholes to avoid the spirit of the legislation. If a majority of the board is present, the average citizen would be allowed to listen in. But some groups get around that requirement with a series of meetings.

A couple of officials get together to quietly debate controversial matters and the public is locked out. When the regular meeting occurs, the complicated issue is settled quickly with unanimous vote and no one gets to hear the opposing view.

When the General Assembly convenes this January, it will face hundreds of issues ranging from health insurance and fire protection to gasoline quality and equine drug testing. Included in the list of prefiled bills are proposed modifications of the open meetings and open records laws.

A group of legislators, public leaders and media types has been working together to close the loopholes. But they expect fights from people who want less public access, not more.

A meeting has been arranged this week in Frankfort to introduce the legislation and its goals to legislators on the key State Government Committee.

The panel, which includes Reps. Louis Johnson of Owensboro and Donnie Gedling of Hardinsburg, will decide if the full General Assembly should spend time on the measure.

It's an issue that may seem unimportant, but it will influence the way millions of dollars are spent. It could change Kentucky for the better.

The bills are written with the public in mind. This column is written in the hope that the public will embrace the ideas and consider government openness with a high degree of interest.

## Kentucky views

Editorials from across the commonwealth



# OM/OR revisions highlight accountability

The following editorial was sent to KPA member papers in mid-November, and many have used it. Still, it bears republishing to reinforce its message. The author is Steve Lowery, publisher of The Kentucky Standard in Bardstown and a member of the Legislative Task Force on Open Meetings and Open Records.

Across Kentucky there's been a renewed interest in what government is doing with the millions of dollars in taxes that state and local governments are collecting from the public.

As more dollars are taken from the checks of the working class, there's a greater demand on accountability. What's government doing to or for me? asks the taxpayer.

Two proposed laws that have been prefiled for consideration by the Kentucky General Assembly will give people more access to actions taken by their government agencies if they're approved next year.

One bill deals with open meetings of public agencies. The other bill deals with open records that must be maintained by all public agencies.

It's been more than 15 years since the General Assembly first approved laws that mandated that all public agencies conduct their business openly and maintain records that are available for public use.

During the past 14 months a Legislative Research Commission Task Force on Open Meetings and Open Records has labored on the existing "sunshine" laws. The committee has offered up revisions of the laws that

will increase public access to public meetings and records.

Some of the key changes in the laws are:

- Public agencies — that includes city councils, school boards and fiscal courts as well as a wide range of other governmental groups — would be prevented from conducting public business behind closed doors by scheduling a series of small meetings of less than a quorum with members of the agency. Such meetings have always violated the spirit of the law. The change in the law states that a series of meetings "held for the purpose of avoiding the requirements" of openness violates the law.

- Because resolution of disputes under the current open meetings law frequently requires litigation, which tends to be time consuming and expensive for everyone, the proposed open meetings law gives the attorney general a dispute resolution role similar to the role he has under the current open records law. That means the attorney general's opinion has the force of law for both open meetings and open records disputes unless the opinion is appealed to circuit court.

- The proposed open meetings law would end the current practice of some planning commissions, zoning commissions and boards of adjustment to receive testimony and evidence and to deliberate in closed sessions.

- Public agencies would have to state their agendas when calling emergency or special meetings. The

agendas would not be allowed to add items to the agendas of the special meetings once they are underway.

- Hearings regarding public licensees would also be required to be made public.

- Employees of state universities would be allowed access to their personnel files. At the present time the open records law allows state employees access to their personnel files, except for employees of universities, due to an interpretation by the attorney general's office. That loophole would be closed.

- The proposed open records law would make it easier for the public to obtain records. State agencies in Frankfort — and elsewhere in the state — would be required to send records to requesters, at the expense of the person requesting the records.

The two proposals make positive changes in the existing laws. They are laws that will help the public. They are laws that will allow taxpayers to know more about how their government works and what it has done.

We support both bills and are asking that our state representative and senator do the same when they meet in Frankfort in January.

Let your elected officials know that you support the passage of the Open Meetings Bill and the Open Records Bill.

## Paper, students learn from project

By H.B. Elkins  
Citizen Voice & Times, Irvine

If, over the past few months, a young stranger has introduced himself or herself to you by saying, "I'm an Eastern Kentucky University journalism student doing an evaluation of the Citizen Voice and Times as a class project," they've been on the level.

Through a new cooperative venture between the Kentucky Press Association, EKU and the CV&T, we hope to learn a little more about the newspaper and how to better serve our community, our readers and advertisers.

At the same time, we hope to help teach some of our future newspaper employees about how a quality weekly newspaper is published and why journalism, especially in the weekly field, is a worthwhile and honorable profession and endeavor.

... There were some familiar faces in the class. Allen Blair, our good friend and former CV&T staff writer and jack-of-all-trades, is one of the leaders in the class who will be compiling the final report.

(We were told that the class is relying heavily on Allen's experience here in interpreting some of the crazy things we do, and in fact he has served as sort of a liaison between the staff members and the students.)

Tim Webb, an old acquaintance from my days of running around in Powell County, is also in the class. Tim is photo editor of *The Eastern Progress* and the Clay City resident was a workhorse for his hometown paper last summer.

David Rice, who covered Irvine for *The Richmond Register* for a while over the summer, was another student we knew.

There were some other connections I didn't know about. Jo Carole Peters, an-

other of the student editors, hails from Owenton, where my brother lives. Or more precisely, she's from Monterey, an Owen County community between Owenton and Frankfort. Her little sister is a student in one of my brother's science classes at Bowling Middle School in Owenton.

... The students also got to see how Beth Curlin and I get to spend a few evenings every month. One of their assignments was to attend at least one governmental meeting — the Irvine or Ravenna city council, fiscal court or school board.

... We were invaded in October when the students were required to spend some time with us to see how we put the paper together. Some accompanied Beth when she conducted a feature story interview, while others worked in the darkroom. Newspaper employees answered questions and explained things while they were working on the paper. Each staffer was interviewed and a report was compiled on each aspect of the newspaper, from the editorial section to advertising to billing.

... Perhaps the students were gluttons for punishment, or maybe they enjoyed the time they spent with us, but most came back for a second helping of our hospitality. Some of them were put to work laying out inside pages or helping hand-tool pictures.

A preliminary draft of the critique was ready two weeks ago (mid-November), and staff members pored over it, noticing errors or misconceptions, and Guy and I went back to Richmond one Monday to review the critique with the class. The students pointed out a few things they would change about the paper, but no major alterations in the paper's design were included in the report's draft.

Several of the suggestions were valid ones and we will take a look at possible changes suggested by the class to improve

our newspaper.

The final report is to be presented to us sometime before the end of the semester. Some additional items, which we didn't see when we reviewed the draft version, are to be included, and the whole thing is to be printed in an attractive form.

Liz, Guy and I are tentatively scheduled to appear at KPA's winter convention in January to talk about the project and what we got out of it. The students (and their teacher, too, she admits) are probably learning more than we are, and they hope to refine the process so future classes will be able to carry on with similar undertakings.

The project was the subject of the lead story in this month's *Kentucky Press*, the publication of KPA, and it included a couple of unflattering photographs of yours truly. (Does such a thing as a flattering photo of me even exist, I wonder?)

After having been interviewed for that story by Pam Shingler, editor of the publication, I know what it's like to be on the other end. And I'm glad to say she quoted me accurately.

... One thing about this project is that we've been able to grasp some idea of the way others perceive us. I overheard a conversation between some of the class members in which I was referred to as "the calmest editor I've ever seen." I consider that a compliment, because as in most things in my life, I'm able to let a lot roll off my back that would drive others to conception fits. That's part of my personality as an individual, and my personality as a journalist for the most part mirrors me as a person.

See, I'm learning something already — and the final report isn't finished.

## Happy Birthday

Scott Perry  
The Floyd County Times, Prestonsburg  
This Sunday, December 15, marks the 200th birthday of the first ten amendments — most commonly known as the Bill of Rights — to the US Constitution.

We can't say enough to express our gratitude to our founding fathers for their foresight in creating the Bill of Rights, but the fact that we are able to say anything at all is homage to their vision.

The First Amendment, of course, is our most precious because it grants us the freedoms of speech and religion, but all have stood the test of time.

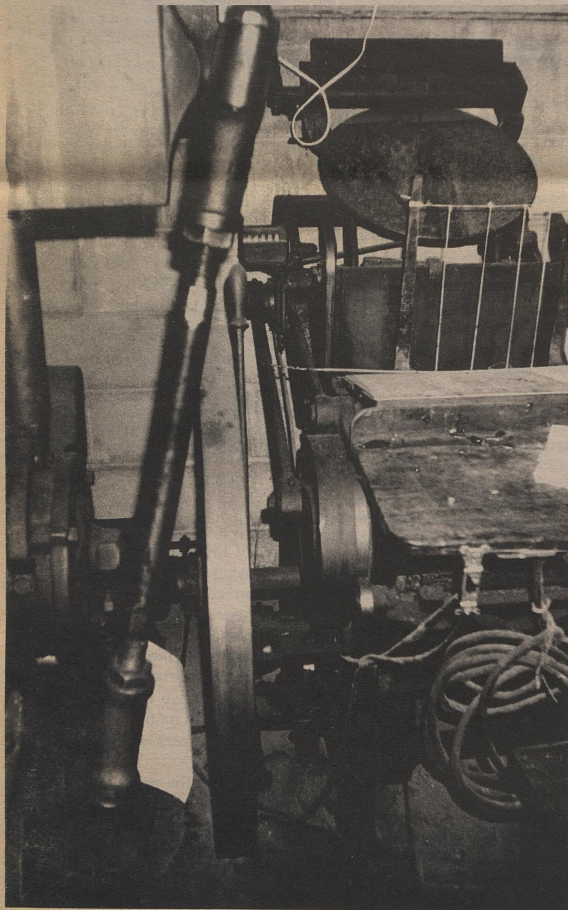
For that we are most thankful.  
Happy Birthday.

## Oops!

In last month's edition of The Kentucky Press, Buddy Garrison, ad manager at *The Anderson News*, was incorrectly identified as the son of Elliott and Frances Garrison, former owners of the Lawrenceburg paper. He is, indeed, the son of Elliott, but, lest his lineage be called to question, let it be known that Frances is his aunt, not his mother. His mother is Ann McBrayer Garrison.

Freedom of the press is based on a principle which the whole world must practice if we are to have peace, and that is the principle of tolerance — of being able to stand criticism and of realizing that nobody has the infallible truth. —Henry Cabot Lodge Jr.





