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Involvement of U.S. Deployment in Saudi Arabia in the 1991 KPA Winter Convention

Because many parts of Kentucky are involved in military life and Department of Defense budget cutbacks could affect that relationship, KPA has invited commanding officers of Fort Knox, Fort Campbell and the Bluegrass Army Depot, along with commanding officers of reserve units based in the state, to participate in a panel discussion on how the federal cutbacks affect their military operation, thus affect Kentucky.

At least one of the panelists, Major General J.H. Binford Peay III, commanding general of the 101st Airborne Division at Fort Campbell, has withdrawn from the panel because the 101st was deployed to Middle East. Barring other overriding military operations, five other panelists remain on the program.

The 1991 convention is scheduled January 24-26 at the Marriott Resort in Lexington.

KPA Ad Seminar set for Sept. 13-14

The 1990 Kentucky Press Association Fall Advertising Seminar is scheduled for September 13-14 at the Ramada Inn in Bowling Green. The Ramada is located just off I-65.

The program includes a half-day session on Thursday, September 13 with Cathy Melton, director of classified advertising for the Louisville Courier-Journal, and a session on Friday on Customer Service with David McKenzie of David McKenzie Advertising.

The Thursday session, running
(Continued on Page 2)

Shingler hired to set up KPA News Bureau

Pam Shingler, editor of the Floyd County Times in Prestonsburg, has been hired as the director of the Kentucky Press Association News Bureau.

Shingler joins the KPA staff on September 4.

The News Bureau, the brainchild of KPA President David Hawpe as a member service of the organization, will be designed to help all KPA member newspapers with news event coverage and information gathering in Frankfort.

The bureau will also offer member newspapers with legislative coverage during the regular sessions of the General Assembly, any special sessions and interim session committee meetings. Specific coverage of other events or the need for information from state government offices will also be available through the News Bureau. In her new post with KPA, Shingler will also serve as editor of The Kentucky Press.

"Few member newspapers have the resources to cover state government to any degree," said KPA executive director David T. Thompson, "and this bureau will offer newspapers of all sizes an opportunity to have a contact within the shadow of the capitol for whatever needs they have."

"It might be getting a copy of an opinion from the Attorney General or a Supreme Court decision affecting their county. Whatever the need is, the KPA News Bureau opens up a new avenue for other member newspapers into state government."

During regular sessions of the General Assembly, KPA will also offer weekly news stories about major legislation.

As drawn up, the KPA News Bureau will be offered at no cost to member newspapers although the newspapers will be asked to reimburse KPA for any overnight delivery charges or other special needs in getting the information back to the newspaper.

"I think this News Bureau, in the way we hope to have it set up, will be unique and that member newspapers will find it a valuable member service," Thompson said. "And selfishly, I'm glad to turn over the reins as editor of The Kentucky Press. I know the Past Presidents of KPA and the board have long wanted more emphasis placed on the monthly publication."

Besides serving as editor of the Floyd County Times, Pam has also served as development director of the David School in David, Ky.; assistant editor of the Floyd County Times; community education facilitator and part-time instructor in public speaking and interpersonal communications for Prestonsburg Community College; instructor in the Department of Communications as well as director of public relations at Slippery Rock University; director of public relations for the University of Arkansas, Pine Bluff; assistant director of news at the University of Georgia.

"Pam has a very impressive resume that fits within the desire of the KPA board in setting up this News Bureau," Thompson added. "We wanted someone with a newspaper background who could 'hit the ground running.' With Pam

we're getting someone who can do just that. She has experience working with the legislature, she has experience in the newspaper industry and she has experience in establishing and coordinating a program similar to what we envision the News Bureau doing. As well, she's a proven reporter, having won a 1989 KPA first place award for analysis/investigative reporting and a first place in writing and publications from the Arkansas Press Women while with the University of Arkansas/Pine Bluff."

In setting up the News Bureau, Shingler will be reviewing a survey of KPA member newspapers done earlier this year about how such a service would be used, how it should be set up and then talking individually with editors around the state to see what needs they have. "At the June board meeting, we discussed a proposed job description. That was just a start. From Pam's discussions with the editors at member newspapers and from the information in the survey, we'll continue fine-tuning the News Bureau to get it to a point where it's truly a valuable service, and one that is used extensively by member newspapers."

Graphic chosen for KPA/UNC project

The Georgetown Graphic has been selected by the Kentucky Press Association Board of Directors to participate in a pilot project with the University of North Carolina School of Journalism.

KPA invited all independently-owned weekly newspapers in the state to apply for this KPA-funded program that offers the newspaper an opportunity to state its needs from such a project and then have the class become involved in some on-site examinations of the role of the newspaper with the community.

Susan Ross, who teaches the community journalism course at

UNC, said the class will spend three days at the newspaper in September to observe the entire production aspects -- including advertising and story flow production.

