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Kentucky Press

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Interest in first boot camp high

Several newspapers have indicated they will send a reporter to the Kentucky Press Association's first Journalism Boot Camp, scheduled for July 17 through August 4 at Midway College.

The boot camp is limited to the first 20 participants to be registered. Even though it's three months away, the registration process is underway. This early sign-up is being offered to Kentucky newspapers; if it's obvious that 20 Kentucky reporters won't be registered, then the course will be offered to reporters in adjacent

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'Feeling our way'

Newspaper pros discuss industry's future

By **KARLA DOOLEY**
KPA News Bureau

Just give me the metro section, the business page and a copy of the comics on the side.

A future in which readers can pick up a personalized newspaper just as easily as they might order a fast food lunch is one shift that Jo-Ann Huff Albers imagines could take place in this ever-moving industry over the next few decades.

But that could be the least of the changes. She and other media professionals around the state offered up their ideas on what the '00s could hold, and not surprising-

ly, they all indicated that technology will be the driving force behind the newspapers large and small of the new millennium.

And in an age where digital, broadcast and print journalism compete for consumers' time, most said the newspaper industry will have to run fast to keep up.

"I think we've got to be absolutely essential to people's lives every day of the week," said Tim Kelly, publisher of the Lexington Herald-Leader.

But just how many changes newspapers will have to make in order to do that remains to be seen.

Most papers are already attempting to keep abreast of technology and make themselves more attractive to consumers by maintaining web sites.

"I think we need to be right there with the technology," said Deborah Dennie, editor and publisher of The Falmouth Outlook.

Dennie said she knows the information age will eventually have major effects even on the rural community her paper serves. Although the paper is a small

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Gray dons black and white for state tournament

By **KARLA DOOLEY**
KPA News Bureau

Glenn Gray says his jobs as a basketball coach and referee are a good way to break from the pressures of being a publisher and vice president for Nolan Group Newspapers.

But Gray's night jobs aren't just a form of relaxation. He says they come with stress of their own and intersect with his newspaper work in some interesting ways.

Gray spends two or three nights per week calling high school basketball games for the 13th Region. On other nights, he coaches an elementary school basketball team.

Last month, Gray took time off from work at the papers to call two games in the girls state basketball tournament, an honor he's aspired to for some time.

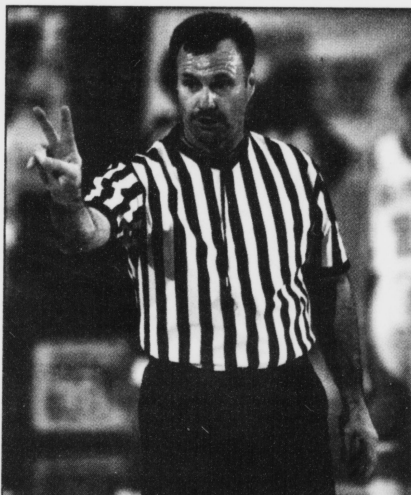
Only 32 referees out of 700 are chosen to work at the two state tournaments each year. Gray, who was ranked number one among his district's girls referees and number two for boys games this season, says it's his dream to one day throw the ball up on the final night of the boys tournament.

He's been refereeing for 16 years and says it's been good for his newspaper work.

"I think it brings credibility," he said. "They see you calling ... a fair game (and) they know you're going to be fair. In the newspaper industry, now, fair goes a long way."

But Gray, 42, says he never intended to make

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Glenn Gray, publisher and vice president for Nolan Group Newspapers and a member of the KPA/KPS Board of Directors, was one of the handful of referees chosen for the two state tournaments. (Photo by J. Breck Smither, KHISAA Photographer)

Another area code added

Kentucky has its second new area code of the past two years. Beginning April 1, telephone users calling central and northern Kentucky can start using the new 859 area code.

From now until Oct. 1, callers can use either the new area code or the old 606 code to make their call. On Oct. 1, callers will have to dial 859 to successfully complete a call

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What's Ahead

- April 13-14: KPA Spring Ad Seminar, Holiday Inn, Bardstow
- June 15-16: Summer Convention, Executive Inn, Owensboro

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Kentucky people, papers in the news

Meadows retires after 50 years at Maysville paper

Mary Margaret Meadows, a long-time night editor at the Maysville Ledger-Independent, has ended a career of over 50 years in news. She began working at the paper in 1946, while she was 17 and still in high school.

"I've worked for newspapers ever since," Meadows said in a Ledger-Independent report on her retirement.