### ***The way it was***

If you ever get the opportunity to visit *The Woodford Sun* in Versailles, ask to see the back room. You'll be treated to a glimpse of newspaper publishing as it was done not so very long ago. Editor Moss Vance, top, pulls the lever on a massive "guillotine" paper cutter, once a common piece of equipment in press-rooms. (It's actually a small version, he says.) At left is a printing press for small jobs.

### ***On tap . . .***

- Jan. 15: KY Journalism Hall of Fame and Advertising Hall of Fame nominations due
- Jan. 23: Ribbon cutting for new Central Office building, 11 a.m.; open house, 11 a.m.-4 p.m.
- Jan. 23: Legislative Media Day, beginning at 3 p.m., Capitol.
- Jan. 23-25: KPA Winter Convention & Trade Show, Capital Plaza Holiday Inn, Frankfort.

## ***Sorry, Miss Ida***

Miss Ida Mae, your fifth grade English teacher, is probably grinding her teeth, but tell her to blame the post office.

For mail to be more easily read by postal machines, the USPS wants us to do away with all punctuation in addresses -- Miss Ida's threats notwithstanding.

Proper address format includes using all caps, omitting commas and periods, and running each line flush left.

Example:  
ATTN JANE DOE  
JOHN L DOE CO  
101 CONSUMER ST RM 23  
METROPOLIS KY 40000-2345

When the city/state section takes up too much room, the zip code or zip+4 can go on the bottom line. For foreign addresses, the country name always stands alone on the bottom line.

If you can't redo your entire mailing list, using this format, you might start using it with all new entries and corrections.

## ***Cheese, it's the truth***

The Wisconsin Newspaper Association recently interviewed a group of ad agency executives seeking reasons why they seldom bought print advertising. The reasons were lengthy and, well, painful.

Among them:

**Rotten printing reproduction.** Do we only send the worst of the run for tearsheets, or do we just stink? One agency person showed a Blue Cross ad that was run in green ink.

**Confusing rate cards.** Who, asked one media buyer, can figure out these puzzles? (Better yet, who can write an understandable one?)

**No flexibility.** You won't bend, they said. Hey, I once knew of a radio ad salesperson who offered a client of my agency 100 spots for \$500. He said, "Too much." So the sales man said, "How about 500 spots for \$100?" Now that is flexibility, and it made a sale.

**Weak research.** Not many newspapers do any research. Radio and TV live on these numbers which often are as confusing as a rate card.

**No ideas, just an order book.** Advertisers said that all the newspaper salesperson did was ask for business, never coming in with an idea or an ad dummy.

**Did not runs.** These tick off agencies like nothing else. And they should. It is much more apparent in print than on broadcast where so many messages clutter the air; however, we got taken to task for our omissions.

**Ran wrong date!** This got 'em hopping mad, too. And for justifiable reasons.

*(Nebraska Press Association)*



## Items

### INAME conference to look at sales

The 148th Sales Conference of International Newspaper Advertising & Marketing Executives, Jan. 19-22 in San Diego, will focus on overcoming internal barriers to success. Officials from Knight-Ridder Inc. and Dayton Hudson Corp. are among speakers. Contact Will Nash, 703/648-1302.

### SNPA selects leaders

W. deBerniere Mebane, president of Multimedia Newspaper Co., Greenville, SC, was elected president of Southern Newspaper Publishers Association. New president-elect is Edmund O. Martin of Oklahoma Publishing Co., Oklahoma City, and treasurer is David Easterly of Cox Newspapers, Atlanta. KPA President-elect Mary Schurz, publisher of *The Advocate-Messenger* in Danville, is a member of the SNPA board of directors.

### Head for Hawaii

The island of Maui in Hawaii is the site of the winter publishers' conference of Suburban Newspaper Association, Feb. 2-6. Boosting revenues and whipping direct mail are among discussion topics. Call Peggy Rohs, 312/644-6610, ext. 3289.

### Personnel & the law, SNPA seminar topic

"Legal Issues Affecting Human Resources," a Southern Newspaper Publishers Association seminar, is slated for March 1-4 in Atlanta. Topics include the Americans with Disabilities Act, repetitive strain injuries and workers compensation, ergonomics in the workplace, compensation and pay performance, and health insurance and associated costs. For informa-

tion, contact Gladys Barber, SNPA Foundation, 404/256-0444.

### Employees focus of conference

The 1992 Human Resources Conference, sponsored by American Newspaper Publishers Association and Newspaper Personnel Relations Association, is planned for Feb. 26-29 in Lake Buena Vista, Fla. "The New Newspaper in a Competitive World" is the theme, with discussion on total quality management, cost reduction, creative incentives, labor/management

cooperation and more. For information, call ANPA at 703/648-1000.

### Marketing merger underway

The transition team overseeing the merger of seven newspaper groups says the new organization, Newspaper Marketing Inc., will be a reality by July 1. NMI combines Association of Newspaper Classified Advertising Managers, International Circulation Managers Association, International Newspaper Advertising and Marketing Executives, International Newspaper Marketing Association,

Newspaper Advertising Bureau, Newspaper Advertising Co-Op Network and Newspaper Research Council. The team formed a small market newspaper committee to make sure that segment of the industry is not overlooked.

### Marketers to meet

The 1992 Newspaper Executives Marketing Seminar, Feb. 9-14 in Houston, will stress market positioning activities, new products to increase revenue and case studies to foster growth and development. It is sponsored by American Newspaper Publishers Association and International Newspaper Marketing Association. Call INMA at 703/648-1094 or ANPA at 703/648-1306.

### API seminars set

Regular American Press Institute seminars for 1992 include: Business & Economic News Coverage, Jan. 19-24; Newspaper Design & Graphics, Feb. 2-7; News Editors & Copy Desk Chiefs, Feb. 23-29 & Sept. 27-Oct. 3; Feature & Lifestyle Editors, March 8-14; Managing the Changing Workforce, April 5-10; Developing Management Skills, Nov. 29-Dec. 4; Effective Writing & Editing, Dec. 6-11. Call Terry Dickerson-Jones, 703/620-3681.

### Put down that paper

A New Jersey college professor was arrested and charged with disorderly conduct for reading a newspaper during a Hawthorne town council meeting in November, says an item in Editor & Publisher (12/14/91). Michael Sebetich, teacher at William Paterson College, apparently refused to put away his New York Times and councilmembers didn't like it. His trial is this month.



Chow time --Preparing for the luncheon reward after judging ads for Mississippi Press Association are, from left, Ed Mastrean, KET; Jeff Wilder, *Tri-City News*, and Larry Stewart, *Courier-Journal*.

## Voices from the past

Stepping back farther in time than before with Voices, this month we have excerpts from the very first edition of *The Kentucky Press*, Vol. 1, No. 1, February 1929. In this issue, editor Victor Portmann introduces the new publication, asks for items from members and runs minutes of the mid-winter convention on Jan. 18-19, 1929, at the Kentucky Hotel in Louisville.

Of *The Press*, Portmann wrote: "With this issue is launched the good ship, Kentucky Press. Long may it float and bring wisdom and good fortune to its sponsors, the Kentucky Press Association. It has one purpose only -- to serve the members of the association and the Kentucky press by the interchange of opinions and ideas so that all may prosper through the good counsel of one, and, paradoxically, through the mistakes of one another."

New officers for that year,

which ended with the country's entry in the Great Depression, were J.M. Allen, Cynthiana Democrat, president; Herndon Evans, Pineville Sun, vice president, and J. Curtis Alcock, Danville Daily Messenger, secretary-treasurer.

Executive committee members were Chairman Joe T. Lovett, Murray Ledger & Times; Dorothy Leigh Harris, Henderson Journal; Mildred Babbage, Breckinridge News, Cloverport; William Marriott, Elizabethtown News; Brainard Platt, *Courier-Journal*; Keith Hood, Bedford Democrat; A.S. Thompson, Kentuckian-Citizen, Paris; R.L. Elkin, Central Record, Lancaster; J.T. Norris, Daily Independent, Ashland; Charles A. Kirk, Paintsville Herald, and George A. Joplin Jr., Somerset Commonwealth.

Newspaper Exhibit Committee: Portmann, D.M. Hutton, Harrodsburg Herald, and Keen Johnson, Richmond Daily Register. Outgoing

president B.B. Cozine, Shelby News, was chosen to head the Legislative Committee.

Participating in the program were President Allen, Hutton, Portmann, Elkin, Cozine, Thompson, Hogard; Malcolm Bayley, Louisville Times; C. Frank Dunn, executive secretary of Kentucky Progress Association; W.P. Hogard, Crittenden Press; H.A. Sommers, Elizabethtown News; L.C. Littrell, Owenton Democrat; Thomas Stark, Stark Advertising, Louisville; Charles Webber, Georgetown News; S.M. Saufley, Richmond Register; Louis Herrington, Kentucky Utilities; Russell Dyche, London Sentinel-Echo; Dr. Curran Pope, State Board of Charities and Corrections; D. O'Sullivan, Shelby Sentinel; Josh Catlett, Princeton Leader; Judge Robert W. Bingham, *Courier-Journal*; Col. Urey Woodson, Owensboro Messenger, ret.; Tom Wallace, Louisville Times.

Special recognition was given to Harrison Robinson, who replaced Henry Watterson as editor of *The Courier-Journal* and who had been a member of the paper's editorial staff for 50 years.

The treasurer's report for the year ending on Jan. 17, 1929, showed a balance on hand of \$629.51. Membership fee was \$5 and dues \$5.

Others attending the convention were C.J. Richardson and Samuel Hubley, Hardin County Enterprise; L.G. Barrett, Ohio County News; J.W. Willis, Irvington Herald; D.A. Murphy, International News Service; D.B. Spragens, Marion County Falcon; G.C. Thompson, Kentuckian-Citizen, Paris; Woodson Browning, Madisonville Messenger; G.B. Senff, Mt. Sterling Sentinel-Democrat; A. Robbins, Hickman Courier; O.E. Taylor, Greensburg Record-Herald; Fred T. Ballard and E.A. Jonas,

Louisville Herald-Post; Joe Costello, Cynthiana Democrat; J. Boyce Smith, Lyon County Herald; Keith Hood and C.A. Bell, Trimble Democrat; Mary Elizabeth and Jane Bird Hutton and Birdie Linney, Harrodsburg Herald; Cecil Williams, Somerset Journal; J.W. Hedden Jr., Mt. Sterling Advocate; Kenneth Small, Henry County Local; A.S. Wathen and Wallace Brown, Kentucky Standard; Charles Blanchard and William Heffernan, Mergenthaler Linotype Co., Louisville; W.L. Dawson, Oldham Era; Lloyd Robertson, Paducah News-Democrat; Elliott C. Mitchell, Paducah Evening Sun; M. O'Sullivan, Shelby Sentinel; "and others who failed to register."

