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Official Publication of the Kentucky Press Service - Vol. 61, No. 10 - October 1990

elephants fly

Kentucky GOP casts its vote for Marconi

Now, the good news: The Kentucky GOP is getting ready to launch a major advertising campaign.

Now, the bad news: None of the money is targeted for newspapers.

The state GOP apparently spent a bundle the first of the month faxing and mailing a fund-raising letter to past contributors.

But, this one didn't go down so well with one publisher who shared a copy of the letter with KPA. The "urgent — high priority Message," dated Oct. 1 and set in all caps, proclaimed the party's advertising budget was committed to radio.

"The most effective way to reach (voters): Radio ads," the missal read. "Production time and cost is reasonable, and air time is more accessible."

Signed by Chairman Bob Gable, the letter indicated that scripts were already being written and air time reserved.

"Words cannot express the shock and dismay I had when reading the . . . 'urgent' message from you to GOP supporters," said Executive Director David Thompson in a response, hand delivered on Oct. 2 to state Republican headquarters located on the same block of Capitol Avenue as KPA.

Thompson included a copy of the 1987 statewide media survey by Hamilton, Frederick and Schneiders of Washington, DC, which shows radio dead last in the race to reach Kentucky consumers.

"You will note that, compared to other media in 20 tested categories, radio did no better than a 7 rating and

that was for 'eating out.' You must also notice that in other categories tested, radio barely made any showing whatsoever," Thompson's letter said.

He further cited evidence that 76 percent of those surveyed said they "Not Often/Never" rely on radio advertising. This figure jumps to 90 percent for persons 55 and above, "the fastest

growing age group we have . . . probably the same group that has a good record of voting in primary and general elections."

In the case for newspaper advertising, Thompson began, "I would also point out, as you do, the cost of production time and spot purchasing. I See GOP, page 8

Legislators more receptive to open parole board hearings

KPA representatives who tried to press the General Assembly for action on the opening of parole board hearings appeared to have lost the war during the 1990 regular session.

But the group testifying before a legislative committee on Oct. 1 may have regained some ground.

"I felt much better about this," said KPA board member Steve Lowery, referring to the response of Program Review and Investigation Committee. "It appears we finally have some advocates."

Lowery, publisher of *The Kentucky Standard* in Bardstown, joined Attorney Jon L. Fleischaker and *The Courier-Journal's* Stan Macdonald in speaking to the group charged with reviewing the state's parole system.

The three were able to present evidence that 38 of the 50 states have open parole board hearings. "Kentucky is one of the few states in the union that allows the parole board to do its work behind closed doors," testified Lowery, who also chairs KPA's Freedom of Information Committee.

"The public has a vested inter-

Kentucky is one of only 12 states that close parole board hearings to the press and to the public.

est in being a party to the parole board's work. Most of the time people in small towns learn of a felon's parole when that felon is charged with another crime," Lowery told the legislators.

Citing the case of a Marion County man who was paroled back into the community three times only to continue to commit crimes, Lowery concluded, "The public that is preyed upon by . . . violent felons should be granted the right to listen to parole board hearings so that they can better understand why parole is granted to people who have committed outrageous acts."

"It is difficult to understand why such secrecy is necessary, especially in view of the fact that the criminal justice system is required to be open to the public and to the media at all stages leading up to incarceration," said Fleischaker in a prepared statement on See Parole, page 8

Mid-East crisis attacks Kentucky newspapers

Regroup and recoup seems to be the accepted formula for meeting the increases hitting the publishing industry, partly as a result of oil shortages attributed to the Middle Eastern crisis.

"Everything's going up. I don't think anything's ever going to come down," said Marty Backus, publisher of the *Appalachian News-Express* in Pikeville.

Like most other publishers, Backus is facing ink prices as much as 10 percent higher than in September. An article in the October *prestime* says that ink prices increased as much as 20 percent last month, with ink companies blaming the cost of oil which has almost doubled since August when Iraqi troops marched into Kuwait.

The cost of newsprint is also going up. Two reasons are generally cited by the paper suppliers: (1) Strikes at Canadian mills have cut output by about a fourth, and (2) many mills are recouping costs of converting equipment for production of recycled paper.

Backus said he expects to raise advertising rates by January, his paper's first increase in three years. He's also "looking for more customers" for his presses which print the Pikeville paper, the *Martin Countian & Mercury* in Inez and commercial jobs.

Although he buys through Knight-Ridder Supply, David Stone of the Lexington *Herald-Leader* said he isn't surprised by the increases. "The price (of ink) has been depressed for the last year because of a price war among the

companies," said Stone, adding that a recent memo from his paper's parent company, Knight-Ridder, said to expect the paper and ink increases.

"People are going to have to take another look at soy-based ink," said Stone, whose paper uses the soy product in its color printing.

See Oil crisis, page 8



Hands on

A University of North Carolina community journalism student tries her hand at layout and design. She is one of 10 whose class project is to study and evaluate *The Georgetown Graphic* this semester. Story, page 2.

The Graphic details

More than grades rides on this report

A coin toss might be needed to determine who's getting the most benefit out of a KPA-sponsored project: the staff of *The Georgetown Graphic* or the students in Susan Ross' Community Journalism class at the University of North Carolina.

"For an independent paper to get this kind of service is great," said Jim Rector, general manager of the now twice-weekly paper in central Kentucky. "The only critique we generally get is in newspaper contests."

"Sitting in a classroom in North Carolina and being critical is certainly different than when you're having to do it," said Devon Hyde, one of the 10 UNC students who packed the *Graphic's* tiny office complex Sept. 24-26.

"I'm never going to laugh at a hometown paper again," the senior public relations major said, as she carefully cropped a picture of a local women's group.

For three days, the students and their teacher appended themselves to the *Graphic*. They followed staff members through their paces, they interviewed and observed them, and they literally walked the streets asking Scott County residents for their opinions about the paper.

Before the trip north, the students pored over back issues of the newspaper and critiqued its look and content. Back at school, they're continuing the critique of each issue, incorporating their observations and experiences in Georgetown, and preparing a report, due in December.

The result will be an evaluation that the small paper could not afford to have done by professional consultants and an insight into community journalism that the students would find hard to get on their own.

"We hope to get a good, objective view of ourself," said editor Byron Brewer. "As reporters, we spend time trying to be objective, but it's hard to be objective about yourself. We hope to learn how to improve our product and to find out what readers and advertisers think about us."

"The ultimate beneficiaries will be us and them."

Editor Byron Brewer

Brewer also believes the experience is a dose of reality for the students. "In journalism school, we all expect to go to work for *The New York Times*. In reality, 90 percent will work at a paper like this, at least to start."