The class will then return to North Carolina and continue studying the Graphic throughout the semester. In November, the class will present a draft of its report with a final project report due in December.

KPA is underwriting the cost of the program, to include travelling expenses. The board has expressed its desire to state journalism schools to establish a similar on-going program.

Supreme Court to hear public notice case

The Kentucky Supreme Court has agreed to hear a public notice advertising case involving the Whitley Republican and Corbin Times Tribune.

No date has been set by the Supreme Court although the high court is expected to hear the case later this fall.

A motion for a discretionary review was filed by the Whitley Republican after the Kentucky Court of Appeals upheld a lower

court ruling that legal advertisements for Whitley County should appear in the Corbin Times Tribune.

After both sides file briefs, the court will then decide whether or not oral arguments are needed.

The case stems from the interpretation of Kentucky Revised Statutes 424 - the state chapter governing publication of public notices.

The Whitley Republican, based

in Williamsburg, has argued that the language means all legal notices should be published in the newspaper with the largest paid circulation in the county. The Times Tribune has argued that the language means the newspaper in a county with the largest paid circulation, regardless of where that circulation is based.

A Whitley Circuit Court judge and the state Court of Appeals both ruled in favor of the Corbin Times Tribune.

SPJ Convention to be held in Louisville

Vice President Dan Quayle is scheduled to speak to the Society of Professional Journalists convention when that group convenes in October in Louisville.

The SPJ convention itself is scheduled October 11-13 at the Galt House East. As a part of the convention, a Minority Job Fair is scheduled October 10-11, and the National Press Photographers Association Flying Short Course is set for Sunday, October 14.

Vice President Quayle is scheduled to speak at a noon luncheon on Friday, October 12. Other key

note speakers include Jennie Buckner, vice president/news, Knight-Ridder, Inc.; and Michael Garter, president, NBC News. Buckner will address the convention at 1 p.m. on Thursday, October 11, and Garter speaks at a banquet on Saturday, October 13.

Registration is \$140 for members, \$200 for non-members of SPJ. Registration information and convention information as well as hotel reservation information is available by contacting Rachael Kamuf, at Business First in Louisville, (502) 583-1731.

Additionally, the society is seeking volunteers to assist in various ways before and during the convention. Anyone interested in helping with the convention can contact Kamuf. Newspapers wanting to participate in the Minority Job Fair on October 10-11 are asked to contact Merv Aubespin at the Louisville Courier-Journal, (502) 582-4011.

Registration is also available for individual lunches as well as Professional Development Seminars held throughout the convention.

NNA convention to spotlight the 'bottom line'

The National Newspaper Convention is scheduled for September 19-22 at the Hyatt Regency in **KPA Ad Seminar**

(Continued from Page 1)

from 1 p.m. to 4:30 p.m. (Central time), includes ways to produce sales gains, copywriting to produce effective ads, exercises in existing business and a "idea fair" with advertising managers and sales representatives sharing their successes.

Melton is currently president of the Southern Classified Advertising Managers Association and the third vice president of the Association of National Classified Advertising Managers. In 1988, she won the Gannett President's award for excellence in classified advertising and was named 1988 Saleswoman of the Year by the National Association for Professional Saleswomen. McKenzie's advertising firm has offices in Nashville, Tenn., and Austin, Texas. McKenzie is active in political campaign management and advertising and has done numerous seminars on customer service.

Registration information is available by contacting KPA Central Office at 1-800-866-1431.

Kansas City, Mo.

Program highlights include sessions on how to operate in a tight economy; giving the kids the business; valuing newspapers; selling skills; newsprint recycling, and a visit to Harry Truman's Independence.

The keynote speaker will be the Rev. Jesse Jackson, Democratic presidential candidate in 1984 and 1988, and currently president of the National Rainbow Coalition, a national progressive political organization based in Washington. Rev. Jackson will speak Thursday, September 20 at the opening general session.

This year's NNA convention is running in conjunction with the annual Missouri Press Association convention.

Phil Russell gives new purpose

Obituaries

MABEL GAINES

Mabel Gaines, wife of Bowling Green Daily News publisher John B. Gaines and mother of Pipes Gaines, died August 15 in Bowling Green following a lengthy illness. Mrs. Gaines was 73.