Among the more pressing issues of the past year was getting the 1928 General Assembly to pass new laws dealing with public notice advertising.



# Idea exchange

## Good job, teach

A tribute to the county's teachers is the thrust of a special section each year on National Teachers' Day in the Pulaski (Tenn.) Citizen. Simplicity personified, the section features only photos and ads. Photos are in 2"x3" blocks, with an ad in each block. Ad director Juanita Hoover says selling is done by phone and each of the 408 blocks is sold. 615/363-3544. (Metro Creative Graphics Plus Business)

## The classified Santa

A little late for this year, but worth remembering: The Manteca (Cal.) Bulletin publishes its annual "Letters to Santa" in the classifieds section. The children's letters are printed, over five days, in four columns in the center of the page, flanked on three sides by 40 one-column by two-inch ads. Red or green ink borders the ads. After seven years, advertisers call the paper to reserve space, says classified ad manager Marge Craig, 209/239-3531. (Metro Creative Graphics Plus Business)

## Seasonal spell

The Spell of Christmas is the apt title of a promotion by the Louisiana (Mo.) Press Journal, which challenges readers to spell the word Christmas by collecting printed letters at participating businesses. Ad manager Joanne Ford makes lots of copies of a candy cane motif alphabet, cuts out individual letters and distributes them to merchants who then give them at random to customers. Readers then tack the letters to a piece of paper as they collect them and submit the entries to the paper. Drawings determine the winners of individual merchant prizes and the grand prize of \$200 from the paper. 314/754-5566. (Metro Creative Graphics Plus Business)

## Cultivating revenue

Lots of papers run a regular gardening column. The Winona (Miss.) Times has gardening pages every spring, with features on individual gardeners, recipes using a featured vegetable, gardening tips from a local expert, and fillers with horticultural and agricultural news. Ads for the page come from agriculture and home improvement firms. Sadie Goss, 601/283-1131. (Metro Creative Graphics Plus Business)

## See it, buy it

The Napa (Cal.) Register offers photos with its auto classifieds. Car owners drive to the paper to have a free picture taken to run with their ad. Classified ad manager Jerry Hunter, 707/226-3711. (Ideas from INMA)

## Classified displays

Daily Hampshire Gazette in Northampton, Mass., offers small display ads for \$10 to customers who purchase auto, real estate and merchandise classified ads. The majority of customers opt for the add-on. Classified ad manager David A. Sikop, 413/584-5000. (Ideas from INMA)

## Sales from sales

Though it used to produce its own garage sale kit, last year the Evansville (Ind.) Courier bought a professional package produced by The Keenan Group Inc. of Ashland City, Tenn. Garage sale advertisers who placed a five-line or longer ad for two or more days received the free kit, which contained yellow and black signs, yellow balloons, inventory sheet, price stickers and a change apron—all bearing the newspaper's logo. The added revenue covered the cost of the packages, and the paper got visibility all over the area. Paula Nance, 812/424-7711. (Metro Creative Graphics Plus Business)

## Research tip

Wisconsin Newspaper Association suggests getting a list of voters from the county clerk and matching it up with your subscriber list. The resulting information can help you gauge how interested your readers are in local politics and it can show advertisers how well you reach voters, who are perceived to be "involved" people.

## Young money

The Minneapolis Star Tribune runs a Sunday column called "Young Money," geared to and written by high school students. It addresses earning, spending and saving issues. (AlaPress)

## You're in the Army now

The Houston Chronicle's research department presents "Media Boot Camp," a half-day seminar for its sales reps on the strengths of newspapers. Covered are media terminology and selling against television, radio and direct mail. Public affairs coordinator Amy Rabinovita, 713/220-7416. (Ideas from INMA)

## Reminder call

The day before each reader's subscription ends, a representative of the San Diego Daily Times calls the customer to remind him/her it's time to renew. When the subscriber declines the offer, he/she gets a letter saying "We miss you" and offering four free weeks on a six-month subscription. Circulation for the first six months of the year was up more than 11 percent. Circulation director Craig Faulkner, 619/232-4381. (Ideas from INMA)

**A problem with the law?**  
Call the KPA FOI Hotline.  
502/589-5235

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Clarksburg, Maryland (301)507-6047

## Rallying the youngsters

The Morning Advocate in Baton Rouge sponsors an annual Current Events Rally, a half-day competition among students from area schools. Each year features a different theme (such as world economics), including an essay test, objective test, geography/map activity and scrapbook project. Divisions are junior (5-8 grades) and senior (9-12). Educational services coordinator Cathy Pettway, 504/388-0224. (Ideas from INMA)

## Front page pets

To perk up its masthead, the Pueblo (Colo.) Chieftain features a picture of a dog in its weather forecast box. On a picture day, 350 people showed up to have their pets photographed for the box. Every Friday, the photo is of an adoptable dog. A short story on the homeless pet runs on the inside weather page with information on where it can be adopted. Homes have been found for nearly every dog that's been featured. Promotions manager Paulette Moore, 719/544-3520. (Ideas from INMA)

## Winner's circle

A photographer at the Taylor County News in Butler, Ga., always shoots crowd shots at football games and other sporting events, and a picture is run in an advertisement with one person in the crowd circled. The spotlighted person wins a prize that week. Jim Cosey, Box 1979, Butler, Ga. 31006. (Minnesota Newspaper Association)

## Ideas from Inland

Reprinted from *The Inlander*, Newspaper of Inland Press Association, Dec. 16, 1991.

**Circulation builders** from Keith Wood, Stauffer Communications:

- Give free sweatshirts or t-shirts with your paper's logo to clerks in stores where your papers are sold.

- Favorite DJ contest. In a youth market with several radio stations, let readers identify their favorite disc jockey. The DJs will likely talk up the promotion themselves.

- When you have a single copy price increase, station employees at key rack locations with plenty of change. Have them assist customers on the first day of the increase by offering change or the extra money. The goodwill is priceless.

- Have a plan, known clearly to dealers and carriers, for times when major stories are expected to result in extra sales.

**Miscellaneous ideas** from Ken Bronson, Stauffer Communications:

- A special section, called Gift of Life, with life-saving procedures, such as open heart surgery, radiation, transplants, etc.

- A special section on "manufactured housing"—double wides, mobile homes, pre-fab houses, log cabins, pre-fab garages, facts and figures on the industry and local sales.

- A section on money management and investment in the tight economy.

## Notes and quotes make stories stronger

From a West Virginia Press Association writing seminar come these tips for reporters.

- Take more notes than you need. Writing an article is like sculpting from a block of stone. You need the entire block to begin, but as you write, you will chip at your notes and throw away what you don't need.

- When you have opposing viewpoints, get quotes from more than one person on each side. It keeps one person from representing a group of people. Often people are on the same side but for different reasons.

- Collect more than quotes when gathering information. Get color—details about what is going on to fill out your story.

- Be consistent. Consistency gives a story uniformity.

- Always read a story aloud to hear how it sounds. This allows you to hear rough spots. If you stumble over some words or have to repeat them, you have an area that needs to be rewritten. Each time you add a new paragraph, read the article from the beginning to check for continuity, transition, awkwardness and missing information. This even works when you are on deadline.

- Don't be afraid to look up common words. It often pays to look up common words to find out the shades of meanings. In many cases, and often surprisingly, the word looked up will be inappropriate for the circumstance.

- Talk to others about your story. Talking to your editor or co-worker sometimes helps you to develop a new angle for the story. Sometimes, talking helps you to organize the information.

- Rehearse the lead in the car as you return to the office. This helps you to fine tune the lead. It also gives you a running start when on deadline.

- Write the story in the order that you tell it. People naturally tell stories in interesting ways, beginning with the excitement and then telling the details. If you write chronologically, have a compelling reason for doing so.

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## Legalese

Recent legal issues involving Kentucky newspapers:

- A Laurel County district judge denied a motion in November to issue a gag order in the case of Robert C. Foley who has been accused of murdering four people. Foley's attorney filed the motion to bar attorneys, witnesses and police from talking to the media. Laurel County Attorney and an attorney for the *Lexington Herald-Leader* objected to the motion.

- Among charges Education Commissioner Thomas C. Boysen leveled against the Harlan County School Board and its former superintendent in a mismanagement suit is regular violation of the Kentucky Open Meetings Law.

- Members of the Harrodsburg-Mercer County Planning and Zoning Commission raised eyebrows during a November meeting when they discussed revisions to a letter that apparently had been drafted during a closed meeting. Minutes of the previous official meeting made no mention of the letter which questioned payments to a building inspector, according to an article in the *Harrodsburg Herald*.

- Butler County Fiscal Court ruled Nov. 19 that the *Butler County Banner* will receive its legal advertising. Referring to a recent state Supreme Court decision, *Banner* officials said their nine-year-old paper edged out the rival *Green River Republican* in in-county circulation, 2,510 to 2,440. *In county* is the key phrase since the 106-year-old *Republican* has a higher total circulation.

And elsewhere:

- Four reporters from three news organizations were held in contempt of court and jailed for more than 10 hours in November during a state senator's corruption trial in US District Court in Columbia, S.C. They had refused to testify about articles they had written about the legislator. They were released only after the prosecution rested its case and the judge deemed their testimony unnecessary. (Publishers' Auxiliary)

- The City of St. Petersburg and the Chicago White Sox are having to reimburse the St. Petersburg Times \$100,000 in legal fees incurred in a lawsuit resulting from their refusal to provide access to public records on the team's possible move to the Florida city. (Florida Press Association Bulletin)

- The Florida Supreme Court has ruled that the state's open records law does not apply to the courts, the legislature, the governor or the governor's cabinet. The decision excludes from public scrutiny government offices created by the state constitution and includes only agencies deriving from legislative statute. (Editor & Publisher)

National

- A federal judge ruled in November that the Department of Education could not withdraw or threaten to withhold federal money from any schools that open campus police reports. In issuing the ruling, US District Judge Stanley Harris sided with the Student Press Law Center which had brought suit on behalf of student newspapers.