Senior Megan Connor, who managed to get a story and picture in the Sept. 27 edition of the paper, said the class is one of the most sought-after in UNC's journalism curriculum. She said about 40 students wanted to sign up for

the class' 10 seats. As a result of its popularity, the course carries a number of prerequisites.

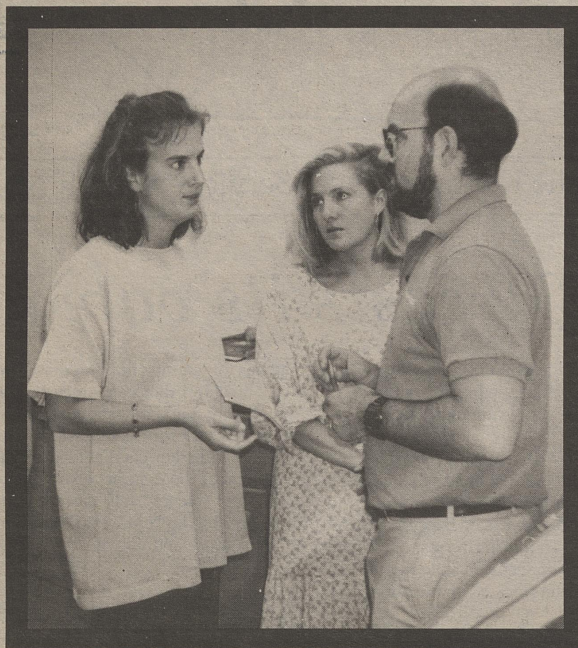
"I like it because I am finally getting to do something hands on," said Alisa DeMao, a junior in news-editorial. While at the *Graphic*, she had a chance to typeset and do layout and paste up.

The final report, which represents the bulk of the students' grades, will consist of three sections: personnel, product and process, according to student Connor. The students had to keep those three areas in mind as they reviewed the newspaper. Based on their interests, they will divide into groups to make the evaluation of each area, she said.

Going into the report will be evaluations of the issues the students read; their gleaning of materials on policies, practices and finances provided by Rector; the responses of community members, and the students' own observations and experiences.

One of the positive points that will surely go into the report is how well liked and respected the staff members are in the community. "Everyone we talked to mentioned how much they like the people who work here," said Hyde. "Even people who said they don't read the paper commented on how much they like the people."

A negative perception that a couple of students received, however, is



"The ultimate beneficiaries"

Jim Rector, general manager of *The Georgetown Graphic* answers a question for two University of North Carolina students, members of a community journalism class that is evaluating the Kentucky newspaper.

a lack of communication among the staff. "Nobody seems to know what anyone else is doing," said one student. "They seem to relate really well personally, but not professionally."

"Anything they say is important. The report will help us know what we're doing right or wrong."

General Manager Jim Rector

General manager Rector is primed to take the bitter with the sweet in the final report. "Anything they say is important," he said, referring to the evaluation. "The report will help us know what we're doing right or wrong."

"The ultimate beneficiaries will be us and them," said editor Brewer.

Rector and Brewer, as well as KPA board members, hope that the course will be adopted by some of the state's own collegiate journalism programs.

"I'd like to see some of our own students going to North Carolina or Illinois or some other state to do this type of project," Brewer said.

KPA is underwriting the cost of the program. *The Graphic* was selected from among independently-owned weeklies in the state who applied to participate.

The Kentucky Press

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Black and white and Red all over

Don't put \$1 words on 2-bit items

by Martin L. Red Gibson
The University of Texas at Austin

Despite the potential for intellectual gratification inherent in the display of one's lexicographical range, writers can best fulfill their responsibilities by eschewing inordinate manifestations of grandiloquence employed merely for the sake of ostentatiousness.

Some writers opt for polysyllabic phraseology primarily as a means of flaunting their familiarity with obscure parts of the dictionary. Their error, even if not egregious, disturbs the natural equilibrium readers expect between loquaciousness and terseness. One suspects that such writers toil in ignorance of the counterproductive effect their verbal pyrotechnics have on ordinary readers, those who read for meaning and not for lexicographical affectation.

Regular readers may not know as many words as one who works with words all day.

Still others elect this course in the belief that all perusers of their prose ought to be enlightened and that the writer bears the onerous burden of expanding their vocabularies.

Recognize the limited validity of this proffered pedagogical course of action, but I feel impelled to say it meets my parameters of usefulness only if the expansion of vocabularic content is accomplished by the selection of a word that can be understood from context.

Thus I would entertain serious objections if you called a person a pusillanimous straightout, requiring readers to be cognizant of that word's meaning in order to fully comprehend your sentence.

On the other hand, selection of the following method of verbalizing the concept would be proper: "Jones is considered brave by many, but he's really a weakling, a pusillanimous twit, when the going gets tough."

However, the thoughtful writer need not blindly shun all special words.

Writers must take into consideration the recognized and expected reading skills likely to have been attained by their audience. Most readers cannot be categorized as stupid, but educational insufficiencies of one sort or another may have left them devoid of a vocabulary adequate for the comprehension of writers who regularly display the full panoply of their literary background. Regular readers may not know as many words as one who works with words all day.

Accordingly, a writer increases his chances of successful communication geometrically by adopting a style favoring an endearing simplicity. Maximization of readership is more readily accomplished with the employment of terminology readily understood by the great majority of those individuals likely to encounter the literary effort.

A decision to wrap oneself in the cloak of elegance will not bring universal approbation. Some readers will hurl invective and calumny at you for flaunting your vocabulary for no readily ascertainable reason. By contrast, no one, not even the cognoscenti with large vocabularies, will voice animosity toward your presentation of material in a simple form. And intelligent people with smaller vocabularies will praise you.

Does the foregoing articulation of incipient cerebral processes constitute an appropriate reason for writing to be understood? Sure. Indubitably.

Write to express, not to impress.

However, the thoughtful writer need not blindly shun all special words. At times, such a word works when none other would. You may need to use pusillanimous or metamorphosis or inchoate or eclectic. I mean, I'm not pusillanimous about airing my inchoate philosophy on the metamorphosis of eclectic language. Or, as we might prefer to put it, I'm not timid about explaining my incompletely formed philosophy on the vast change in the structure of languages that come from multiple sources.

Basically, your goal ought to be to maintain conscious control over innate longings for self-aggrandizement and thus to write with elegance of thought but not with elevated language.

Write to express, not to impress.

Items

Chiefs' salaries rise

Average base salaries for all top newspaper management positions increased this year, according to the American Newspaper Publishers Association's third annual Newspaper Industry Compensation Survey. The

survey is summarized in the September issue of *presstime*, ANPA's monthly journal. Overall base pay for executives rose by about 5.8 percent, while base pay for manager-level personnel increased about 4.1 percent, the survey says. Pay for non-managerial positions went up by about 4 percent.