The Kentucky Press

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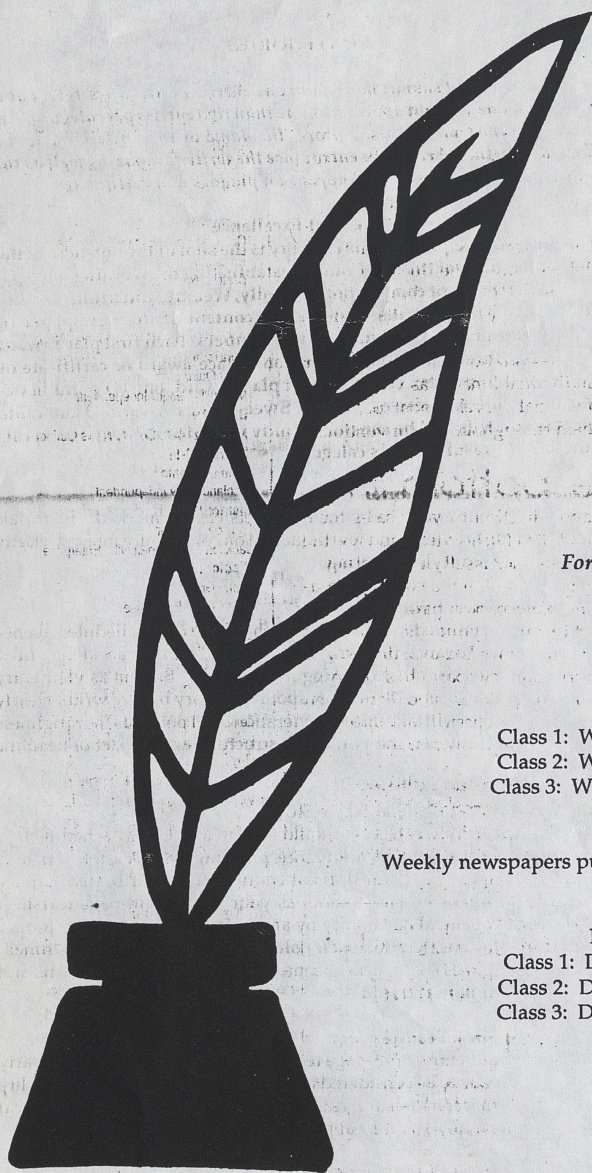
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1990 Kentucky Press Association Fall Newspaper Contest



Entry Deadline: August 31, 1990
For Period: July 1, 1989 through June 30, 1990

CLASSES

Weekly Division

Published One Day Per Week

- Class 1: Weeklies with a certified circulation of 3,000 or less
- Class 2: Weeklies with a certified circulation of 3,001 - 4,700
- Class 3: Weeklies with a certified circulation of 4,701 or more

Multi-Weekly Division

Weekly newspapers published two or three times per week, regardless of circulation

Daily Division

Published Four Days Per Week Or More

- Class 1: Dailies with a certified circulation of 10,000 or less
- Class 2: Dailies with a certified circulation of 10,001 - 25,000
- Class 3: Dailies with a certified circulation of 25,001 or more

Entry deadline August 31 for KPA Fall Contest

RULES

1. Entries must be postmarked no later than August 31, 1990.
2. Contests are open only to paid-up member newspapers of KPA. To be eligible, stories must have been written by full- or part-time employees of the newspaper submitting the entry at the time the material was published. Work by wire service employees or syndicated writers may not be entered.
3. A newspaper's entry must be accompanied by payment for all entries in the contest. Please compute carefully. There will be no refunds.
4. Contest publication period for entries in the Fall Contest includes issues published July 1, 1989 - June 30, 1990.
5. Separate sets of tearsheets or complete copies of issues must be furnished as indicated in each of the individual contest categories. Newspapers should anticipate the submission of entries in the KPA contests by saving tearsheets as prospective contest entries appear through the contest period. Machine copies of entries are not permitted without specific authorization in advance of the judging. Do not send clippings or scrapbooks.
6. No entries in any writing or photographic category shall be entered in another category or division and any entry is strictly limited to one category only. For example, a story submitted for News Story category may not be entered in judging for Investigative Story, etc. All newspapers entering the contest must be aware that submitting the same entry in two or more separate categories or divisions will result in disqualification of that entry from consideration in any category. Individual entries must be made only by the newspaper of origin.
7. Once you have selected your entries and properly identified them, package all together in a single packet and mail on or before August 31, 1990 to:

Contest Committee
Kentucky Press Association
332 Capitol Avenue
Frankfort, KY 40601
8. A contest entry fee of \$10 is required for each newspaper entering the contest, regardless of group ownership. A fee of \$4 for each individual entry is to be paid for each entry in each contest category. These fees go toward payment of plaques, certificates and judging expenses.
9. Be sure to fill out the entry form and return it with your entries and payment.
10. Type information for each entry on a label (enclosed) and affix securely on the upper righthand corner of the page on which the entry is located. Make sure it does not cover some important area. On each identification label, enter (a) Newspaper Name, (b) Contest Number, (c) Division, (d) Class, (e) Writer/ Photographer Name.
11. All entries, except winning entries, will be retained by the judges. Plaques and certificates will be presented at the Winter Convention, and all winning entries will be listed in a special edition of The Kentucky Press.
12. Mark the story or picture with a **HEAVY RED** check mark above the entry. Please mark with a red marker to clearly define the entry.
13. Appropriate plaques and certificates will be awarded to winners in each contest category; plaques going to first place winner and certificates to second, third, and honorable mention. Honorable mention is not necessarily awarded in each category.