- "Newspapers are advised to have a 'clear policy on granting confidentiality to sources,'" according to Lynn Buchy of the Nashville law firm King & Ballow. The policy, Buchy said, should include: Who can grant confidentiality, what confidentiality means, when a grant of confidentiality is proper and where confidentiality will be granted, why it is required and how it will be made. Penalties for non-compliance should also be defined. Clarity is imperative so that the source, reporter and publisher understand the terms. (E&P, Nov. 16, 1991)



Neighborly notes -- Jack Pinchoff (left), *Garrard County News*, exchanges tidbits with Guy Hatfield, *Citizen Voice & Times*, during Kentucky Weekly Newspaper Association meeting in November.

## Mark Searce's reminder of heroic Kentucky lady

By Bennett Roach

*The Sentinel-News, Shelbyville*

The word "exhort" is rarely heard except in church. Sometimes it is encountered in everyday life but under more familiar terminology such as encourage, boost, take notice of, support.

Mark Searce is an exhorter. He writes notes to people, many of them. Wording by Mark, not Hallmark. Recently he sent me an old newspaper clipping from 1952: a photo of the late Mary Breckinridge being presented a silver pitcher. The picture showed a young fellow doing the presentation (for) Kentucky Press Association.

Mrs. Breckinridge was then 70. She had worked for many years in her famous Frontier Nursing Service. The young fellow was this columnist, then KPA president. The event was one of the brightest spots of that year, or many years.

Her career has long been one of my favorite real-life stories. I proposed her for KPA's Kentuckian of the Year. I would gladly nominate her for sainthood, if possible.

During 1952, she was writing her autobiography, "Wide Neighborhoods." She was a member of a renowned family. Her father was Minister to Russia, her grandfather Vice President under Buchanan.

Born to wealth and a life of pleasure, she turned to nursing to drown the sorrow from losing her husband and two children by death. She resumed her maiden name, studied nursing and worked in the slums of New York City, then in war zones in France in World War I.

As a registered nurse and midwife, she worked and studied in the Scottish Highlands and Islands Medical Service. Their methods she copied for her Frontier Nursing Service, founded at Wendover and Hyden in 1925 in Leslie County.

Starting with meager facilities, the project caught on with wealthy Easterners. They volunteered their services and money, and the nursing service grew far beyond midwifery. In whole counties which were without a doctor or nurse, Mary Breckinridge and her corps of volunteer women developed a system of rural medical and hospital care for an area of 700 square miles.

When the KPA honored her in 1952, Mrs. Breckinridge and her helpers were beginning to use jeeps instead of horses. She was planning a new million-dollar hospital to replace the old 1930, 16-bed facility at Hyden.

The most beautiful thing in the world is freedom of speech. —Diogenes

## Databank

### Teaching teachers

The University of Florida has developed a guide to be used by elementary and high school teachers to teach journalism. *Using Newspapers to Teach Journalism*, written for grades six to 12, focuses on hands-on experience, having students read and study the newspaper as a way to learn about journalism. Florida Department of Education, 904/488-7101. (SNPA Bulletin)

### Making libel history

The 1964 US Supreme Court case that introduced the concept of "actual malice" in libel issues is examined in *Make No Law: The Sullivan Case and the First Amendment* by Anthony Lewis, published by Random House. The author looks at the historic decision, its ramifications and the development of libel law from early English traditions. (E&P)

### More on education

The Kentucky School Boards Association has compiled a monograph of legal and policy guidelines on school-based management, *Reaching New Heights: A Guide to the Implementation of School-Based Decision Making under the Kentucky Education Reform Act*. Copies are \$10 each and are available from KSBA, 260 Democrat Dr., Frankfort 40601; 1-800-372-2962.

### It's got designs

*Twelfth Edition: The Best of Newspaper Design*, with more than 700 examples of graphics and design excellence, is now available from the Society of Newspaper Design, The Newspaper Center, Box 17290, Dulles International Airport, Washington, DC 20041. At \$42 per copy, the book features winners from SND's 12th annual Best of Newspaper Design competition.

### Writing about mental illness

The American Psychiatric Association has prepared a 60-page resource guide for reporters who need an easy to use reference when writing about mental illness, diagnosis and treatment. *The Mental Illness Awareness Guide for the Media* is free to the working press from APA's Division of Public Affairs, Dept. MP, Suite 1050, 1400 K St. NW, Washington, DC 20005.

### Guide to freedom

*The First Amendment: A Journalist's Guide to Freedom of Speech* is a new video, produced by the Commission on Public Understanding About the Law, that's designed for working journalists, journalism schools and bar-media seminars. It presents case studies to illustrate key First Amendment issues. The 25-minute video, with a primer on First Amendment issues, costs \$89, plus

\$3.95 shipping/handling. Write American Bar Association, Order Fulfillment, 750 N. Lake Shore Dr., Chicago, IL 60611; reference purchase code 468-0041.

### Copyright users' rights

Much has been written about the rights of copyright owners and authors, but a new book by L. Ray Patterson and Stanley W. Lindberg examines users' rights and advocates broadening the fair use concept. The authors, according to a review in *Editor & Publisher*, believe "copyright should further the use and distribution of information and appreciation of the work." *The Nature of Copyright: A Law of Users' Rights* is available from the University Press of Georgia, Athens; \$12.95 paper.

### Studies in freedom

Five landmark Supreme Court First Amendment cases are the focus of a new book from Columbia University Graduate School of Journalism, *Essential Liberty: First Amendment Battles for a Free Press*. Anecdotes and commentaries by some of the case participants are featured. (E&P)

*The perception out there in readerland is that we don't hold ourselves accountable. . . that we don't check ourselves by the same standards that we check others.* —Mike Hughes, American Press Institute



## WKU's Ausenbaugh retires with lifetime of stories, from page 3

ters, Jeannie, Susan, Kathy, and Sally, three of whom are teachers.

"Susan is the only one who didn't go into teaching," he says. "She sells jewelry for Bacon's. Curiously enough, she is probably the best student of the four."

The couple have seven grandchildren the eldest, a boy, 17, and six girls.

Recently Ausenbaugh's grandson had to write a letter in English class about someone who had been important in his life. "He wrote about me," the grandfather admits, "which I thought was pretty neat."

What led Ausenbaugh into journalism? "It was the only major I could find for which you didn't have to pass the language comprehensive exam," he jokes.

"I guess if you had forced me to guess back in high school, I would have said I was going to be a teacher," he says. "I just drifted into journalism; I don't really know why. Once I got in I liked it, although I didn't do too well. I flunked feature writing, I feel, because of a conflict with the teacher."

Ausenbaugh came back from the Army in 1946 and entered the University of Kentucky Jan. 1, 1947, not knowing "what the hell to major in. Journalism seemed like something I would be interested in. It had to do with words and writing stories."

After graduation, he got a job at the *Princeton Leader*, but only for about three months. "The guy couldn't afford me, so he fired me or I quit. I really don't know which it was."

From a lead in Editor and Publisher magazine came his next job, running a large weekly in Russellville. "I kept that job about three months. It was more than I could do. I was working 20 hours a day almost. I could do everything I had to do, but I couldn't do it fast enough. I wasn't experienced."

"Back then, the UK journalism school wasn't worth a damn, in my opinion," he says. "I got out of school without working on the school paper and that hurt like hell."

"I couldn't be on the school paper because I had to make a living," says Ausenbaugh, who married at the end of his sophomore year at UK. "Every day, from the very first day."

He worked at a donut shop and a parking garage and delivered newspapers, before landing a job at the Lexington Army Depot, where he repaired electrical equipment.

"So, I couldn't work on the school paper, and that was unfortunate, because I didn't learn anything in class. I wound up terribly, terribly unprepared."

"After I got kicked out of the second weekly, I was sitting in the newspaper office on Saturday morning, having quit my job or been fired, I don't know which, wondering what the hell I was going to do."

"I had an \$81 car payment and wasn't making that much a week. The telephone rang and it was Earl Richards, editor of the Evansville, Indiana, Press. He said he had an application from some months back and wanted to know if I wanted to come up there and work on the copy desk."

Ausenbaugh went to work there the following Monday and claims he was the "worst copy editor ever -- for a while."

"I thought I never would catch on. I was almost in tears the first three or four months. I really wasn't worth s... I tried desperately hard, though, and began to catch on to it."

"Within a few more months, I thought I was capable. I guess they did, too, because they let me sit in as news editor and things like that. I worked there two years and went to the *Courier-Journal*."

He worked at the *Courier* two different times, totaling 20 years. His first stint was for nine years, from 1954 to 1963, working in, on and around the copy desk.

**Bingham on Ausenbaugh: It really drove him crazy any time there was an error in the newspaper. He was very fond of sharing his craziness with whoever created the error...**

In June of 1963, he left the *Courier Journal* to go to work for Stars and Stripes, in Darmstadt in central West Germany. He worked as slot editor, news editor and cable editor, as well as feature writer, for two years.

"I was about the only person there who worked every job in the damn place. The second year I was there, I led all Stars and Stripes newsmen in overtime."

"I got called in for everything, from features to news editor to slot editor to reporter to whatever. I loved it," he says.

When the Ausenbaughs came back on home leave in 1965, *The Courier-Journal* made him an offer to return as assistant

city editor, a post that led to city editor and, finally, state editor.

Barry Bingham Jr., former publisher of the Louisville paper, remembers Ausenbaugh's high standards for accuracy. "It really drove him crazy any time there was an error in the newspaper. He was very fond of sharing his craziness with whoever created the error," Bingham says, "which was quite effective, in a nice way."

"He was very demanding. I think that was the first characteristic of Jim's which I recognized."

**Hawpe on Ausenbaugh: He speaks in parables. All of his stories have a meaning. You have to listen to his stories or you miss two-thirds of the value of having the relationship with him.**

**Ausenbaugh: To reveal the lives of newsmen through the stories they tell and the fun things they do is really important to me.**

Bingham believes Ausenbaugh's high standards were contagious.

"He made me understand that being demanding is okay," he says. "There are some people who think that if you're demanding you are an SOB and people will hate you for life."

"People were very fond of Jim and they had a lot of respect for him because he knew what he was talking about. If he corrected your grammatical errors, he wasn't correcting it with another error, he was making it right."

"But they also had real affection for him. I think people who are serious about any trade have respect and affection for a true craftsman. Whether you're a silver smith or newspaper editor or whatever," he says.

"I think Jim was that and he made me understand that that's not bad. In other words, to be demanding in a good cause is perfectly acceptable."

Bingham also notes that Ausenbaugh had "a love for the state of Kentucky that was unrivaled."

"I've known people like Joe Creason, John Ed Pierce and Byron Crawford and many other people who have a profound affection for the state. None of them were ahead of Jim. He was absolutely a zealot about the state."