Souter rated by CNPA

The US Supreme Court's newest member, Justice David Souter, has a good understanding of press issues and has ruled in favor of the press, says a recent edition of CNPA Bulletin, published by California Newspaper Pub-

lishers Association. A CNPA staff review found that Souter used his position as a superior court judge to create a reporters' shield law in New Hampshire. In the 1981 case of *New Hampshire v. Siel*, the article says, Souter ruled that a reporter cannot be forced to testify in a criminal case unless the defendant can show: (1) that he has attempted unsuccessfully to obtain the information by all reasonable alternatives to questioning the confidential source, (2) that the information sought for or through the source would be relevant to his defense, and (3) that there is a reasonable possibility that such information as evidence

would affect the verdict of the case. In a 1985 case, however, he ruled against a newspaper in a libel suit, but in a 1988 case, he disagreed with the majority of the state's Supreme Court in allowing an out-of-state resident to sue an out-of-state publication in New Hampshire courts.

Groups study co-op

American Newspaper Publishers Association and the Newspaper Advertising Bureau have selected the consulting firm of Booz*Allen & Hamilton to study "options for a possibly more formalized relationship between the two organizations. The study is expected to take several months and is supervised by a joint committee of the two groups.

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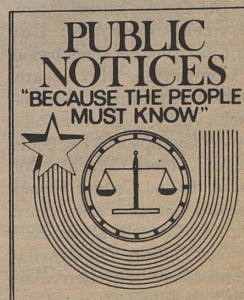
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Naming names

The Spencer Magnet in Taylorsville has a new editor/manager. JENNIFER LYNN FELDMAN, a May graduate of Eastern Kentucky University where she was 1989-90 editor of The Eastern Progress, took over Oct. 1. She recently completed a postgraduate internship with Knight-Ridder/Tribune News wire service in Washington, DC, and was a summer intern with Landmark Community Newspapers in 1988 and 1989. She replaces ANDY IVERS who resigned to pursue business opportunities, according to LCNI President Larry R. Coffey.

AMY HECKROTTE has been named associate editor of the Boone County Recorder in Burlington, replacing JULIE PFEIFFER who has joined the staff of the Sentinel-News in Shelbyville. A 1988 graduate of the University of Kentucky, Heckrotte most recently was a staff writer at the Greenville Daily Advocate in Ohio, where she won an award from the Ohio Veterinary Association for her articles.

The new business editor of The Kentucky Enquirer in Covington is LINDA DONO REEVES who has served as acting editor for two months. The Western Kentucky University honor graduate has written and edited for Nashville (Tenn.) Business Journal and several dailies in Kentucky and Tennessee.

LISA K. CALLIHAN, a student at Ashland Community College, has joined the accounting staff of The Daily Independent in Ashland. New retail advertising sales representative at the paper is DEBBY HENSLEY, former advertising sales manager for Times Mirror (Dimension) Cable Television and a graduate of George Mason University.

Locals named to NNA groups

Nine Kentuckians have been appointed to National Newspaper Association committees for 1990-91 by President Bruce Brown.

Journalism Education Committee: David Hawpe and Don Towles, *The Courier-Journal*; Member Services Committee: Guy Hatfield, *Citizen Voice & Times*, Irvine; Postal Committee: Max Heath, Landmark Community Newspapers, Shelbyville; Government Relations: David Thompson, KPA; Better Newspaper Contest: Celia and Bob McDonald, *LaRue County Herald*, Hodgenville; Government Affairs Conference: Russell Metz, *Bath County News Outlook*, Owingsville, and Membership: Betty Berryman, *The Winchester Sun*.

The London Sentinel-Echo has promoted STEVE WYATT from bookkeeper to circulation manager. He has been with the paper for 16 years, starting as a part-time delivery person.

CHARLIE DAVIS has left the city editor's post at *The Messenger* in Madisonville to become editor of the *Marco Island Eagle*, a New York Times Group bi-weekly in Florida. He has also worked at the *Gleaner Journal* in Henderson and the *Evansville Courier and Press*. His replacement at *The Messenger* is MIKE HERONEMUS, a former military journalist stationed most recently at Fort Gordon, Ga.

STEPHEN J. CHAPLIN is the new managing editor of *The Sentinel-Echo* in London. Chaplin, a Morehead State University graduate, has previously worked with the paper, as well as with papers in Carter and Greenup counties and Design Forum, a graphic design studio in Philadelphia, Pa.

The Kentucky New Era in Hopkinsville has added two new staff members: DARREN RICHARDSON as design specialist and LAMAR BRYAN as general assignment reporter. A recent graduate of Southern Illinois University, Richardson also attended the Army Defense Information School. Bryan, a Michigan State University alumnus, comes to Hopkinsville from the Northern Wyoming Daily News in Worland. He will cover primarily farm and agribusiness news in the Southern Pennyriple.

PAM MOORE has left her position as classified/legal ad representative at the *Cynthiana Democrat* for a job in Lexington. Democrat Publisher GEORGE JACOBS was the speaker at the recent banquet of the Harrison County Educational Development Foundation Inc.

VICKI WILLIS is a new staff member at the *Beattyville Enterprise*, and ELAINE MANNING has joined sister paper *The Jackson Times*.

The original artwork of *Licking Valley Courier* staff member CARLA JANE NICKELL was on display at the Morgan Inn in West Liberty, Sept. 13-Oct. 10. The exhibit of oil paintings, colored pencil drawings and pen and ink sketches was sponsored by Foothills Artists.

KPA scholarship winners LEIGH LANDINI and AMY HELM are student writers in the office of University Information Services at Murray State University this academic year. Leigh is the daughter of Dr. Ann Landini of the MSU journalism department.

Former *Elizabethtown News-Enterprise* newsroom clerk SHARON RATCHFORD has accepted a copy editing job with the *Lexington Herald-Leader*. Joining the *News-Enterprise* mailroom staff are FRANCES

CARMAN and ED GRAHAM.

RICK JENKINS is the new associate editor of *The Georgetown Graphic*.

Former community correspondent for *The Woodford Sun*, NELLIE

KNIGHT, died Sept. 19 at Woodford Memorial Hospital. The 96-year-old woman had written for the Sun for more than 38 years and was the last of the paper's community news writers.

AEJMC sets 1st Amendment contest

The Newspaper Division of the Association for Education in Journalism and Mass Communication is sponsoring a contest to recognize the best editorial or opinion column concerning the First Amendment.

Specifically, the writing should show "readers how they are affected by the First Amendment, particularly as it deals with freedom of expression," according to coordinator Raleigh Mann.