14. In the event only one entry is made in any category for a specific class, a certificate of merit will be awarded in that category if the judges determine it to be a quality entry.

15. An entry will be disqualified if:

- * the entry is not within the required dates;
- * the entry is not properly marked;
- * it is entered in more than one category, or by more than one newspaper. If an entry is entered in the wrong category, KPA reserves the right to move the entry into the appropriate category.

CATEGORIES

Newspapers may submit more than one entry in Categories 1-12, but a writer's name may not appear on more than two entries per category. Although bylines are not mandatory, the name of the writer(s) must be included on the label for the entry since the writer's name, as well as the name of the newspaper, will appear on plaques and certificates.

General Excellence

No entries are required. This category is the sum of the outcome of the other categories of the Fall Contest, establishing the winning newspapers in each class of competition for Daily, Weekly, and Multi-Weekly divisions. These results evaluate the content of the newspaper in terms of the effort of individual staff members. Each first place award will count three (3) points; each second place award or certificate of merit, two (2) points; and each third place award, one (1) point in determining the winners of the Fall Sweepstakes Award. Honorable mention awards will be considered only if needed to break ties in calculating the results of this category.

Category 1: Best Editorial

Submit as your entry full-page tearsheets clearly marked. Editorials must be locally written and will be judged on community interest, clarity of thought, and style of writing.

Category 2: Best Spot News Story

The stories submitted for this category should be of unscheduled events, for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit as your entry a full-page tearsheet with the best spot news story by any writer clearly marked. Judges will take into consideration such points as thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 3: Best General News Story

The entries in this category should be for articles on scheduled or organized events for which advance planning was possible, such as public meetings (city council, fiscal court, school board), dedications, political appearances, etc. Submit as your entry a full-page tearsheet with the best general news story by any writer clearly marked. Judges will take into consideration such points as community interest, timeliness, thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 4: Best Feature Story

Submit as your entry a full-page tearsheet with the feature story clearly marked. Factors to be considered in judging this category will be quality of writing, subject matter and reader interest. Articles should be of local interest, preferably about local people, places or things.

Category 5: Best Column (One Subject)

One entry should consist of three tearsheets, each from a different issue of the newspaper. While all three columns need not be about the same subject, each individual column should contain only one subject. The

(Continued on Page 5)

(Continued from Page 4)

three tearsheets should be stapled together and tabbed as one entry. The column must be written by a staff member or a regular local columnist for your newspaper. Originality and style of writing will count highly in judging as well as the style and individuality of the writer. The effective treatment of the subject matter is the deciding factor.

Category 6: Best Column (Variety of Subjects)

One entry should consist of three tearsheets, each from a different issue of the newspaper, each containing a variety of subjects. The three tearsheets should be stapled together and tabbed as one entry. The columns must be written by a staff member or regular local columnist for your paper. The column should be a balance between humor, entertainment, and information. The writer has considerable latitude in this category. Entries will be judged on individuality, style of writing, and subject matter.

Category 7: Best Sports Column Under Regular Heading

One entry should consist of three full-page tearsheets from different dates with column clearly marked. Columns must run as a regular feature in your newspaper and must be written by a staff member or local columnist. Originality and style will count highly in judging.

Category 8: Best Sports Story

Submit a full-page tearsheet with your best sports story plainly marked. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 9: Best Sports Feature

Submit a full-page tearsheet with your best sports feature plainly marked. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 10: Best Investigative or Analytical Story

This category is defined as a single story or a series of stories on the same subject which demonstrates the reporter's/reporters' initiative in research, analysis or investigation. If a series, its publication must end within the contest period.

Category 11: Best Story Series

This category includes a series of stories on any subject other than investigative story or series eligible for Category 10. A series must include a minimum of three stories and publication date must end within the contest period. Submit one full-page tearsheet for each article within the series. Judges will consider community interest, timeliness, thoroughness of reporting, series structure and impact of headlines and leads.

Category 12: Business or Agribusiness Story

Submit a full-page tearsheet with your best business or agribusiness story plainly marked. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

PHOTOGRAPHY

Categories 13-18: A photographer's name may not appear on more than two entries in any category. Entries shall be submitted only as full-page tearsheets with the work of the photographer's entry clearly marked. Attach an entry blank giving the name of the newspaper, title of photo, name of photographer, newspaper division and class, and category number. Photos must have been taken by a full- or part-time staff member. Wire service employees are not eligible for consideration. It is requested, but not mandatory, that photographers submit an original 5 x 7 or 8 x 10 photograph, attached to the tearsheet.

Category 13: Best General News Picture

Judging for Category 13 will be made on the basis of newsworthiness, local interest, balance and overall quality of work. Submit well-marked full-page tearsheet. The pictures in this category should be of scheduled or organized events for which advance planning was possible, such as public meetings, dedications, political appearances, etc.