"We had a group of editors who would go out in the state every couple of months. Jim was always with us," Bingham says.

"Whether it was a coal mine in Eastern Kentucky or at America's pond in Western Kentucky, Jim had his finger on the pulse of what was going on."

"He was a terrific organizer and loved taking the other editors around and showing off his state," Bingham recalls. "That was a wonderful experience."

Ausenbaugh says that one of the things he is most proud of was working to change the character of the state operation at the *Courier*, change that is still in place today.

"It was his insistence that we provide true statewide coverage, which was really

important," Bingham says. "There were always people who said we really needed to put more resources into the metropolitan area around Louisville, and we did."

"There were always more news stories than you have reporters to cover and more stories to edit than you have editors to edit," says Ausenbaugh's former publisher. "It's hard to say, no, we really ought to be out in Glasgow. We really ought to be out in Hazard and ought to be in Paducah. Despite the size of the staff back then, there were still needs in the metro area."

"I think what Jim did was to keep before our eyes the constant need of the state outside of the immediate Jefferson County area. He was again very, very forceful and demanding that we cover the state capital, especially during the session of the legislature."

Hawpe began his career with the *Courier* working for Ausenbaugh on the reorganized state desk.

In 1969, then-managing editor George Gill hired Hawpe while standing on a beach in Florida watching Apollo 11 lift off. Gill went back to Louisville and told Ausenbaugh he had just hired a new reporter for Hazard.

Hawpe says he was a little concerned about what his new boss' reaction to him would be when he met Ausenbaugh in late 1969.

"He sent me off packing to the mountains to be his reporter in Eastern Kentucky," the current editor says. "It was odd. I immediately thought he was a very empathic and kind person. He was not intimidating at all."

"Jim had an assistant state editor who was sort of the meanest man on earth, but really wasn't mean. He was very hard-nosed. So Jim was mister nice-guy and Frank was his hammer. That was Frank Hartly," says Hawpe. "I took to Jim right away, because he was sort of the kinder and gentler part of that partnership."

Hawpe recalls one particular assignment, covering a graduation ceremony at Mayo State Vocational School in Paintsville. "I was trying to find a way to make the lead interesting. I thought Mayo State's graduation list was special because it had all the names of the traditional mountain families that the institution has served."

"My lead was 21 last names. I turned it in and thought there was no way I was going to get it in the paper. Jim ran it."

Hawpe pulls up other memories. "He also had a wonderful eye for what would make a story. He saw once that a circus was coming to Buckhorn, Ky."

"Now Buckhorn is about 30 miles from anywhere civilized. Really deep in the mountains in Perry County. He sent me over there and said, 'That's got to be a wonderful story.' It turned out it was a good story," the former KPA president remembers.

"One of the things he has taught me is, the story is always in the people."

"We were covering the Hyden mine disaster. I was up in the mountains and this was the biggest mine disaster of modern times in Kentucky."

"We were trying to figure out how to tell the story of this mine disaster. Not only

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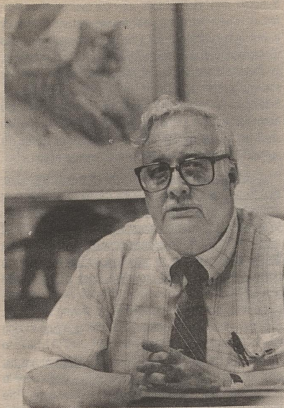
Larry Craig, past KPA president, adds his piece on his old friend: "Just DO it," those inane ads on the tube demand. Journalist Jim Ausenbaugh, who is neither inane nor a rube, insists on an expanded version of the Nike motto. To those who toil in the journalistic vineyard, Ausenbaugh says: Do it right. Do it with conviction and without clutter. Do it on time.

"It simply won't do to damn Ausenbaugh with the turgid windbaggy of faint praise -- he deserves the full blast of both salutation and condemnation. Bossy Aussie is a professional hypertechanical nitpicker, an irascible scribe who despises incomplete reporting, mediocre writing and incompetent editing."

"Ausenbaugh has been a very present help in time of trouble to me during my two decades as a reporter, editor and journalism instructor. We who love him don't mind if he is cantankerous -- he is also constructive; we appreciate the fact that he has long espoused healthy skepticism without falling prey to the evil of cynicism; we chuckle at the knowledge that he who describes himself as a 'professional pagan' has lived the Golden Rule."

"Many are called as journalists. A precious few, including Jim Ausenbaugh, choose to view this essential craft not as a vocation but as a higher calling. A saint he ain't. A dear and wonderful friend to journalism and journalists he truly is."





WKU Photo

**JIM AUSENBAUGH**

had 38 been killed, but the next day a single miner had been killed in a mishap elsewhere.

"Jim said we needed to tell that story, of a single human being.

"He said, 'What you need to do is not go write a story about the circumstances in which this miner died, the technical stuff. Go talk to his mother about this guy as a human being. Make his life come alive for people. That's the real story, that a human being was lost in this mine tragedy.'

"His instinct was always that the story was in the people, not in the statistics, not in the rules and regulations, not in the technicalities of the action, but in the people."

Hawpe adds that he learned a love of the language from his old mentor. "He really loves the language. Not only is it okay, in our business it is really essential to love the language, the sound of it, the rhythm of it, the diction of it. Basically Jim taught me it was okay to openly, unashamedly, love the language."

Hawpe says he also learned basic reporting under Ausenbaugh. "That Eastern Kentucky bureau is probably the most difficult and in some ways, other than Frankfort, the most important bureau in the *Courier* system," the editor says.

"I was in the spotlight a lot. It was not an easy place to learn how to be a reporter. He was very kind and patient in helping me over the rough spots.

Hawpe and others who've known Ausenbaugh over the years also have bagsful of not-necessarily-journalistic tales to share, including this one.

"The thing I will most remember will be the night Jim was arrested for drunk driving on the by-pass around Versailles," Hawpe relates. "He had been in Lexington and was headed back to Louisville when he was arrested.

"He called Faye and told her, 'Come and get me. I'm in the Woodford County Jail.'

"He had to get \$400 in bail money. Faye called me because she had very little money, and I said, 'Well, we'll get some.'

"She and I went around to various money machines in town. We even stopped in Frankfort at a mutual friend's house, got her up in the middle of the night and got some money.

"As we left, Faye took a six-pack of beer and put it in the car.

"I said, 'What on earth are you doing?' "She said, 'Well, Honey, you know he's going to be feeling real bad.'

"I said 'I'd make him feel real bad. Dragging us out in the middle of the night to bail him out of the Woodford County Jail.'

"I say a man has got to have been a very successful husband to generate that kind of devotion," Hawpe concludes.

Ausenbaugh doesn't seem to share that opinion of his success as a husband and father. He seems to feel he could have done it better. "I think the biggest mistake I've made in my life probably was in considering newspapers and my career — my newspaper life — above everything else.

"For years and years, I didn't let anything interfere with my newspaper life," the professor says. "As a consequence, I didn't get to know my children as well as I should, and my children are damn nice people. I wish I had paid more attention to them.

"So many people in the news business are not nearly as good as parents as they had hoped to be. I guess you can't help being what you are. You don't have to like what you are."

Ausenbaugh has turned his ability for analysis to newspapers, and he is not pleased about trends.

"I worry about where newspapers are going. I don't think they — I'm talking about dailies — are publishing stories people want to read. I think that too many newspapers are publishing stories at the top of page one, that people already know, if they watch television.

"It seems to me, that newspapers refuse to accept the reality of television. There are examples almost every day.

"Newspaper readership is down. People aren't reading papers anymore. They are skimming a little bit maybe, but not really reading.

**Ausenbaugh: I don't think the what-happens-next cast is being put on news stories nearly enough.**

"I think newspapers are re-writing television way too often," he says. "They ought to follow the lead of news magazines at least to some extent and do a great deal more telling us what's going on behind the scenes.

"I remember when Robert Bork was rejected for the Supreme Court seat. Every paper I saw said, 'Bork rejected for Supreme Court seat.' When everybody knew it had happened. It was on the news the night before.

"Also, it had become a certainty by the time he was rejected, that he would indeed be rejected.

"For two or three weeks everybody knew what was going to happen, and yet the newspapers insisted on telling readers, way up on page one, what they already knew. There were so many good questions that could have formed the beginning of a news story.

"Where do we go now and what does this do to the President's relation to congress, who's next on the list, and who's the next likely appointment would have been better questions."

Ausenbaugh contends news editors edit their papers for each other. "They say, 'Boy, look at that Bork story. That's really

so important. Let's put it up on page one. The New York Times probably has got it on page one. We've got to put that on page one,'" Ausenbaugh says.

**Ausenbaugh: Newspapers are dulling themselves out of existence. Look at almost any daily paper you want to pick up and see if the stories you are not interested in at all are the ones at the top of A1. See if that's the story you never read.**

"They are not saying what do readers need to know about this story. Not only what is going to interest them, but what do they need to know to understand what's going on?"

"I don't think the what-happens-next cast is being put on news stories nearly enough.

"Newspapers are dulling themselves out of existence," he said. "Look at almost any daily paper you want to pick up and see if the stories you are not interested in at all are the ones at the top of A1. See if that's the story you never read."

**Awards, contests & such**

♦ American Society of Newspaper Editors is taking entries from daily newspaper writers in its Distinguished Writing Awards competition. Categories are deadline writing, non-deadline writing, commentary, column writing, editorial writing and short news writing. Winners get \$2,500. Deadline is Feb. 1. For application forms, which must accompany entries, contact The Poynter Institute, 801 Third St. S, St. Petersburg, FL 33701; phone 813/821-9494; fax 813/821-0583.

♦ Three \$5,000 prizes will be given by the Mollie Parnis Livingston Foundation for the best 1991 print or broadcast coverage of local, national and international news by journalists aged 34 and younger. Deadline for the Livingston Awards for Young Journalists is Feb. 10. Get application forms from Charles R. Eisendrath, The Livingston Awards, 2080 Frieze Bldg., 105 S. State St., The University of Michigan, Ann Arbor, Mich. 48109; phone 313/764-2424.

♦ Jan. 13 is the deadline for entries in the annual newspaper design and graphics creative competition sponsored by Society for Newspaper Design. The competition, open to dailies and non-dailies, covers 22 categories, including regularly appearing news sections, breaking news presentation, regularly appearing news pages, page design, art and illustration, and overall design. For information, contact SND executive director Ray Chattman at 703/620-1083; fax 703/620-4557.