The majority of newspapers in Kentucky are eligible to enter the contest since it is open to editorial writers and columnists at daily or non-daily newspapers with circulations of 100,000 or less. Entries must have been published between March 16, 1990, and March 15, 1991. The contest has only a single category to include editorials, whether the opinion of a board or an individual, and columns of opinion.

The winner will receive \$500 and an expenses-paid trip to Boston, Mass., for the AEJMC convention, Aug. 7-10, 1991. The winner will present the winning entry at a convention program.

The goal of the contest, Mann said, is to encourage newspaper writers and editors "to raise the consciousness of their communities about what the Bill of Rights — particularly the free ex-

pression guarantees of the First Amendment — mean in practice 200 years after they were written."

"In practice," he said, can mean everything from Freedom of Information laws to peaceable assembly.

Entry fees \$15 and entries must be postmarked no later than March 18, 1991.

Other general rules include: *Each editorial or column must be submitted as a separate entry. *Use a separate form for each editorial or column entered. *Incomplete entries will be disqualified. *Material submitted for the contest will not be returned. *The date of publication must show clearly on each item entered. *Entry forms may be photocopied. *There is no limit to the number of editorials or columns that each contestant may submit for judging. *Staple the entry form to the entry. Do no use paper clips, rubber bands, or cement.

Each entry must include one published column or editorial entered, not a photocopy; the \$15 entry fee, and a completed entry form, typed or printed legibly.

KPA has copies of the entry form or you may request them by calling Raleigh Mann, 919/962-4071.



Half a century together in print

KPA Associate members Mr. and Mrs. Richard Johnson of Boonville, Ind., celebrated their 50th wedding anniversary on July 11. Most of those years were spent in the newspaper business. Mr. Johnson is publisher emeritus of Warrick Publishing Co. and past president of the Hoosier State Press Association. His father, Charles H. Johnson, also had a 50-year history in printing and publishing. The Johnsons sold their papers to Brehm Communications of California in 1983, but still serve as consultants.

Pick ups

Two Kentucky papers are among 20 finalists in the Associated Press Managing Editors Association's 20th annual Public Service Awards competition. Selected from 122 entries were the Lexington *Herald-Leader* and *The Courier-Journal* in Louisville. The widely heralded series, "Cheating Our Children," boosted the Lexington paper into the finals. A multi-story examination of the state's public school crisis helped the Louisville paper make the cut. The winner was to be announced at the APME convention in Dallas this month.

The Kentucky New Era in Hopkinsville joined with TV-43 to coordinate the Eagle Food Basket drive to assist families of Fort Campbell soldiers deployed to the Middle East.

The Central Kentucky News-Journal is sponsoring its 14th annual Green River Lake Road Race on Oct. 21. Trophies will be offered to the winners in a variety of age categories.

Starting Sept. 27, the publication date of *The Kenton County Recorder* and *The Recorder Connection* changed from Tuesday to Thursday. The move was made, said executive editor Terry O'Connor, to focus more on weekend events in the area.

The Tri-City News has joined the growing number of newspapers across the state that are putting copies of the paper on microfilm through the University of Kentucky. The Cumberland paper recently promoted its research accessibility with the Rebecca Caudill Public Library.

The Jackson Times participated in a recent career day for area high schools. News editor Delores Chandler talked with students at the Times' display table.

Sun Publishing, a division of *The Paducah Sun*, is merging three of its publications into a free weekly, effective Oct. 8. *The Weekly Journal*, distributed to 200 stores in the region, replaces *The Purchase Area Business Journal*, *Crossroads* and *Buy It Right*. The new publication, with a circulation of 15,000, publishes business and general news, restaurant guide, free want ads and other information from the former publications.

Glasgow Daily Times adopts drug/alcohol policy

As of July 1, all potential employees of *The Daily Times* in Glasgow must submit to a drug test. That's the latest personnel policy of the Donrey Media Group which owns the paper.

Editor Joel Wilson says several persons have been interviewed for jobs since the policy went into effect, and none has objected.

Employees hired prior to July 1 do not have to go through the local testing unless they appear to have an alcohol or drug problem. "A department head can require a drug test if

there's reason to suspect abuse," Wilson said.

Donrey is leaving the decision of which positions require testing up to the local publishers, but the Glasgow daily is including all jobs, Wilson said.

Applicants who test positive will have to wait at least six months before applying again at any Donrey paper.

According to an item in SNPA Bulletin, the new policy also bans use of alcohol and drugs while an employee is on the job, doing any work for the

SNPA Trade Show has a deal for you

Reg Ivory, executive director of Southern Newspaper Publishers Association, promises a "VERY special" rate for KPA members who attend the trade show at the Operations Conference in New Orleans, March 17-19.

The trade show is aimed at smaller newspapers, and exhibitors will be vendors who sell small equipment and software, said Ivory, who claims he wants "bodies, not registration fees."

The SNPA chief says he'll work a special rate for KPA's weekly members who want to attend. Contact him at SNPA, Box 28875, Atlanta, Ga. 30358; 404/256-0444.

For the fifth year, *The Daily Independent* in Ashland sponsored an essay contest for students in grades 7-12 in observance of National Newspaper Week, but this year the paper added a poster contest for those in grades 1-6. Open to students in 13 counties, the contests offered \$800 in prizes. Winners in each of four categories were to receive \$150 and a framed certificate, with runners-up getting \$50 and a certificate.

The Richmond Register began a nine-week promotion last month that involves telemarketing and giveaways. The \$5000 Telephone Sweepstakes features Madison County residents' phone numbers intermingled on a full ad page. Telemarketing crews call numbers at random and sign up the resident. Each day, two numbers are drawn for publication on the page, earning \$20 for the

winner. Saturday's winners get \$50, and in the final week, Monday-Thursday winners get \$100, Friday's get \$500 and Saturday's \$1000. Merchants also carry entry forms.

Kentucky winners of the fifth annual Production Awards presented by Landmark Community Newspapers at a Louisville seminar recently were: *The Sentinel News* in Shelbyville, 2nd place, best in typography (non-daily), 2nd place, best layout, design and use of color in special section; *Cynthiana Democrat*, 1st place, best use of mechanical color (non-daily); *Lebanon Enterprise* and *The Oldham Era*, 3rd place tie, best layout, design and use of color in special section; *The News-Enterprise*, Elizabethtown, 2nd place, best in typography (tri-weekly or daily), 3rd place, best layout, design and use of color in special section, 1st place, best four color photographic process on newsprint or premium groundwood stock, 3rd place, best four color mechanical process on newsprint, 1st place, best tabloid on any stock; *The Kentucky Standard*, Bardstow, 3rd place, best use of mechanical color (tri-weekly or daily), 1st place, best layout, design and use of color in special section. Also taking home awards were staff of Landmark Web Press in Shelbyville and Standard Publishing in Shepherdsville.