Category 14: Best Spot News Picture

The photographs for this category should be of unscheduled events for which no advance planning was possible, such as accidents, fires, natural disasters, or other breaking news events. Submit well-marked full-page tearsheets. Judging will be made on the basis of newsworthiness, local interest, and overall quality of work.

Category 15: Best Feature Picture

Submit well-marked full-page tearsheets. Judges will be looking for local interest and appeal, imagination and originality in selection of subject matter, posing, lighting and overall quality of work.

Category 16: Best Feature Picture Essay

An entry must consist of two or more pictures used together to tell a story with little written support. Overall impact, appeal, balance, lighting, techniques and quality of work will be considered in the judging.

Category 17: Best Sports Picture

This category is to encourage more and better sports coverage. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Category 18: Best Sports Picture Essay

An entry must consist of two or more pictures used together to tell a story with little written support. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

1990 Kentucky Press Association:
Fall Newspaper Contest awards
will be presented Friday, January 25, 1991,
during the KPA Winter Convention
Marriott Resort at Griffin Gate, Lexington

COMING UP

September 13-14 - Kentucky Press Association Advertising Seminar - Ramada Inn, Bowling Green

October 1
USPS Statement of Ownership to be published in issue of newspaper and filed with local U.S. Postal Service

October 4 - KPA News Editorial Division Seminar
Western Kentucky University - Clarke Stallworth, writing coach, Birmingham News

October 5 - KPA News Editorial Division Seminar - Holiday Inn, Bardstown - Clarke Stallworth, writing coach, Birmingham News

October 19 - KPA News Editorial Division Seminar - University of Kentucky - Clarke Stallworth, writing coach, Birmingham

November 1 - KPA/KPS Board of Directors Meeting

January 24-26, 1991 - 1991 Kentucky Press Association Winter Convention and Trade Show - Marriott Resort, Lexington

February 1, 1991 - Deadline for entering Kentucky Press Association Advertising Contest

March 15, 1991 - Deadline for entering Kentucky Press Association Better Newspaper Contest

Across the Commonwealth

James Morris, who joined the staff of the Danville Advocate-Messenger in December, has been named chief photographer of the Boyle County daily. Morris replaces Daniel Price who returned to his home state of Oregon to become publisher of the photography magazine Shots. Morris previously worked with the Citizen Voice and Times in Irvine, the Bowling Green Daily News and the Richmond Register. Additionally, Jim Aldridge has joined the Advocate-Messenger staff as photographer after serving 18 months with Almanac Publications, a group of weekly newspapers in suburban Maryland.

Terry Boyd, reporter/photographer for the Kentucky Standard in Bardstown since February, 1987, has been named staff writer and photographer for the Elizabethtown News Enterprise.

Kevin Patton, former sports editor of the Fulton Leader, has been named sports editor of the Madisonville Messenger. Patton succeeds Richard Todd who accepted a news editorial position with the Bowling Green Daily News. Patton was named the state's Outstanding Collegiate Journalist in 1989 and was editor-in-chief of the Murray State News.

Lori Taylor, editor of the Owen-ton News-Herald, is one of four team members chosen by the Rotary Foundation of Rotary International to participate in a Group Study Exchange. The group will visit Great Britain October 8 to November 5. The Group Study Exchange strives to improve international understanding by enabling people from different countries to learn from each other.

David Dick, publisher of the Bourbon Times and director of the University of Kentucky School of Journalism, was selected to receive the Kentucky Farm Bureau's 1990 Communications Award for a writer. The announcement was made by Farm Bureau executive vice president Paul D. Everman.

Doug Miller, publisher of the Madisonville Messenger, has resigned that position effective December 31. Miller said he and wife Sylvia plan to explore the rivers and lakes in the eastern part of the U.S. Miller came to the Messenger in 1981, after publishing newspapers in Indiana, California, Maine

and Virginia. Roger Hawkins, advertising director of The Ledger in Lakeland, Fla., has been named publisher of the Messenger. Both daily newspapers are members of the New York Times Regional Newspaper Group. Hawkins also previously worked 16 years with the Fort Myers (Fla.) News Press, before joining the Ledger in 1987. In Florida, he was president of the Florida Newspaper Advertising and Marketing Executives Organization and implemented a successful Newspapers in Education program.

James Mulcahy, associate editor of the Clay City Times for the past seven years, has joined the staff of the Bourbon Times as senior reporter/photographer. Additionally, David Dick assumed duties of editor following the resignation of Ruth Ann Combs, and Charlie Campbell, former sports editor of the Times, returned to the Bourbon weekly from the Guam Tribune.

Barbara Justice, editor of the Pikeville Appalachian News Express, has been named by Gov. Wallace Wilkinson to the State Commission on Women. Her term on the board will expire in 1994.