The story stated, "A constant presence on the 3 p.m. to midnight shift, Mrs. Meadows designed the social page, wrote most of the weddings, engagements and birth announcements, and anchored the news desk in the evenings."

Meadows' retirement came as a result of health concerns and a desire to spend more time with her family.

"...I've always loved it," Meadows said. "It was something different every day ... something happening all the time."

C-J honored for series on Paducah plant problems

The Courier-Journal has won the Thomas L. Stokes award for best environmental writing on energy issues at a daily newspaper in 1999.

The honors, which are given by the National Press Foundation, went to reporters James Malone, James R. Carroll and Robert T. Garrett for their coverage of the problems at the Paducah Gaseous Diffusion Plant.

The paper ran more than 40 stories in a four-month period about a cover up of the dangers caused by radioactive contamination at the plant.

News-Express completes renovation plans, hires general manager, reporter

The Appalachian News-Express has completed the final phase of a two-year renovation process and added a new general manager and staff writer. The News-Express' makeover was capped off last month when it replaced its 17-year-old press with a new web press, made by Daulphin Graphics Machines Inc. of Harrisburg, Pa.

The press doubles the paper's printing capacity, bringing it to 35,000 copies per hour.

"This will be the third press the News-Express has had," said Publisher Marty Backus. "It shows we are a progressive, forward-moving paper."

Andrew Prutsok has taken the helm as general manager after leaving a position as editor of the Pendleton Times in Franklin, W.Va.

He has also worked as publisher and general manager of the Hopewell News in Hopewell, Va.; publisher of The Mena Star in Mena, Ark.; and managing editor of the Times-West Virginian in Fairmont, W.Va. After Prutsok graduated from West Virginia University in 1983 with a degree in journalism, he worked as a reporter and editor for newspapers in Georgia and his native West Virginia.

Russ Cassady, former Pikeville bureau chief for the Williamson Daily News, has filled the staff writer's vacancy left by Ralph Davis.

Journal as a staff writer in the features department.

Bird had been editor of the collegiate sports magazine since 1997. From 1979 to 1997, he worked at The News-Enterprise, in Elizabethtown, where he was a sports writer, sports editor and assistant editor.

AP's Bailey moves from Louisville to Lex bureau

Steve Bailey has transferred from the Associated Press's Louisville bureau to the organization's Lexington offices. Bailey worked as an AP editorial assistant in Louisville in 1991, then moved to Florida. There, he was a reporter for the Fort Myers News-Press and a sportswriter and columnist for the Naples Daily News. He moved back to the AP's Louisville bureau in 1997.

Pulaski News-Journal publishing twice weekly

In an effort to expand its coverage and respond to growth in the community, the Somerset-Pulaski News Journal last month began publishing twice weekly. The paper now goes out on Tuesday and Friday mornings.

"Our newspaper has provided the quality readership expected, but one thing that was missing was timeliness," said Publisher Don Estep. "This will help us to be on top of the news and keep our readers informed."

Howard joins staff at Letcher Co. News Press

Keith Howard has joined the staff of the Letcher County News Press as a sports writer. Howard, of Whitesburg, will cover local high school sports for

See PEOPLE, page 10

The Kentucky Press

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Bird named GM at Cats' Pause, replaces Coomes

Darrell Bird has been promoted to general manager of The Cats' Pause in Lexington, replacing Mark Coomes. Coomes has returned to The Courier-

Gray

Continued from page 1
journalism his life's work.

He began writing sports stories for the Manchester Enterprise, where he is now the publisher, in 1979 while he was still in high school.

However, he left that work behind when he entered college and dreamed of becoming a professional baseball player. When injuries prevented that from happening, he took a position as an assistant basketball coach at Middlesboro High School.

But after one season, Gray moved back to Manchester to be close to his father, who was ill. It was 1984, and with little background in news, he switched gears and took a job as editor of the paper. He's been there ever since.

Gray, who is now responsible for all six newspapers in the Nolan

Group chain, says he picked up many of his journalistic skills on his own. But he says it was weekly two-hour-long critiquing sessions with James Nolan that really taught him the trade.

"I went probably to the best school you could go to," he said. "One on one."

Gray's work as coach of the Horse Creek Elementary School basketball team is another endeavor that he says has helped him become a better newsman. He says the children have taught him a lot about communication, since what he says isn't always what the 11- and 12-year-olds hear.

"A big part of it is being able to communicate," he said.

Gray says his sports ties have also helped him connect with the community.