♦ The Knight Center for Specialized Journalism at the University of Maryland invites applications from experienced reporters and editors for fellowships to attend its 1992 courses. Fellowships cover instruction, lodging and meals. Courses include: The Business of Sports, Feb. 13-15; Politics '92, Feb. 23-28; Race, Class and Ethnicity, April 20-25; K-12, Covering the Schools, May 31-June 5; and The Environmental Story, Oct. 11-23. For information, contact Knight Center director Howard Bray, College of Journalism, U.M., College Park, MD 20742; phone 301/405-2411.

♦ Editorials and opinion columns in weekly newspapers are the focus of the Golden Quill Award. Mount each entry (limit two per newspaper) on 8-1/2x11 white paper. In upper right hand corner, enter name of newspaper, full mailing address of paper, date of published entry, and full name and title of author. Mail in flat envelope, by March 1, to Golden Quill Entry, Donald Brod, International Society of Weekly Newspaper Editors, Department of Journalism, Northern Illinois University, DeKalb, IL 60115.

♦ Outstanding career public service is recognized by the Eugene Cervi Award, given annually to a weekly newspaper editor who has a "deep reverence for the English language" and aggressively reports on local government. Nominations must include a letter of nomination, other letters about the nominee, clippings demonstrating the criteria for the award, and biographical data sheet on the nominee. Send by March 1 to Cervi Awards, Donald Brod, ISWNE, Department of Journalism, Northern Illinois University, DeKalb, IL 60115.

♦ Campaigns in newspaper marketing and promotion will be spotlighted in the 57th annual awards competition sponsored by International Newspaper Marketing Association and Editor & Publisher magazine. Competition categories include in-paper promotions, printed materials, trade advertising, outdoor/point-of-purchase/display advertising, radio & TV spots, multi-media campaigns, research, sales presentations, public relations events, community service/education, internal communications and miscellaneous promotional items. Deadline is Jan. 13. For entry forms, contact INMA, 11600 Sunrise Valley Dr., Reston, VA 22091; phone 703/648-1094.



# New and Improved! Proposed revision to the Open Records Law

Here's the complete text of proposed Open Records Law to be considered by the 1992 General Assembly. (The Open Meetings Law revision appeared in last month's edition of The Kentucky Press.)

If you haven't already contacted your state senator and representatives to solicit support of the revisions, please do, and let KPA know the outcome of the contact.

An Act relating to open records of public agencies. Be it enacted by the General Assembly of the Commonwealth of Kentucky:

Section 1. A NEW SECTION OF KRS CHAPTER 61 IS CREATED TO READ AS FOLLOWS:

The General Assembly finds and declares that the basic policy of KRS 61.870 to 61.884 is that free and open examination of public records is in the public interest and the exceptions provided for by Section 5 of this Act or otherwise provided by law shall be strictly construed, even though such examination may cause inconvenience or embarrassment to public officials or others.

Section 2. KRS 61.870 is amended to read as follows:

As used in KRS 61.872 to 61.884, unless the context requires otherwise:

- (1) "Public agency" means:
  - (a) Every state or local officer;
  - (b) Every state or local department, division, bureau, board, commission, and authority;
  - (c) Every state or local legislative board, committee, and officer;
  - (d) Every county and city governing body, council, school district board, and municipal corporation;
  - (e) Every state or local court or judicial agency;
  - (f) Every entity created by state or local statute, executive order, ordinance, resolution, or other legislative act.
- (g) Any body created by state or local authority in any branch of government;
- (h) That part of an entity funded by state or local authority to carry out a governmental function;
- (i) Any entity where the majority of its governing body is appointed by a public agency as defined in paragraph (a), (b), (c), (d), (e), (f), (g), (h), (i), or (k) of this subsection; by a member or employee of such a public agency; or by any combination thereof;
- (j) Any board, commission, committee, subcommittee, ad hoc committee, advisory committee, council, or agency established or created by a public agency as defined in paragraph (a), (b), (c), (d), (e), (f), (g), (h), (i), or (k) of this subsection; and
- (k) Any interagency body of two (2) or more public agencies where each public agency is defined in paragraph (a), (b), (c), (d), (e), (f), (g), (h), (i), or (k) of this subsection.

(2) "Public record" means all books, papers, maps, photographs, cards, tapes, discs, diskettes, recordings or other documentary materials regardless of physical form or characteristics, which are prepared, owned, used, in the possession of or retained by a public agency. "Public record" shall not include any records owned or maintained by or for an entity referred to in subsection (1) (h) of this section that are not related to the governmental function funded by state or local authority;

(3) "Official custodian" means the chief administrative officer or any other officer or employee of a public agency who is responsible for the maintenance, care and keeping of public records, regardless of whether such records are in his actual personal custody and control; and

(4) "Custodian" means the official custodian or any authorized person having personal custody and control of public records.

Section 3. KRS 61.872 is amended to read as follows:

(1) The following public records are excluded from the application of KRS 61.870 to 61.884 and shall be subject to inspection only upon order of a court of competent jurisdiction:

- (a) Public records containing information of a personal nature where the public disclosure thereof would constitute a clearly unwarranted invasion of personal privacy;
- (b) Records confidentially disclosed to an agency and compiled and maintained for scientific research. This exemption shall not, however, apply to records the disclosure or publication of which is directed by another statute;
- (c) Records confidentially disclosed to an agency, generally recognized as confidential, which if openly disclosed would permit an unfair commercial advantage to competitors of the entity that disclosed the records; and

(2) Public records pertaining to a prospective location of a business or industry where no previous public disclosure has been made of the business' or industry's interest in locating in, relocating within or expanding within the Commonwealth. This exemption shall not include those records pertaining to application to agencies for permits or licenses necessary to do business or to expand business operations within the state, except as provided in paragraph (c) of this subsection;

(3) The contents of real estate appraisals, engineering or feasibility estimates and evaluations made by or for a public agency relative to acquisition of property, until such time as all of the property has been acquired. The law of eminent domain shall not be affected by this provision;

(4) Test questions, scoring keys and other examination data used to administer a licensing examination, examination for employment or academic examination before the exam is given or if it is to be given again;

(5) Records of law enforcement agencies or agencies involved in administrative adjudication that were compiled in the process of detecting and investigating statutory or regulatory violations if the disclosure of the information would harm the agency by revealing the identity of informants not otherwise known or by premature release of information to be used in a prospective law enforcement action or administrative adjudication. Unless exempted by other provisions of KRS 61.870 to 61.884, public records exempted under this provision shall be open after enforcement action is completed or a decision is made to take no action. The exemptions provided by this subsection shall not be used by the custodian of the records to delay or impede the exercise of rights granted by KRS 61.870 to 61.884;

(6) Preliminary drafts, notes, correspondence with private individuals, other than correspondence which is intended to give notice of final action of a public agency;

(7) Preliminary recommendations, and preliminary memoranda in which opinions are expressed or policies formulated or recommended;

(8) All public records or information the disclosure of which is prohibited by federal law or regulation; and

(9) Public records or information the disclosure of which is prohibited or restricted or otherwise made confidential by enactment of the General Assembly.

follows:

(1) All public records shall be open for inspection by any person, except as otherwise provided by KRS 61.870 to 61.884, and suitable facilities shall be made available by each public agency for the exercise of this right. No person shall remove original copies of public records from the offices of any public agency without the written permission of the official custodian of the record.

(2) Any person shall have the right to inspect public records. The official custodian may require written application describing the records to be inspected. The application shall be hand delivered, mailed, or sent via facsimile to the public agency.

(3) A person may inspect the public records: (a) During the regular office hours of the public agency; or

(b) By receiving copies of the public records from the public agency through the mail. The public agency shall mail copies of the public records to the person after he precisely describes the public records which are readily available within the public agency.

(4) If the person to whom the application is directed does not have custody or control of the public record requested, such person shall so notify the applicant and shall furnish the name and location of the custodian of the public record, if such facts are known to him.

(5) If the public record is in active use, in storage or not otherwise available, the official custodian shall immediately so notify the applicant and shall designate a place, time and date, for inspection of the public records, not to exceed three (3) days from receipt of the application, unless a detailed explanation of the cause is given for further delay and the place, time and earliest date on which the public record will be available for inspection.

(6) If the application places an unreasonable burden in producing voluminous public records or if the custodian has reason to believe that repeated requests are intended to disrupt other essential functions of the public agency, the official custodian may refuse to permit inspection of the public records or mail copies thereof. However, refusal under this section shall be sustained by clear and convincing evidence.

Section 4. KRS 61.874 is amended to read as follows:

(1) Upon inspection, the applicant shall have the right to make abstracts of the public records and memoranda thereof, and to obtain copies of all written public records. When copies are requested the custodian may require a written request and advance payment of the prescribed fee, including postage where appropriate. If the applicant desires copies of public records other than written records, the custodian of the records shall permit the applicant to duplicate the records; however, the custodian may ensure that such duplication will not damage or alter the records.

(2) The public agency may prescribe a reasonable fee for making copies of public records which shall not exceed the actual cost not including the cost of staff required.