Eagle Creek Jaycees recently recognized the *Grant County News* and *Express* in Williamstown for the paper's contribution to a candidates' forum.

Two Kentucky papers took Honorable Mention awards in the National Newspaper Association's recent Better Newspaper Contest. *The Falmouth Outlook* won in the category of Best Advertising Idea, circulation less than 5,000, and the *Winchester Sun* was recognized for Best Feature Story, Daily Division, Circulation less than 10,000. Melissa Lamb was the writer of the winning feature.

Three Kentucky collegiate newspapers recently received Pace-maker awards from the Associated Collegiate Press. They are the *Murray State News*, *The College Heights Herald* (Western Kentucky) and *The Eastern Progress*.

company or driving any company vehicle. Any employee suspected of being under the influence must be interviewed by the supervisor and another member of management, and at least two supervisors must agree that testing is warranted before it is done. If tests verify that the employee is an abuser, he or she will be subject "to serious disciplinary action, up to and including discharge."

Wilson said he believes rising insurance costs have contributed to the decision to implement the policy.

The Murray paper was also given an All American rating and named one of the 20 best university non-daily newspapers in the country.

The Georgetown Graphic has added a free Tuesday edition with a circulation of 15,000. The paper has regular news and advertising and is not a "shopper," stressed general manager Jim Rector. *The Graphic* continues its paid circulation run with the Thursday edition.

Grants to Metro United Way and the Greater Louisville Fund for the Arts by *The Courier-Journal* are apparently in danger of being reduced because of cutbacks by the Gannett Foundation. According to an article in a Sept. 14 edition of the paper, "the foundation's decision casts uncertainty on how much the newspaper will give charities this year." The Louisville paper has distributed more than \$1 million of foundation money over the last three years. A foundation representative has told the paper the funding agency will contribute only to each subsidiary's top priority. Publisher George N. Gill said he plans to appeal directly to the company for assistance with United Way and the arts fund.

Paducah group buys three more weeklies

Paducah Newspapers Inc. has purchased three newspapers from Cordell Publications of Dallas, Texas. The papers are published under a new corporation in Salem, Ark., called Areawide Media Inc., as a subsidiary of the Paducah group.

Acquired were *The News*, with a paid circulation of 5700 in Izard, Sharp and Fulton counties in Arkansas; *The Tri-County Record*, a free weekly mailed to more than 17,500 homes in those counties, and *The Oregon County Shoppers News*, a free weekly with a 6,250-circulation in a neighboring Missouri county.

Last year, PNI bought *The Paragould* (Ark.) *Daily Press* with circulation in both Arkansas and Missouri.

"Areawide will operate much as it has during the past several years although we hope to make several improvements for our employees, advertisers and readers much as have been made in Paragould since that acquisition," said PNI President Fred Paxton.

Paxton said that the same management team is in place in Paragould, the number of employees has increased, capital improvements have been made and circulation has risen.

Included in the purchase was a commercial printing operation.

PNI also owns *The Paducah Sun*, WPSD-TV in Paducah and Hannan Supply, an electrical equipment distributor.

Editorials

The editorial page is a newspaper's conversation with its readers. The opinions represented on the page can be funny, serious, damning, praising, specific or general. Most often, they focus on issues of importance to a community. Sometimes, they take a look at issues and events that have a peculiar appeal to newspaper people, such as the ones on this page. From time to time, *The Kentucky Press* will share with you what some of our colleagues are saying about this crazy, interesting business we call the press.

Opening the parole system

The Courier-Journal, Louisville
September 30, 1990

In Kentucky, nearly all aspects of the adult criminal justice system are open to the public until someone goes to prison. Then a curtain of secrecy drops.

Decisions that can lead to the release of inmates are made behind the folds, because the Kentucky Parole Board is exempted from the state's Open Meetings Law. Furthermore, records upon which board decisions are based remain secret.

The Legislative Research Commission's Program Review and Investigation Committee is looking at how the parole board operates and has wisely included an examination of public access issues. A hearing is set for tomorrow.

Evidence that more openness is in the public interest is easy to come by. Consider the parole board's decision to release Charles Burton, a former Somerset High School football star who

became a violent criminal with a record for violating parole. To most people Mr. Burton would seem a high-risk inmate, but not to the board. He was paroled on Jan. 8. What makes this especially odd is the timing — just 17 months after the board had voted against releasing Mr. Burton and had decided not even to consider paroling him for another five years.

A federal grand jury in Lexington is investigating allegations that parole board member Phillip Baker of Somerset accepted about \$20,000 to try to secure Mr. Burton's parole. Other members' reasons for voting for Mr. Burton's release, recently reported by staff writer Andrew Wolfson, seem thin at best. Mr. Burton did not return their favor. Not long after his parole he failed a drug test and was returned to custody.

The exemption in the Open Meetings Law excluding the parole board serves no purpose other than to effectively insulate its activities from

public oversight.

Closed meetings magnify the need for public access to records upon which decisions are based, yet Kentuckians have very limited access to parole board files.

For example, a decision to grant parole sometimes is made partly on the recommendation of a commonwealth's attorney who prosecuted the case. What justification is there for the public's not having access to that information? Members of the parole board are public officials. Ditto the commonwealth's attorneys. The public ought to be privy to information about what they, as public officials, are doing, ostensibly on the people's behalf.

It is difficult to understand why such secrecy is necessary, especially since the criminal justice system is open at all stages leading up to the jailhouse door.

A Newsmen's Lament

Scott Perry
The Floyd County Times, Prestonsburg
September 28, 1990

Roses are red, violets are blue,
one's off to war; two home with the flu.
But the show must go on, the paper must print.
Danged if we know what we're gonna put in it.

There has to be news, there have to be ads,
There must be reports on new moms and dads.
Someone's playing football, another shoots hoops
Get out of the office! Go sniff out those scoops!

Before you do that would you please find the time
to answer that phone, someone's on the line.
Renew that subscription, get the name right,
And deliver it yourself on your way home tonight.

There's a truck outside waiting, it must be unloaded
And those checks on your desk still have to be coded.
While you've got out that pen, would you edit this copy?
Oh, by the way, we're fresh out of coffee.

Hey, it's near deadline, better lay out those pages,
Pass us some scissors, who hid the line-gauges?
There's a hole on the front and we're all out of type.
The computers are smoking like Sherlock Holmes' pipe.

But at last it's all over, off gone to bed.
The place is deserted, the office is dead.
Was it worth it you wonder as you switch off the lights?
The gray hair, the worries, the long drawn out nights?