"It works out really well," he said. "It gives me a chance to meet a lot of people."

Employees can be a competitive advantage or disadvantage

Marketing Insights

By Lisa Dixon



Providing top quality customer service is a strategic marketing tool that requires a long-term, top-down, organization-wide effort focusing energy and resources on customer satisfaction.

Typically, businesses successful at building a competitive advantage through high quality service work harder at developing their capacity to respond to customers than they do on their image in the marketplace. Their success comes from skillful, sustained management that truly serves the customer.

A common goal among top performing businesses is to ensure that their customers are satisfied with their products and services. Every aspect of their business is geared toward understanding customer needs and fulfilling those needs to the satisfaction of the customer.

These words of wisdom come with a word of caution. When you're focusing on "the customer" don't lose sight of your own employees. Although successful businesses are customer-focused, they are also employee-focused. Why? Because successful businesses realize that their employees are one of their greatest assets. They have the power to make, or break, a business.

Your employees are an integral part of the process for achieving your goals. As Karl Albrecht and Ron Zemke state in their book "Service America," "All contacts with an organization are a critical part of our perceptions and judgements about that organization. The quality of the people contacts, however, are often the firmest and most lasting."

Think of your reactions when you're "the customer" of another business. Some encounters can be quite positive, leaving you with a feeling of confidence, trust and satisfaction. Other encounters can be so uncomfortable or negative, you take your business elsewhere.

Employees can be a competitive advantage...or disadvantage.

Karl Albrecht gives us some more food for thought with his statement, "The way your employees feel is the way your customers are going to feel."

How do your employees feel? Do they feel valued or undervalued? Involved or uninvolved?

Have you:

- Asked for employee input and established a clear vision of what superior service is?

- Communicated that vision to all employees to ensure that quality service is important to everyone in the organization?

- Established concrete standards of service quality that are measured regularly to guard against the "acceptable error" mindset? Your goal should be 100 percent performance.

Do you:

- Hire capable people with a "can do" attitude?

- Provide on-going training so they have the knowledge and skills to achieve the service standards you expect?

- Give employees the power to work on behalf of customers?

- Recognize and reward accomplishments?

- Celebrate the successes of employees who go "above and beyond" for your customers?

Remember that your employees are your representatives and community ambassadors. With their efforts you can implement these customer service ideas to build a stronger customer base!

Promote And Deliver Value

Often the cost of a product or service is secondary to the value that a customer perceives he or she is receiving. Many consumers are willing to pay more if they think they're getting more value.

For instance, they may pay more for better quality; better service; more convenience; etc. But in order to deliver value to your customers, you need to know their expectations. Then in your marketing efforts and advertising messages you need to clearly promote how your product or service meets and exceeds those expectations.

Create A Loyal Following

Satisfied customers are your best salespeople. Keep them satisfied Let

them know you appreciate their business. Send them a thank you letter. Ask their opinions on how you could serve them even better. Provide referral incentives to customers that recommend your business to others. There are many affordable ways to express your appreciation that will build loyalty and good word of mouth. Think creatively.

Ask For Their Feedback

It's important to understand and listen to your customers in order to succeed. Many times they will give you comments and ideas that can help you improve your business and stay ahead of the competition. Consider adding a comment section to each invoice. Train your employees to make careful note of any customer complaints or compliments (and follow up on them). Establish a phone number or e-mail address for customer comments.

Live Customer Service

Make service quality and customer satisfaction a key part of the agenda at meetings. Communicate your commitment. Let employees know what you expect and encourage their feedback and ideas on how to improve. Be sure you measure and reward what's important and what supports your customer service goals. By far, the most important way to communicate your commitment is your behavior — how you spend your time, the behaviors you model, the

See EMPLOYEES, page 11

NNA Government Affairs Conference set for April 12-15

The National Newspaper Association's 39th annual Government Affairs Conference, April 12-15, in Washington, DC, promises to be one of the best ever.

Confirmed speakers include Tipper Gore, wife of Vice President Al Gore; Senate Majority Leader Trent Lott, R-Miss.; Senate Minority Leader Tom Daschle, D-S.D.; and Representative J. C. Watts, R-Okla., Republican Conference Chair.

How about Granny D, the 90-year-old woman who just walked across the country to urge support for campaign finance reform? She'll be there along with Senator Russ Feingold, D-Wisc., and Robert O'Neil, executive director of the Thomas Jefferson Center for the Freedom of Expression, discussing campaign finance reform.