Section 5. KRS 61.878 is amended to read as follows:

(1) The following public records are excluded from the application of KRS 61.870 to 61.884 and shall be subject to inspection only upon order of a court of competent jurisdiction:

- (a) Public records containing information of a personal nature where the public disclosure thereof would constitute a clearly unwarranted invasion of personal privacy;
- (b) Records confidentially disclosed to an agency and compiled and maintained for scientific research. This exemption shall not, however, apply to records the disclosure or publication of which is directed by another statute;
- (c) Records confidentially disclosed to an agency, generally recognized as confidential, which if openly disclosed would permit an unfair commercial advantage to competitors of the entity that disclosed the records; and

(2) Public records pertaining to a prospective location of a business or industry where no previous public disclosure has been made of the business' or industry's interest in locating in, relocating within or expanding within the Commonwealth. This exemption shall not include those records pertaining to application to agencies for permits or licenses necessary to do business or to expand business operations within the state, except as provided in paragraph (c) of this subsection;

(3) The contents of real estate appraisals, engineering or feasibility estimates and evaluations made by or for a public agency relative to acquisition of property, until such time as all of the property has been acquired. The law of eminent domain shall not be affected by this provision;

(4) Test questions, scoring keys and other examination data used to administer a licensing examination, examination for employment or academic examination before the exam is given or if it is to be given again;

(5) Records of law enforcement agencies or agencies involved in administrative adjudication that were compiled in the process of detecting and investigating statutory or regulatory violations if the disclosure of the information would harm the agency by revealing the identity of informants not otherwise known or by premature release of information to be used in a prospective law enforcement action or administrative adjudication. Unless exempted by other provisions of KRS 61.870 to 61.884, public records exempted under this provision shall be open after enforcement action is completed or a decision is made to take no action. The exemptions provided by this subsection shall not be used by the custodian of the records to delay or impede the exercise of rights granted by KRS 61.870 to 61.884;

(6) Preliminary drafts, notes, correspondence with private individuals, other than correspondence which is intended to give notice of final action of a public agency;

(7) Preliminary recommendations, and preliminary memoranda in which opinions are expressed or policies formulated or recommended;

(8) All public records or information the disclosure of which is prohibited by federal law or regulation; and

(9) Public records or information the disclosure of which is prohibited or restricted or otherwise made confidential by enactment of the General Assembly.

which are compiled and maintained;

a. In conjunction with an application for a loan; b. In conjunction with the regulation of commercial enterprise, including mineral exploration records, unpatented, secret commercially valuable plans, appliances, formulae, or processes, which are used for the making, preparing, compounding, treating, or processing of articles or materials which are trade commodities obtained from a person; or

c. For the grant or review of a license to do business. 2. The exemptions provided for in subparagraph 1. of this paragraph shall not apply to records the disclosure or publication of which is directed by another statute;

(d) Public records pertaining to a prospective location of a business or industry where no previous public disclosure has been made of the business' or industry's interest in locating in, relocating within or expanding within the Commonwealth. This exemption shall not include those records pertaining to application to agencies for permits or licenses necessary to do business or to expand business operations within the state, except as provided in paragraph (c) of this subsection;

(e) The contents of real estate appraisals, engineering or feasibility estimates and evaluations made by or for a public agency relative to acquisition of property, until such time as all of the property has been acquired. The law of eminent domain shall not be affected by this provision;

(f) Test questions, scoring keys and other examination data used to administer a licensing examination, examination for employment or academic examination before the exam is given or if it is to be given again;

(g) Records of law enforcement agencies or agencies involved in administrative adjudication that were compiled in the process of detecting and investigating statutory or regulatory violations if the disclosure of the information would harm the agency by revealing the identity of informants not otherwise known or by premature release of information to be used in a prospective law enforcement action or administrative adjudication. Unless exempted by other provisions of KRS 61.870 to 61.884, public records exempted under this provision shall be open after enforcement action is completed or a decision is made to take no action. The exemptions provided by this subsection shall not be used by the custodian of the records to delay or impede the exercise of rights granted by KRS 61.870 to 61.884;

(h) Preliminary drafts, notes, correspondence with private individuals, other than correspondence which is intended to give notice of final action of a public agency;

(i) Preliminary recommendations, and preliminary memoranda in which opinions are expressed or policies formulated or recommended;

(j) All public records or information the disclosure of which is prohibited by federal law or regulation; and

(k) Public records or information the disclosure of which is prohibited or restricted or otherwise made confidential by enactment of the General Assembly.

(2) No exemption in this section shall be construed to prohibit disclosure of statistical information not descriptive of any readily identifiable person.

(3) No exemption in this section shall be construed to deny, abridge or impede the right of a public agency employee, including university employees, an applicant for employment, or an eligible on a register to inspect and to copy any record including preliminary and other supporting documentation that relates to him. The records shall include, but not be limited to, work plans, job performance, demotions, evaluations, promotions, compensation, classification, reallocation, transfers, layoffs, disciplinary actions, examination scores and preliminary and other supporting documentation. A public agency employee, including university employees, applicant or eligible shall not have the right to inspect or to copy any examination or any documents relating to ongoing criminal or administrative investigations by an agency.

(4) If any public record contains material which is not excepted under this section, the public agency shall separate the excepted and make the nonexcepted material available for examination.

(5) The provisions of this section shall in no way prohibit or limit the exchange of public records or the sharing of information between public agencies when the exchange is serving a legitimate governmental need or is necessary in the performance of a legitimate government function.

Section 6. KRS 61.880 is amended to read as follows:

(1) If a person enforces KRS 61.870 to 61.884 pursuant to this section, he shall begin enforcement under this subsection before proceeding to enforcement under subsection (2) of this section. Each public agency, upon any request for records made under KRS 61.870 to 61.884, shall determine within three (3) days, excepting Saturdays,

Sundays, and legal holidays, after the receipt of any such request whether to comply with the request and shall notify in writing the person making the request, within the three (3) day period, of its decision. An agency response denying, in whole or in part, inspection of any record shall include a statement of the specific exception authorizing the withholding of the record and a brief explanation of how the exception applies to the record withheld. The response shall be issued by the official custodian or under his authority, and it shall constitute final agency action.

(2) If a complaining party wishes the Attorney General to review a public agency's denial of a request to inspect a public record, the complaining party shall forward to the Attorney General a copy of the written request and a copy of the written response denying inspection. If the public agency refuses to provide a written response, a complaining party shall provide a copy of the written request. The Attorney General shall review the request and deny and issue within ten (10) days, excepting Saturdays, Sundays and legal holidays, a written decision stating whether the agency violated provisions of KRS 61.870 to 61.884. On the day that the Attorney General renders his decision, he shall mail a copy to the agency and a copy to the person who requested the record in question. The burden of proof in sustaining the action shall rest with the agency, and the Attorney General may request additional documentation from the agency for substantiation. The Attorney General may also request a copy of the records involved but they shall not be disclosed.

(3) Each agency shall notify the Attorney General of any actions filed against that agency in Circuit Court regarding the enforcement of KRS 61.870 to 61.884.

(4) In the event a person feels the intent of KRS 61.870 to 61.884 is being subverted by an agency short of denial of inspection, including but not limited to the imposition of excessive fees or the misdirection of the applicant, the person may complain in writing to the Attorney General and the complainant shall be subject to the same adjudicatory process as if the record had been denied.

(5) (a) A party shall have ten (10) days from the day that the Attorney General renders his decision to appeal the decision. An appeal within the ten (10) day time limit shall be treated as if it were an action brought under Section 7 of this Act.

(b) If an appeal is not filed within the ten (10) day time limit, the Attorney General's decision shall have the force and effect of law and shall be enforceable in the Circuit Court of the county where the public agency has its principal place of business, or the Circuit Court of the county where the public record is maintained.

Section 7. KRS 61.882 is amended to read as follows:

(1) The Circuit Court of the county where the public agency has its principal place of business or the Circuit Court of the county where the public record is maintained shall have jurisdiction to enforce the provisions of KRS 61.870 to 61.884, by injunction or other appropriate order on application of any person.

(2) In order for the Circuit Courts of this state to exercise their jurisdiction to enforce the provisions of KRS 61.870 to 61.884, it shall not be necessary for a complaining party to have complied with any of the provisions of Section 6 of this Act.

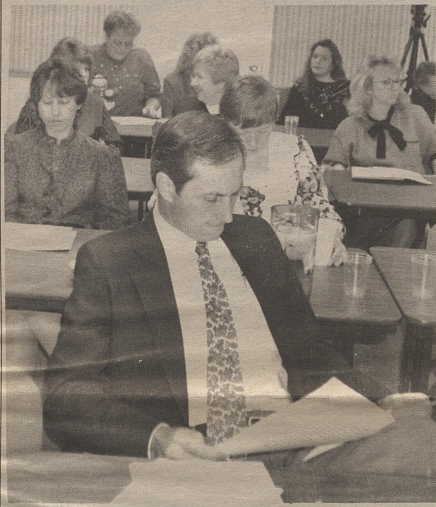
(3) In any such action, the court shall determine the matter de novo and the burden of proof shall be on the public agency to sustain its action. The court on its own motion, or on motion of either of the parties, may view the records in controversy in camera before reaching a decision. Any noncompliance with the order of the court may be punished as contempt of court.

(4) Except as otherwise provided by law or rule of court, proceedings arising under this section take precedence on the docket over all other causes and shall be assigned for hearing and trial at the earliest practicable date.

(5) Any person who prevails against any agency in any action in the courts regarding a violation of KRS 61.870 to 61.884 be awarded costs, including reasonable attorney's fees, incurred in connection with the legal action. In addition, it shall be within the discretion of the court to award the person an amount not to exceed twenty-five dollars (\$25) for each day that he was denied the right to inspect or copy said public record. Attorney's fees, costs, and awards under this subsection shall be paid by the agency that the court determines is responsible for the violation.

The liberty of the press is a blessing when we are inclined to write against others, and a calamity when we find ourselves overborne by the multitude of our assailants. —Samuel Johnson





### Gaining public notice

More than 20 publishers and advertising personnel attended the Dec. 5 seminar on public notice advertising at KPA's central office in Frankfort.

## Ad reps attend meeting on public notice ads

Attorney Mike Judy led a short workshop on Dec. 5 in Frankfort on possible revisions to state laws affecting public notice advertising.

Two prefiled bills in the legislature would give governing bodies greater latitude in summarizing legal notices and in choosing where to publish.

Scheduled to attend were Mike Elliott, Danville *Advocate-Messenger*; J.T. Hurst, Pat Cheek and Mary Gordon, *Middlesboro Daily News*; Ron Bridgeman, *Jessamine Journal*; Gene Clabes, *Recorder Newspapers*; Ron Caudle, *Morehead News*; Rick Anderkin, *Mt. Vernon Signal/Berea Citizen*; Ken Stone, *Grant County News*.

Also, Betty Berryman and Sharon Tuminski, *Winchester Sun*; Bonnie Gray, *Landmark Community Newspapers*; Dee Ellis, *Trimble County Banner*; Dorothy Abernathy and Peachie Armstrong, *Oldham Era*; Bill Mudd, *Harrodsburg Herald*; Moss Vance, *Woodford Sun*; Carolyn Kennedy and Nancy Napin, *Barbourville Mt. Advocate*; Bob McDonald, *Harlan Daily Enterprise*, and Susie Campbell, *Madisonville Messenger*.

## To draw or not to draw

The use of graphics is becoming more and more important in making news pages spiffier and in attracting readers, according to most of today's print research.

But simply tacking a graphic alongside a story is not enough. Nigel Holmes, graphics director of *ime* magazine, has questions every user should ask about each graphic.