Those questions are answered as morning comes 'round
and the latest edition is passed out in town.
"I see by the paper," says one to another.
"Oh, look, there's a picture of my little brother."

Our troubles forgotten, no deadlines in sight
It seems that we got almost everything right.
Was it worth it? You betcha. Know why? Here's a hint:
We love what we're doing . . . ONE HUNDRED PERCENT!

We're trying our best to interest you

Commonwealth-Journal, Somerset
September 17, 1990

Rx for newspaper: A dose of innovation mixed with excitement in every issue.

The "doctor" who wrote that prescription is Jennie Buckner, vice president for news for the Knight-Ridder Company, publisher of numerous newspapers, including the Lexington *Herald-Leader*.

Why a prescription for newspapers? Because, Buckner said, there is a readership problem.

In 1967, a national survey indicated 73 percent of American adults read a newspaper every day, seven days a week. Today, every day readership has dropped to 50 percent, a decline that has averaged 1 percent a year.

Why have such a large percentage of people lost interest in newspapers?

Those of us in the business make numerous excuses, the first of which is to blame television. The easy, lazy way to get news is to lean back in an easy chair in front of the television set.

But that's an excuse, not a reason. The real reason was that we in the newspaper business lost our readers' interest. We let a desire for efficiency cloud our mission.

But no more. Today, we publish full-length death notices. We even encourage the use of photographs if it is the desire of the deceased's family. County letters, after a brief absence, are back in their proper place and are published without delay. And all our pho-

tographs are of local origin.

We're also taking generous doses of Buckner's medicine:

*Telling a lot in less space with more clarity.

*Writing tighter, getting to the point more quickly.

*Connecting the news to the reader with meaningful comparisons.

*Explaining what is really going on by offering more perspective and continuity.

Local news well covered provides the dose of innovation and excitement for every issue which Buckner prescribes. Look at recent back issues of the *Commonwealth Journal* and see if you don't agree. You'll see exciting local stories that were published nationwide.

We're doing everything possible at the *Commonwealth Journal* to make it a "people paper," to better serve the community in which we live.

We hope you've noticed the difference. If you have, don't forget to tell us. And let us know if you think we've dropped the ball.

Most writers regard
the truth as their most valuable possession and therefore
are most economical in its use.
Mark Twain

Training opportunities

Several organizations have announced their educational workshop schedules for 1991. Here's an overview and where to get more information.

American Press Institute, Reston, Va.

API's 1991 schedule of training seminars includes new ones for community newspapers and for senior newsroom executives.

Another new program focuses on faculty members at colleges and universities with predominantly minority student populations. The Minority Journalism Educators Fellowship Program, slated for June/July in Washington, DC, is intended "to enhance the education of minority journalism students by elevating the skills and knowledge of their teachers." The fellowship program includes a 10-day API seminar at American University, a one-month newsroom internship and a \$2400 stipend.

The other API seminars for next year are:

—Jan. 6-12, **City & Metro Editors** (over 75,000). —Jan. 13-18, **Editing the Weekly & Community Newspaper**. —Jan. 13-18, **Newspaper Design & Graphics**. —Jan. 20-25, **Business & Economic News Coverage**. —Jan. 20-26, **News Editors & Copy Desk Chiefs**. —Feb. 3-9, **Executive Development Program** (over 75,000). —Feb. 17-23, **Executive Editors & Managing Editors** (under 75,000). —Feb. 24-March 2, **Feature & Lifestyle Editors**. —March 3-9, **Management & Costs** (over 75,000). —March 10-15, **Circulation Sales & Marketing Strategies**. —March 17-22, **The Changing Role of the Investigative Reporter**. —April 14-20, **Sports Editors Seminar** (Toronto, Canada). —April 21-26, **Executive Development Program** (under 75,000). —April 28-May 3, **Management of the Weekly**. —April 28-May 3, **Advertising Executives** (over 75,000). —May 5-11, **Managing Editors** (over 75,000). —June 2-8, **Circulation Managers**. —June 16-21, **Editorial Page Editors & Writers**. —June 16-22, **Management & Costs** (under 75,000). —June 19-29, **API Minority Journalism Educators Fellowship**. —June 23-28, **Developing Management Skills** (Stanford, CA). —Sept. 15-21, **City & Metro Editors** (under 75,000). —Sept. 22-28, **Advertising Executives** (under 75,000). —Sept. 29-Oct. 4, **Executive Development Program** (over 75,000). —Oct. 6-11, **Journalism Educators**. —Oct. 6-12, **News Editors & Copy Desk Chiefs**. —Oct. 13-19, **Classified Advertising Managers**. —Nov. 3-9, **Circulation Managers**. —Nov. 10-15, **Effective Writing & Editing**. —Nov. 17-21, **Senior Newsroom Executives** (over 75,000). —Nov. 17-22, **Developing Management Skills**. —Dec. 1-6, **Marketing the Daily Newspaper**. —Dec. 8-13, **Newspaper Photojournalism** (Pomona, CA)

For more information, write or call API, 11690 Sunrise Valley Dr., Reston, VA 22091; 703/620-3611.

Mid-America Press Institute Carbondale, Ill.

—Feb. 1-3, **Newsroom Organization & Management**, St. Louis. —April 5-7, **Improving Your Opinion Pages**, St. Louis. —June 9-11, **All About Sports in Newspapers**, St. Louis. —Sept. 6-8 or Sept. 13-14, **Better Writing in All Sections**, Indianapolis. —Nov. 8-10, **You Too Can Do Investigative Reporting**, St. Louis.

For information, contact W. Manion Rice, Executive Secretary, MPI, Southern Illinois University, Carbondale, Ill; 618/453-3281.

American Newspaper Publishers Association, Reston, Va.

Human Resources

—April 21-24, **Compensation & Benefits Planning and Administration**, Denver; Sept. 22-25, Reston. —March 20, **ANPA/INFE/NPRA Health Care**, Chicago. —Jan. 30-Feb. 2, **Human Resources Conference**, Palm Beach, Fla. —June 7-8, **Labor Relations & Technology Seminar**, Las Vegas. —Nov. 4-6, **Labor Relations Seminar**, San Francisco. —Oct. 2-5, **ANPA/NPRA Newspaper Training Conference**, Milwaukee or Denver. —March 10-12, **ANPA/NPRA Personnel Workshop**, St. Louis.