Nationally known radio personality Jim Bohannon will host

See NNA, page 5

USA Today goes to narrow web, unveils new design

Paper will be easier to handle, graphics will be 'toned down'

(AP) — USA Today, whose innovative design helped change the face of America's newspapers, unveiled an updated look April 3.

The Gannett Co. paper, headquartered in Arlington and printed at 36 sites around the world, is changing its page size to make it one inch narrower and one-half inch taller.

Readers should find the new paper easier to handle in small spaces such as airplane seats.

Some of the April 3 editions were printed on the new paper size while others were printed on the old size with the print in a narrower area. It should take about six months to convert all presses to the new paper size, which is becoming the industry standard.

To accommodate the narrower printed area without losing content, the paper choose a new, taller and narrower type face.

The paper said it also was switching to a single typeface for headlines to make the paper more uniform, adding small weather maps showing frontal movement, increasing the number of cities in its weather reports and adding more financial reports on its stock pages.

Tom Curley, president and publisher, said that considerations of cost as well as style were behind the decision. The smaller format will require about 7 percent less newsprint.

"We feel that we have been shouting and that too many people have been shouting to get attention, so we're making a conscious effort to tone down."

Tom Curley
president, publisher
USA Today

But Curley also said USA Today's managers wanted the paper to have a different feel.

"We're trying to tone down the graphics a bit," Curley said.

"We feel that we have been shouting and that too many people have been shouting to get attention, so we're making a conscious effort to tone down."

USA Today is the latest paper to adopt a narrower format. In late March, the Star Tribune of Minneapolis said it has begun planning to convert to a narrower format. The Star Tribune, now printed on 54-inch printing presses, is looking at converting the presses to 50 inches, said Frank Parisi, senior vice president and chief communications officer.

"About 40 newspapers across the country have already changed," he said. "What we're hearing is that consumers like it because it is easier to handle. It also reduces the amount of paper we consume."

Correcting PDFs easier with QBT; VST packs a punch

Tech Talk

By Kevin Slimp
Institute of Newspaper
Technology



As I've mentioned in previous articles, the topic of most interest of late seems to be the PDF technology which has become so prevalent in our industry. Most of the questions I receive concerning PDF (portable document format) files have less to do with creating them than with fixing problem files. The sources of problem PDF files are many.

Still, most ad agencies and others who create ads and convert them still have not received much, if any, training in the technology. Even though your newspaper staff may be trained in the best methods for creating these files, they probably have no control over most of the ads which are sent to them from outside sources.

This is where a plug-in for Acrobat called "Quite a Box of Tricks" (QBT) comes in. QBT has been around for a couple of years, but with the large number of PDF files being transmitted between advertisers and newspapers these days, it seems like a good time to remind folks of its possibilities. A plug-in is a software program that works within another program to enhance its capabilities. QBT works within Acrobat to give the program capabilities it wouldn't normally have.

After the software is installed, QBT can be accessed through the Plug-ins menu in Acrobat. The pos-

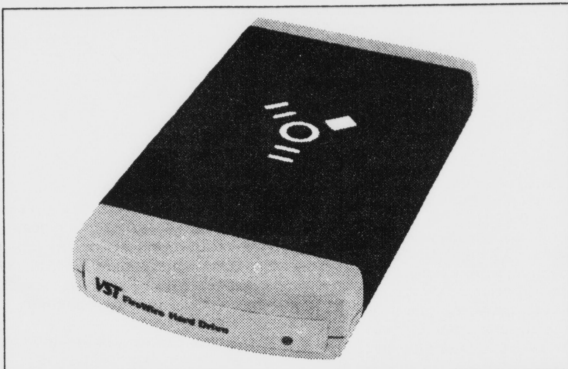
sibilities are numerous. My favorite capability of QBT is its ability to convert everything in the PDF file to CMYK. This is especially handy when an advertiser sends you a file which is meant to be printed in full color (CMYK), but actually contains several "spot" plates.

I remember just after the University of Tennessee's football team won the national championship last year, several newspapers across the state received a full-color ad that hadn't been prepared correctly by the advertiser. The result was that when color separations were printed from the file, over twenty colors were printed on separate plates! I'm not sure about every newspaper, but most of the ones I work with aren't crazy about printing twenty different color plates. With QBT, a simple click of the mouse button will convert all the colors in the document to CMYK. The dollars lost by newspapers who had to print this file in greyscale instead of color due to the error of the creator would have more than paid for the cost of Quite a Box of Tricks (\$249 average selling price).