Lajeune Waggoner, publisher of the Appalachian News-Express, has been named publisher of the Stanly (N.C.) News and Press in Albemarle, N.C. Waggoner said he would retain a minority interest in the News Express and the Paintsville Herald, as well as a majority interest in the Martin County News and Mercury. Those newspapers are owned by the Smith Newspaper Group in Fort Payne, Ala. The company also announced that Marty Backus, publisher of the Floyd County Times in Prestonsburg, has been named publisher of the Appalachian News Express; Scott Perry, publisher of the Paintsville Herald, replaces Backus at Prestonsburg; and Anne Chaney, former editor of the Floyd County Times, will be publisher of the Paintsville Herald.

Mark Chandler, who worked with the McLean County News last summer as an intern, returned to the Calhoun weekly this month as managing editor. Chandler replaces Brian Brueggemann, who returned to his hometown of Carlyle, Ill., as editor of a weekly newspaper there. Chandler served

as sports editor of the News and after graduation from Western Kentucky University, was a reporter for the Portland (Tenn.) Leader.

Julie Pheifer, former associate editor for the Georgetown News and Times and Carlisle Mercury, and more recently associate editor of the Boone County Recorder, has joined the staff of the Shelbyville Sentinel News as writer/photographer. Sentinel News publisher Jim Edelen also said that Troy McCracken had joined the staff as advertising account representative and Victoria Schreiner has been promoted to senior staff writer.

Schreiner's husband, Bruce, works with the Associated Press.

Paul Monsour, managing editor of the Union County Advocate for nearly 12 years, has joined the staff of the Sturgis News, selling advertising and covering local news.

Art Jester, director of college relations at the Centre College for the past four and a half years, has left that post to rejoin the Lexington Herald-Leader. Jester previously served as higher education writer for the Herald-Leader before accepting the position at Centre.

Newspapers in the News

Advance Yeoman celebrates 100th year

The Advance Yeoman in Wickliffe celebrated its 100th anniversary with a birthday part August 11.

Publisher Judy Magee Stone, along with her three children Gross,

Ava and Mike, served as co-hosts.

The Advance Yeoman has been under the same management for the past 44 years. The paper was started by Pat and Judy Magee in 1946 as the Weekly Advance. Eighteen months later the Ballard Yeoman was bought at Wickliffe and the two were combined.



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A daily soap -- that's life with a weekly

By Celia Creal McDonald

The author is publisher/editor of the LaRue County Herald News in Hodgenville and is president-elect of the Kentucky Press Association. She wrote this article while spending three weeks as an editor-in-residence last fall at Colorado State University. The article is reprinted with permission of Grassroots Editor, Summer, 1990, the quarterly journal of the International Society of Weekly Newspaper Editors.

How do you tell a group of journalism students what it's like out in the "real" world of weekly newspapering? When I put my mind to that question, I found there were a lot of things I wanted them to know about it.

First, surprisingly, came the thought, "They'll never have to watch soap operas again." The daily diet of drama, of large and small ups and downs a weekly newspaper reporter shares with the people in the community she writes about, are surely enough to satisfy anyone's urge for secondhand thrills.

The young men and women in the journalism class listened with growing incredulity, as I described a fairly typical day for our young reporter, Dannie.

A busy morning includes meetings and photos and phone calls and a face-down with an irate politician who loudly proclaimed Dannie had reported something he didn't say (even though she and tape recorder heard it.) Around noon, Dannie heats her lunch in the microwave and sits down in what passes for the employee lounge.

Moments later the police monitor crackles to life and a siren screams up the hill in front of the office, then another. A dairy barn has been hit by lightning. Dannie throws her food into the fridge and her camera into the car and takes off only a short distance behind the fire chief. She doesn't wait to hear where it was; she's an experienced siren-chaser.

Then she stands in the rain, both Dannie and the firefighters jumping every time the lightning crashes nearby. The camera feels like a lightning rod in her hand, so she gets her shots and is out of there.

Back at the office, Dannie sits at her desk, dripping wet, eating her cold lunch (ever try to microwave something twice?) and trying not

to take off anybody's head.

The phone rings, and this time it's someone thanking Dannie for a story which made a difference to someone. The days gets a little brighter.

An hour later, Dannie's writing is interrupted when the lightning hits a nearby transformer and the office is without power for an hour or so. So is everyone else in town, so that's another story to get done by tomorrow. But for now, it's a chance to catch her breath.

Late in the afternoon, the police monitor alerts Dannie to a bad wreck, it's into the car again. When she arrives at the scene of the accident she finds three teenagers badly smashed up in a car that looks like nobody could have survived.

It was the first day with his driver's license, they tell her, and the two girls are sisters. Dannie thinks briefly that this is every mother's nightmare, so she already has a lead to her story, but she can't waste time thinking about the parents. That will come later.