- **Does the graphic make sense?** Double check numbers to make sure they're correct. If you use a pie chart, make sure the data lends itself to that kind of illustration.
- **Does the drawing obscure the information?** Don't overdecorate at the expense of information. The task is to convey new material, not to dazzle the reader with your computer ability.
- **Can I do this graphic differently?** Make sure the graphic illustrates the topic it was intended to. Don't sacrifice relevance for a flashier graphic.
- **Does the headline help or confuse the reader?** Titles and the graphics they introduce should convey the same message. Read the information carefully before producing the headline.
- **Do I understand what I've done?** If the artist doesn't understand the information to be presented, it's a sure thing most readers won't either.
- **Should I resist doing a graphic at all?** Don't succumb to the temptation to throw in a graphic when it's not really needed or when the material doesn't lend itself to one. Sometimes you can do something tongue-in-cheek, but be careful. There's a fine line between fun and trivializing.

## PostScript . . .

Pam Shingler  
Editor, The Kentucky Press

Remember when you were a kid (or even today) and you hinted like crazy for a particular goody at Christmas, but Christmas came and went and you didn't get it. Despite other gifts and despite the excitement of the season, you felt let down, a gnawing, tight knot of disappointment in your craw.

That's how I felt on December 15, which came and went with hardly a whimper.

If I hadn't been in this job, I suppose I wouldn't have felt as let down. But here, I have the opportunity to read a variety of other press association bulletins and the major trade publica-

tions.

From the first of last year, I began to read reminders of the 200th anniversary of the Bill of Rights. The American Bar Association planned activities throughout the year and produced a video tape and written materials. A few other media organizations put out teaching materials and ad slicks. Some press associations focused on the anniversary at conventions and through contests and the like.

That was about it. There was no national notation of significance. In Kentucky, an editorial here and there mentioned the occasion. But there were no parades, no

proclamations, no leader to remind us or spur us to observance.

What's the big deal? The big deal is that most Americans, on any given day, don't know beans about the Bill of Rights. And those who think they do tend to cast a selective eye. *I can say what I please, but he can't because I don't like what he says. I believe in freedom of religion, but those people are dangerous. They oughta lock 'em up and throw away the key.* Etc.

Do a "man on the street" poll. See what folks in your town know about our most basic freedoms — the ones that have historically set us apart from other countries, that have been dreamed of by oppressed peoples, that have been the scourge of tyrants.

We lost an incredible opportunity to educate our readers. Will the Bill of

Rights last another 200 years? Will it last another 100? Or will it disintegrate without a whimper because we in the media took it for granted?

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Nobody asked, but here are a few of my *press-ing* wishes for 1992.

◦That no more newsmen will lose their jobs.

◦That all competent, dedicated newsmen will be better rewarded for their *value*, not only to the newspaper, but also to the community and culture.

◦That newspapers, small and large alike, will begin to focus more on the increasing numbers of poor in our communities — telling their stories and pleading their case. (The papers win in more ways than one.)

◦That newspapers will hammer home the need for literacy and literate-ness in

Kentucky.

◦That publishers and owners will seek a more rational balance between profit and service.

◦That this good-old-boy, predominantly Anglo-Saxon industry will realize it is cheating itself by sexism and racism, however subtle they may appear.

◦That we all gain more courage to say and print when the emperors are naked.

◦That we all become more prosperous — but not at someone else's expense.

Happy new year.

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*Better that a girl has beauty than brains because boys see better than they think.* --Unknown

*Nothing is illegal if a hundred businessmen decide to do it.* --Andrew Young

*Get all the fools on your side and you can be elected to anything.* --Frank Dane



## Convention slated in Frankfort

From page 1

look at Western Kentucky's photography project.

The spotlight Friday evening will be on winners of KPA's fall editorial contest, with a reception at 6, followed by the annual banquet.

KPA officers for 1992 will officially be elected at Saturday's 8:30 a.m. business meeting.

Representatives of Eastern Kentucky University's community journalism class and *The Citizen Voice & Times* in Irvine will talk at 9:30 a.m. about their experiences in a fall semester study collaboration between the two groups.

Education Commissioner Thomas Boysen will make a return appearance before KPA, at 10:30 a.m. on Saturday, when he and Bob Sexton of the Pritchard Committee for Academic Excellence examine Kentucky's Education Reform Act 18 months after its enactment.

Officers and directors of KPA for 1992 will be installed during the Changing of the Guard luncheon, the last item on the convention agenda.

Fee for the convention, including registration and all scheduled meals, is \$89. For non-registered participants, individual events are charged at the following rates: legislative reception, \$10; Friday breakfast, \$15; Friday luncheon, \$20; Friday banquet, \$27, and Saturday brunch, \$22. Contact KPA, 1-800-866-1431, for information.

Room reservations are to be made directly with Capital Plaza Holiday Inn, 502/227-5100.

### Legislative Media Day

The official opening day of KPA's winter convention coincides with the Legislative Research Commission's Media Day at the Capitol building in Frankfort.

News people, in particular, are invited to take part in the Jan. 23 event to get a look at the 1992 General Assembly.

The schedule includes:

- 3 p.m.: LRC Media Day registration.
- 3:15 p.m.: Welcome by LRC executive director Vic Hellard.
- 3:30 p.m.: Office of Public Information, LRC assistant director Glenn Osborne.
- 3:45 p.m.: The General Assembly & the Budget Process, Don Judy, LRC assistant director of budget process.
- 4:15 p.m.: Issues facing the 1992 legislature, John "Eck" Rose, Senate President Pro Tem, and Don Blandford, Speaker of the state House of Representatives.
- 6 p.m.: KPA Legislative Reception, Capital Plaza Holiday Inn.

### Trade Show Exhibits

- (As of the end of December)
- Kentucky Historical Society
- Kentucky Lottery Corp.
- Cincinnati Bell
- Future Now (Office Automation)
- Dynamic Graphics
- ANPA
- Lexington Computer Store
- KET
- Repro Graphics
- Kentucky Soybean Association
- Systems Facilities
- Metro Creative Graphics

## Fame names due

By Ed Deitz, UK News

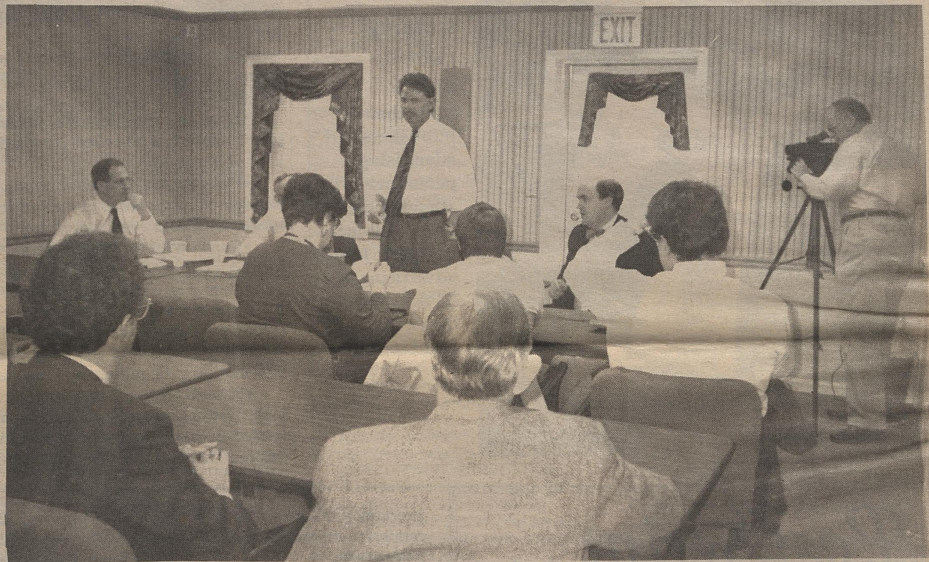
The University of Kentucky Journalism Alumni Association is soliciting nominations for its annual induction into the Kentucky Journalism Hall of Fame.

The Journalism Hall of Fame was established in 1980. Its members, among others, include broadcasters Cawood Ledford and Milton Metz, columnist John Ed Pearce, authors Irvin S. Cobb and A.B. Guthrie, and such journalistic luminaries of the past as Barry Bingham Sr. and Henry Watterson.

The purpose of the Hall of Fame is to recognize persons who have made significant contributions to journalism. Selection is made from individuals, living or dead, who are Kentucky natives or who have spent a substantial part of their careers in Kentucky.

Nominations should be received at UK's School of Journalism by mid-January. Inductees will be honored at a special recognition program in April.

Further information can be obtained by writing the School of Journalism, UK, Lexington, KY 40506-0042, or by calling 606/257-2786.



The way it is

Steve Lowery, publisher of *The Kentucky Standard* in Bardstown, explains the importance of garnering legislative support for the proposed revisions to the state's Open Meetings and Open Records laws during a recent KPA workshop. At far right, KPA executive director David T. Thompson videotapes the session.

## OM/OR session packs house

For one of the first meetings in KPA's new digs on Consumer Lane, about 25 newspeople attended an information session on proposed revisions to the state's Open Meetings and Open Records laws on Nov. 21.

Explaining the major changes to the existing laws were attorneys Jon Fleischaker and Phil Shepherd, Steve Lowery of *The Kentucky Standard* in Bardstown and Stan Macdonald of *The Courier-Journal* in Louisville. Lowery and Macdonald were members of the legislative task force that hammered

out the revisions.

On the roster of participants were James Slagle, *Harrodsburg Herald*; Ron Bridgeman, *Jessamine Journal*; Bill Blakeman, *Winchester Sun*; John Nelson, *Pulaski Week*; David Greer, *Elizabethtown News-Enterprise*; Ben Sheroan, *Owensboro Messenger-Inquirer*; Mike Farrell, *Covington Kentucky Post*; Mary Schurz, *Danville Advocate-Messenger*.

Also, Ron Jenkins, *Henderson Gleaner*; Al Cross, *Courier-Journal*; Ed Staats, *Associated Press*; Carl

Moreland, *Frankfort State Journal*; John Lucas, *Crittenden Press*; Terry O'Connor, *Recorder Newspapers*; Jerlene Rose, *Clay City Times*; Mike Herndon, *Hopkinsville Kentucky New Era*.

Also, Paul Gottbrath, *Ashland Daily Independent*; Jim Edelen, *Shelbyville Sentinel-News*; Michael Benham, *Meade County Messenger*; Guy Hatfield, *Citizen Voice & Times*; Moss Vance, *Woodford Sun*; Stan Reagan, *Bowling Green Daily News*; and Kevin Kerfoot, *Georgetown News & Times*.

A popular government, without popular information, or the means of acquiring it, is but a prologue to a farce and a tragedy, or perhaps both... To the press alone, chequered as it is with abuses, the world is indebted for all the triumphs which have been gained by reason and humanity over error and oppression. -- James Madison.