Other features of QBT include the ability to reduce or enlarge images within a PDF file, resize a PDF file, convert all colors to greyscale, covert all text to black and convert RGB files to greyscale. These are just a few of QBT's capabilities. For more information, or to receive a free demo version of the program, go to the Quite Software website at www.quite.com.

VST Hard Drive is Fast

I've wanted the opportunity to test a Firewire device ever since



Slimp tested the 8 gig VST Firewire Hard Drive and was impressed. Firewire operates at speeds approximately eight times as fast as standard SCSI interfaces and over 30 times as fast as USB connections.

Apple included a Firewire port in the blue G3 line. A few weeks ago VST Technologies sent one of their Firewire hard drives to test and I've been very impressed. First let me tell you a little about Firewire. On the back of newer G3s and G4s (and in a few PCs) there is a port that looks different than a SCSI or USB port.

This "Firewire" port allows Firewire-compatible devices, which work at much greater speeds, to be connected. Firewire operates at speeds approximately eight times as fast as standard SCSI interfaces and over 30 times as fast as USB connections. Firewire devices also allow you to connect multiple computers to a single device at one time. In short, this means Firewire devices are fast!

Now about the hard drive I received. The VST Firewire Hard

Drive comes in several sizes. I was sent an 8 gig drive that is just a little larger than a pack of cigarettes. Your eyes didn't deceive you, these drives are very small. Firewire devices are "hot-pluggable," which means you can attach them while your computer is running without fear of causing any problems to your hardware. I simply connected the hard drive to my G4 with a cable that came with the drive. In addition, G3s and G4s come with a standard Firewire cable. There was an installation CD which took a few seconds to install, and that was it. I had successfully installed the drive.

The VST delivered as promised. The speed is incredible. Unlike a lot of drives I've used in the past, I don't feel like I'm waiting on the VST. VST makes

See CORRECTING, page 12

Henninger recommends 'Top 10' display type faces

Design is Everything

By Edward F. Henninger



One of the reasons why it's so much fun doing workshops is that they're a great opportunity for me to get ideas. Even though I may be the speaker, you give me ideas that can work for others.

At one recent workshop (for the Alabama Press Association), Bill Keller, executive director of the group, suggested that I do a column on display type faces I recommend. Thanks for the idea, Bill.

In the interest of brevity, I've decided to narrow the list to five serif and five sans serif faces. And I'll give you some reasoning behind my choices. Cutting the list down to five is

tough enough, so I won't try to list them in order of preference. They're in alphabetical order.

Serifs

1. Berkeley: Originally designed as a text face, Berkeley also serves well in display sizes. It's a bit light, but the black is brawny enough to hold its own against other bold serif faces. The italic of Berkeley is the embodiment of typographic elegance. I often use Berkeley with a horizontal scale of 85 percent.

2. Caslon 224: In colonial days, you could have your material printed in any type face you wanted — as long as it was Caslon. This face was considered the standard — and rightly so. It's crisp and clean, a no-nonsense yet dignified type. Be sure to look for Caslon 224. There are many Caslons out there but I think 224 is the best. I also scale Caslon to 85 percent horizontal to give it a harder,

more newsy feel.

3. Galileo: I've been using this face for only about a year, so I'm not as familiar with it as I hope to become. There are only four fonts in the group, but they offer you a strong vertical feel and a bright, classy italic. Galileo is certainly a display type you should look at if you're thinking of going to a narrower web.

4. Kepler: A "multiple master" face, Kepler offers a broad choice of fonts — more than 50 when you include the italics. I've designed a couple of newspapers using Kepler entirely: for display, text and accessory fonts. Kepler is crisp and very elegant. Its bold condensed fonts provide power in a tight design. Another face worth looking at if you're considering a narrower web.

5. Walbaum: Strong and powerful — but not at all condensed — Walbaum gives your page a stately look. It's conservative and traditional

without being stuffy. If you want your newspaper to carry a strong sense of authority and credibility, Walbaum is the type that can do it.

Other serif faces I favor: Fenice, Garamond Condensed, Giovanni, Goudy, Melior, New Baskerville, Swift, Times Condensed, Utopia.

You may have noticed that I do not mention Times. Although I like Times, I believe it's been overused, becoming almost a generic serif type. That's too bad — it's a classy face.