Dannie has arrived in time to watch the Jaws of Life used to free the 16-year-old boy, who is screaming in pain and fear. Rescue teams work with no spare moments, their concentration and effort drenching them with perspiration. Two girls lie on stretchers unconscious and bleeding, while EMTs work over them. One of them may not make it, Dannie hears.

Her adrenaline is flowing, so she is able to get the pictures, interview the witnesses, talk to the police and get back to the office before she starts shaking.

Dannie's day is not over yet, but supertime is spent where nobody can find her.

Maybe Dannie's stories wouldn't make page one in a large daily paper, but they did in ours. In a small community, the issues may not be as earthshaking but within the microcosm of the community they are every bit as important to the individuals who make up a newspaper's readership and they may affect them more directly. So a newspaper that is respected, with a reputation for fairness and accuracy, is a vital part of the community and holds a lot of respectability.

You can use the newspaper's credibility to help elect a candidate or to get rid of an official when it's justified; to help get funds for a

In a small community, you are more aware of the effects of what you put on the pages of your paper

handicapped child so he can "talk" through a computer; to provide for the needs of a burned-out family; to let people know what services are available to them. You can take a subject like spouse abuse and bring it out into the daylight; tell them what it is, and that the victims are not alone, and where they can go for help.

The newspaper, the reporter, can share in and heighten the triumphs of each person, student, athlete, by telling the story and allowing others to know and rejoice in it. Or it can allow others to know of the tragedies which strike their neighbors, so that, too, can be shared to lighten the load.

It can warn of coming crises and keep local officials at least a little bit closer to the straight and narrow than they would wander if left alone.

The paper can advocate and enthuse and arouse people to action.

And always, there are the rules to be observed -- fairness, objectivity. It's not easy to treat everyone the same when you go to church with them, live next door to them, shop in their stores. When their advertising is you financial life and death.

It can be done but it's risky and difficult and sometimes you pay a price in friendship or advertising, at least temporarily.

In a small community you are more aware of the effects of what you put on the pages of your paper. You can see the results, and you get feedback whether you want it or not. This can be very rewarding, but you have to learn to deal with the negatives usually in one of three ways:

You can explain why you treated a story a certain way and try to bring the critic around to your side; you can tell him you're glad to have his opinion and will certainly consider that next time; or you can just get rid of the nut quickly and forget it. There's a time for all three approaches.

Because the newspaper has such power to affect the lives and the events within a small community, it carries an equal responsibility

to use its power for the good of the community. That power comes only with credibility and fairness. Your readers must think, at least for most of the time, that you know what you're talking about and that you wouldn't lie to them. Accuracy must become a habit, not an afterthought.

After all, a lot of people in a small community view the paper as their own -- their voice -- their history -- their way to get things done. When you do something that doesn't agree with them, it's a personal affront. But when your editorial is something they've been wanting to hear for a long time, you're a very fine person indeed.

You are a community resource for local organizations and each would have you bear its banner as your own. You can't. You must step back far enough to avoid even the appearance of bias.

In a small town, a person may know something before he reads about it, or thinks he does. But while a rumor mutates into an alien form on the lips of the townspeople, there's only one source for verification, clarification or even denial: the local newspaper.

The newspaper's staff must resist the pressure to be all things to all people and, instead, be true to its own standards and identity. Still, small town newspaper people wear many hats, and the smaller the staff, the more hats. There doesn't seem to be any dearth of news to cover. Adding an employee is like getting a raise; you just find more ways to spend it.

Time is always scarce, and you must use some of it just getting to know the people and whom to contact about what. You can be sure that everyone in town has made it his business to know you and they all think you should know them, too.

That's one reason why a misspelled name is considered the ultimate insult. Never mind the

...smalltown newspaper people wear many hats, and the smaller the staff, the more hats.

fact that you got this list from the school, or that you had to translate someone's handwriting. Double-

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National Newspaper Week scheduled for October 7-13



"Free Press * Free People, More News * More Views" is the theme of the 1990 National Newspaper Week to be observed October 7-13. National Newspaper Week has been sponsored annually since 1940 by the Newspaper Association Managers Inc. (NAM), a professional organization of the executive heads of state, regional, national and international press associations.

Throughout the week, newspapers will remind their custom-

Entry deadline Sept. 17 for

Entries are being accepted until September 17 for the 31st annual JCPenney-Missouri Journalism Awards, one of the most prestigious newspaper contests in the country.

The program was established 30 years ago to encourage and recognize excellence in women's pages. Now the program offers a forum to explore what kinds of stories attract and hold the loyalty of today's female readers.

The competition includes five circulation-based general excellence awards for lifestyle sections in weekly and daily newspapers. Reporting awards also are made in the categories of single story, se-

President Bush signs Disabilities Act

President Bush has signed the Americans with Disabilities Act, which becomes effective in July, 1992.