Management Skills

—Feb. 24-27, **ANPA/INAME Leadership in the Ad. Dept.**, Houston; June 9-12, Alexandria, Va.; Sept. 22-25, Chicago. —April 6-10, **ANPA/ICMA/NPRA Leadership in Circ. Dept.**, Alexandria; Aug. 4-7, Denver; Nov. 17-20, San Antonio. —March 10-13, **ANPA/ASNE/APME Leadership in Newsroom**, Tampa; June 23-26, Denver; Oct. 6-7, Washington, DC. —March 14-27, **Leadership in Operations/Production**, Washington, DC; Sept. 10-13, Houston. —May 13-17, **Management Development**, Denver; Oct. 20-24, Washington, DC. —May 19-21, **Multicultural Management**, Herndon, Va.; Sept. 22-24, Ft. Worth. —April 14-17, **Senior Management**, Tampa.

—Feb. 4-5, **Supervisory Jump-Start**, Houston; May 20-21, Cincinnati; Sept. 16-17, Baltimore. —March 17-20, **Total Newspaper Conference**, St. Petersburg.

Marketing

—Feb. 10-15, **ANPA/INMA Newspaper Executives Marketing Seminar**, Houston.

Newspaper in Education/Literacy

—May 15-17, **ANPA Foundation Conference on Newspaper in Education & Literacy**, New Orleans. —Oct. 1-4, **NIE/Literacy Circulation, Marketing & Promotion Seminar**, Philadelphia.

Production

—Feb. 11-15, **April 15-19, Desktop Newspaper Publishing**, Reston. —April 29-May 3, **Management Introduction to Newspaper Technology**, Reston. —March 4-8, **Newspaper Color Scanner Operation**, Reston. —Jan. 28-Feb. 1, **March 18-22, May 13-17, Newspaper Quality Control**, Reston. —Jan. 7-11, **Feb. 25-March 1, April 1-5, June 24-28, Web Offset Newspaper Press Operation**, Reston.

Special Sessions

—Available by request, **Multicultural Awareness Training**. —Available for scheduling at Reston, **Newspaper Process Camera Techniques**.

Targeted Information Symposia

—Oct. 25-26, **Health & Safety Symposium**, St. Petersburg. —Oct. 21-23, **Newspaper Packaging & Distribution Symposium**, V, TBA.

Telecommunications

—June 7-8, **Connections VI**, Las Vegas.

For information: Patricia P. Renfro or Mark W. Ingham, ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, DC 20041; 703/648-1319.

Newspaper Management Center

NMC is accepting applications for its first executive management conferences. The Middle Management Seminar, a two-week seminar for middle managers on their way to being top executives, is set for Nov. 11-16 (Week One) and Jan. 20-26 (Week Two) at Northwestern University's Evanston, Ill., campus. The Senior Executive Seminar for top newspaper executives in all departments, is Dec. 2-5, also at NU/Evanston. For information, call or write the Newspaper Management Center, 1845 Sheridan Rd., Evanston, Ill. 60208-2101; 708/491-4900.

NNA Update by Max Heath

Postal Service goes to the bar (coding)

Timely newspaper delivery outside the county and Sectional Center Facility (SCF) continues to be a problem for community newspapers. One new ray of hope to improve delivery has come from the Postal Service.

USPS began printing barcoded sack labels for second-, third- and fourth-class mail in August. Under a new rule effective Sept. 16, OPTIONAL use of these new labels is offered.

The Postal Service is deploying to the Bulk Mail Centers (BMCs) barcode scanning systems during a phase-in period between June and December 1990. Greensboro, N.C., and Cincinnati, Ohio, have them, with 19 to go by year's end.

These systems should improve the quality of mail distribution for those using them. That translates into improved service and reduced costs in rehandling mail bags sent to the wrong location by hasty handlers routing them to the wrong truck.

Currently, mail sacks are sorted by postal employees in BMCs. The operator must position the sack label and read the destination Zip code. This information is then entered on a keyboard. At some BMCs, explains the Postal Service in an Aug. 15 Federal Register notice, the type of mail being sorted may also affect where it is to be routed by the operator for further sorting.

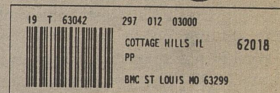
For sacks with barcoded labels, the automated system will eliminate the reading, scheme memory translation and keying, associated with manual sortation. It will also provide the capability to do manual entry for those sacks without barcoded labels.

While optional for mailers, I don't believe barcoded sack labels are really optional for any newspaper wanting to provide better customer service to its readers in far-flung areas.

The new sack label will have a barcode (just like that used on grocery-scanned items) added on its left side. The barcode will contain the five-digit destination Zip code and three-digit sack content identifier code to cover all categories of mail shipped in sacks.

The Postal Service started printing barcoded labels for this type of mail last month. Mailers printing their own sack labels are encouraged to also print new labels with the barcode once stock on hand is exhausted. The code is designed to be printed on almost any type of printer, ranging from dot matrix to high speed ion deposition printers.

Many small newspapers with job shops print their own sack labels. While this may be convenient, it is more



The Interleaf 2 of 5 Code appears to the left in the sample of new bar coded sack labels. The first line of print reveals the destination of the sack; the second line, its contents; and the third line shows who originated the mailing.

expensive than need be. I suggest that all newspapers plan ahead and order sack labels through the Postal Service in sufficient quantity for 3-6 months operation, then reorder regularly in advance to stay in stock. Printing of the bar code makes the job more complex when done locally.

Those who want to print their own sack labels can get the specifications from Postal Bulletin 21769 dated 8-9-90, pages 17-23. Ask your postmaster for a copy.

Domestic Mail Manual language which is changed in the 9-16-90 issue included sections 446 for second class, 646 for third class, and 769 for fourth class.

Printers are reminded that 2C sack labels must be printed on pink-colored stock. Size tolerances are height (vertical) of 0.965 of an inch +/- 0.015 of an inch; length (horizontal) of 3.312 inches +/- 0.062 of an inch. The paper stock must be 70 pounds or heavier.

Other language specifies preparation of printed text lines and printed density. New language at 446.3 gives the barcode specifications (interleaved 2-of-5 code), location, dimensions, reflectance, clear space (quiet zone) around the bar code, and barcode contents.

But why bother with all that? Let the Postal Service do it. Harry Stanley, senior transportation specialist in USPS HQ, told members of the Mailers Technical Advisory Committee 2C Subcommittee recently that the printing center in Topeka, Kansas, was overloaded on pink stock. Let Uncle Sam's Service (which is about to up your rates next February) bear the cost, which they will gladly do. Give your postmaster or marketing representative a list of sack labels you need. USPS orders on PS Form 1578B (internal use only). Handbook PO 423 (8-89) tells how to request sack labels.

Sack labels for 3C and 4C mail are much the same except on white or manila-colored stock.

While optional for mailers, I don't believe barcoded sack labels are really optional for any newspaper wanting to provide better customer service to its readers in far-flung areas. I hope NNA members will support this program.