Under the new law, employers may not discriminate against an otherwise qualified person because of mental or physical disability. For the first two years of implementation, the law only covers businesses with 25 or more employees working 10 or more weeks during the current or preceding year. After that time, employers who have 15 or more employees are required to comply with the law.

An "otherwise qualified individual with a disability" means one who can perform the essential functions of the job with or without reasonable accommodations by the employer. If an employer has prepared a written description of the essential functions of a job before advertising or interviewing applicants, that description will be considered evidence of the job require-

ments in determining whether a disabled person is otherwise qualified. The law prohibits discrimination in all facets of employment: application, hiring, advancement, discharge, compensation, training and other conditions of employment.

Employers are required to make "reasonable accommodations" for handicapped employees, including making facilities accessible to them, providing modified equipment, restructuring work schedules, and adjusting examination and training materials for their use. An employer is not required to make accommodations that cause "undue hardship" to the business, that is, actions which require significant difficulties or expense.

Newspaper publishers are encouraged to contact an employment law specialist for a more detailed interpretation of the law if circumstances warrant.

ers, readers and advertisers of the services newspapers and newspaper people provide and the freedoms they protect. Many newspapers also will recognize and honor their staff during the week.

Saturday, October 13, the last day of National Newspaper Week, is International Newspaper Carrier Day, sponsored by the International Circulation Managers Association.

NAM offers newspapers a full press kit for National Newspaper Week that includes camera-ready Penney-Missouri contest

ries/special section, arts/entertainment, consumer affairs, fashion/clothing, food/nutrition and health/fitness. Reporting entries may have appeared in any section of the newspaper.

General excellence awards are \$1000 for first, \$500 for second and \$250 for third. Winners in each reporting category received \$1000. Certificates of merit may also be awarded in the general excellence and reporting categories.

For details on entry fees, rules and categories, contact: JCPenney-Missouri Awards, School of Journalism, University of Missouri, Box 838, Columbia, MO, 65205, or phone (314) 882-7771.

editorials, comic strip characters and editorial cartoons, suggestions and an outline for National Newspaper Week programs and activities, in-house ads and other promotional material.

As usual, the press kits will be available through the Kentucky Press Association at no cost to member newspapers. A limited number will be available through KPA on a first-come, first-served basis.

This annual celebration gives newspapers the opportunity to let readers know about the industry and what we mean to our community, our state and our nation.

Weeklies are daily soaps

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checking is time well spent.

With a small staff, you'll be expected to go everywhere and do everything. People won't understand (or care, it seems) if the banquet they planned around their off-work hours means you have to add to your already long days.

Sometimes invitations to dinners and banquets are simply a way of insuring that you get there with a camera. Now and then I get contrary and go as the guest I was invited to be. It creates some interesting dynamics.

Then there was the doctor's wife who sent us a wedding invitation for her daughter. We didn't go and the next day she called in outrage because we didn't "cover" the wedding, which I hadn't even considered. "But this was the biggest social event of the year," she said.

I resisted the urge to tell her I'd send her a list of the mothers of the other brides that year so she could explain that to them.

Yes, social life can get complicated. In mid-conversation, people will pause and say, "Now you won't print this, will you?" You bite your tongue and reassure them, while fighting an impulse to reply, "Of course not. What makes you think you've said anything worthwhile?"

At a small newspaper you are accessible to people who want photographs of things you don't want to photograph, to grandmothers who want major news stories about Billy winning third place in a baby contest in some other county. Grandmothers, mothers and teach-

New England Association offering Family Newspaper Conference

The New England Newspaper Association is offering limited registrations for newspapers outside the N.E. area to its Family Newspaper Conference, scheduled October 12-14 in Portland, Maine. The conference is designed for present owners, their spouse and family members, both active or inactive in the newspaper business.

For more information, contact NENA at (508) 744-8940.

ers (in that order) have a way of complicating matters by telling children their photo will be in the paper even if you explain theirs if one of 50 photos being made at an event.

I suspect every community has someone like Mrs. Bigpain, who became irate at least twice a year because her son's name wasn't on the dean's list for the state university. After a few times, I called the school and discovered the boy didn't want publicity and purposely hadn't given the newspaper's address to the school. "Print it anyway," she said. "He has a five point average."

Uh-huh. Boy, were we happy to see him graduate.

Newspapering in a small town is very demanding, I told the journalism students, just in case they hadn't figured that out by now. It involves the whole person and requires you to play a lot of roles from time to time, while always maintaining the role of newspaper person.

Before long, you should know more than anybody else in town about the city and county and how everything works, or doesn't work. And like our weary reporter, Dannie, when you go home at night, you know that what you've done that day, that week, won't be filed away somewhere and forgotten.

For someone, perhaps a lot of someones, you will have made a difference because of what's on the pages of the paper when they read it tomorrow morning.