GOP cont'd from page 1

know of no newspaper that charges for composition of ads and I submit that newspaper advertising is not only the most effective medium in Kentucky, the cost is quite reasonable."

The KPA spokesman also noted the staying power of newspapers. "Weekly newspapers are kept in the home by 48 percent of the respondents at least three days, 18 percent of those keeping the weekly until the next issue appears in the home," he said.

And while radio listeners hear a commercial for an average of 30 seconds before it's gone, readers spend more time with their newspapers. The survey, Thompson said, shows that 49 percent take 16 to 30 minutes reading their daily or weekly newspaper and 76 percent spend 31 to 60 minutes. Plus, 90 percent of those surveyed said they scan, if not read, each ad in a newspaper.

On the other hand, "46 percent of Kentuckians spend one hour or less per day listening to a radio," Thompson said, "and most all of that time is during driving time," when work preoccupies them.

The executive director concluded his letter with information on the association's advertising placement service and an invitation for the Republican Party to take advantage of it.

"And I certainly hope the Republican Party of Kentucky will reconsider its position on radio advertising if, in fact, it really does hope to gain Kentucky House and Senate seats in the General Assembly," he said.

Use the Frankfort Connection

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

*Covering news conference or news events that affect your area.

*Gathering information that will round out your locally based story.

*Getting quotes or interviews with state officials about issues involving your coverage area.

*Covering public hearings of agencies that consider or decide on projects in your area.

*Other assignments that you can dream up that apply to state government.

KPA News Bureau

332 Capitol Ave.
Frankfort, KY 40601

502/223-8821

Battle secrets: How air beats ink

Publishers and advertising managers got an earful at the National Newspaper Association convention in Kansas City last month when a broadcaster told how he outsells his print competitors.

Rich Nichols, an executive with Brill Communications, said momentum is what keeps advertisers coming back to newspapers, according to an article in the Oct. 1 edition of Publishers Auxiliary.

Nichols is quoted as saying he's afraid of the day print advertising salespeople really start selling, because "newspaper is a powerful, devastating medium. Newspaper is a killer medium if used properly."

Why then are the broadcast media capturing such a big share of the advertising dollar?

Research is the biggest factor, Nichols said. Nearly every broadcast station shells out the money for research on its audience. In sales calls, broadcasting representatives can talk not only about the quantity, but also the quality of its audience. (How many newspapers can present this type of hard data?)

Training of the sales staff is also a major factor, Nichols said. Most stations, he said, have daily sales meetings in which salespersons "learn about radio backward and forward." They also learn a good bit about their competitor newspapers, as well — information they can use in sales calls. (How many print ad managers simply tell their sellers, "Go sell"?)

Nichols added that broadcast sellers learn to play up the advantages of their medium, which he listed as frequency, reach, penetration, emotion and targeting. Other savvy tactics, he said, are the presentation of a demonstration ad and the involvement of advertisers in creating their own ads during the call.

Food for thought?

Oil crisis ... continued from page 1

Soy ink users, however, aren't getting off all that easy, according to Jerry Lyles of the Benton Tribune-Courier.

A recent convert to soy ink, Lyles said he switched because the vegetable derivative is "a lot more acceptable environmentally and just to get away from" the periodic crises in the oil industry. "Soy ink is higher, but we just feel more comfortable with it," he said.

What he doesn't understand is why his ink supplier is raising the cost of soy ink, along with the oil-based product. "It doesn't make sense," Lyles said. "Soy has nothing to do with the oil crisis."

(The *presstime* article notes that even soy-based color inks have some petroleum in them.)

Lyles also pointed out that the printing business is "taking several hits right now." He's experiencing price hikes in solvents and other materials that are petroleum-based. Even the price of aluminum plates used on the press has gone up by more than 50 percent since last year, he said.

The Benton publisher said he is going to have to pass the increases along. Advertising, subscription and printing rates will have to go up, he said. "It still

will not even offset the increases we've felt, but it will help some. We don't have a choice."

"You can cry about it, but there's not a lot you can do about it," philosophized Al Dix, publisher of *The State Journal* in Frankfort. "We'll probably raise ad rates and make some mechanical changes, but every business in the country is going through the same thing."

Randy Mast at Landmark Community Newspapers' headquarters in Shelbyville, which has a thriving commercial printing business, said his company hasn't decided on its own price increases yet.

"It's not like we can shop around (for ink)," said Mast, adding that Landmark has not taken a hard look at the impact of the increased prices yet.

But he does admit, "With the economy the way it is and the increases in the cost of supplies, it looks like double bad news for newspapers."

"... double bad news for newspapers."

Randy Mast, LCNI

Parole, cont'd from page 1

behalf of *The Courier-Journal*.

"(The Paroleboard's exemption in the Open Meetings Law) serves no purpose other than to effectively insulate the members of the parole board, and its staff, from public oversight and evaluation of the performance of its duties," the attorney wrote.

The opening of the parole system should also apply to correspondence, the trio agreed. "Surely, the public has a right to know if a highly placed public official has made a recommendation regarding the release of an inmate, and what that recommendation is," Fleischaker said. "Just as important, the public has a right to know the basis upon which members of the parole board act with regard to its decisions."

Macdonald challenged the lack of access to records of both victim and inmate hearings. Parole Board Chairman Dr. John Runda responded that those records are open, but Macdonald countered that he had been told a week before that they were not.

Runda, in earlier testimony, listed victim and public official security as a primary reason hearings and records are closed. He added that victims have the right to request an open hearing when an inmate's parole is being considered.

Some members of the legislative committee turned out to be supporters of the KPA position — an unexpected surprise to Lowery and those who had met with little success during regular session.

Sen. Tim Shaughnessy, in fact, beat Lowery to the punch with the case history of a convicted felon with a questionable parole record. The legislator implied that more open proceedings may have affected the inmate's release to commit further crimes.

Likewise, Rep. Bill Lear questioned actions of Runda and the parole board.

The case against open parole proceedings was lodged most strongly by Paul Isaacs of the Office of Public Advocacy, who also testified. Isaacs contended that open hearings would create an adversary system, leading to "another mini trial at the end of the process."

The committee is studying the entire parole system, from hearings to personnel.

KPA Legal Hotline
502/589-5235

On tap . . .

—Oct. 19, "Writing for the Reader," KPA seminar for writers and editors, University of Kentucky; to register, 502/223-8821.

—Oct. 27-30, Southeast Regional meeting, National Association Managers, Orlando, Fla.

—Nov. 1, KPA Board of Directors meeting

—Jan. 24-26, KPA 1991 Winter Trade Show and Convention, Griffin Gate, Lexington