Sans serifs

1. Akzidenz Grotesk: Don't let the name throw you off — it's no accident and it's far from grotesque. Loosely translated, the words mean "sans serif printer's type." It's a European typeface and the word "grotesk" means "gothic" or "sans serif." Akzidenz has a wide variety of fonts, from a light condensed to an extra

See TYPE, page 12

Computer software glitches could be from corrupt fonts

Dr. Tech Hotline

By Tim Jones



Fonts can often be the source of software problems. Corrupted fonts can be the cause of some Type 1 and Type 2 errors.

If you are having such a problem, Apple's tech support recommends moving all fonts to another folder outside the system folder and restart with the minimum fonts.

If there are no errors, then the problem is with fonts. Replace fonts a few at a time to find the problem.

Another help for fonts is a font management software. Suitcase 8 receives the highest recommendation by Mac users. It will allow you to manage hundreds of fonts. Truetype and postscript are the two kinds of fonts you will deal with.

While most laser printers have no problem with Truetype fonts, some postscript imageset-

ters will not work well with true-type. It is best to remove all Truetype fonts and replace with postscript fonts for imagesetter use.

How is your backup system working? Some of you have more than adequate backup of all your data and system files while some may have no backup at all. Do you have a plan in place if your computer refused to start or if your building burned to the ground?

An ideal backup system in today's world would be a large tape drive on the network that backs up all files each day to a tape. Use more than one tape and keep one tape at another location.

While this kind of system can cost \$2,000 or more, a more practical system can be less than \$50. With CD-Writers now in the \$400 range, a good CD-Writer with Retrospect backup software could allow you to make a CD with your system folder and others with archives of your publications plus other files that you may need for production.

NNA

Continued from page 3

a session on election year issues, featuring Ron Faucheux, editor of Campaigns & Elections magazine and some well-known national campaign pollsters. Other speakers include Senator Gordon Smith, R-Ore., Assistant Secretary of State for Public Affairs James Rubin and James Gibney, managing editor of Foreign Policy, discussing key foreign policy issues facing America. U.S. Postmaster General William Henderson will be there, along with

Congressman John McHugh, R-N.Y. Presidential candidate Pat Buchanan has expressed an interest in addressing the GAC attendees and there is a chance that Gov. George W. Bush may participate.

A limited number of tickets are still available for the U.S. Supreme Court tour, embassy tours (Germany, the Netherlands and Turkey), and performances at Ford's Theatre and the Kennedy Center.

There is still time to register. Contact Darlene Salo (1-800-829-4NNA, ext. 914) for registration, assistance in finding a hotel room, and other information.

Need technical advice?
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Take a different approach to solving sales problems

Ad-libs®

By John Foust
Raleigh, N.C.



Before he retired, George worked for a large company associated with the automotive industry. He managed a sales territory which covered 13 states. One day, we talked about management style. "A big key," he said, "is in the way a manager handles problems. You see, if my people came to me with a problem, I insisted that they propose a solution as well. This made them think the situation through, instead of just griping about it."

"How would you rate their solutions?" I asked.

"Oh," he smiled, "most of their suggestions were right on target. I figured they knew their customers better than anyone else, certainly better than I did. They were good people, and I trusted them. The way I saw it, it was the only way to handle things."

"Without question," he continued, "when it came to company policies, I offered some guidance, but my staff knew that it was important to look for solutions to every problem they encountered. It worked."

This approach can work in a newspaper's advertising depart-

ment, too. Three people stand to benefit:

1. The ad manager. Obviously, this technique will save time. But in addition, the manager will make better decisions, because the staff will analyze problems, instead of merely identifying them.

There's real power in the words, "What do you think we should do?" This shifts the emphasis from the boss to the sales person, the one who knows the client better than anyone else at the newspaper.

Of course, not every manager will want staff members to get involved in the problem solving process. Micro-managers, for example, are so hung up on every little detail that they will be reluctant to surrender control.

On the other hand, those who believe leadership means helping people grow will see this as an opportunity. That's the way George saw it. And his people responded.

2. The sales person. Just think what it can mean to a sales staff to be able to influence decisions. Instead of unloading every little problem on the boss, they will have more authority. More control. More ways to provide service to their customers.

Let's say an advertiser has a complaint. Under the old system, the sales rep says something like,

See PROBLEMS, page 6

Video workshop can help your staff create better ads



At last...a program that is tailor-made for newspapers! *Basics of Layout and Copy* is getting rave reviews from publishers and ad managers coast-to-coast.

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Future

Continued from page 1

weekly, she said it's in the process of setting up its first web site.

But she added, "I'm not real sure that we can the Internet."

Deciding what parts and how much of the paper to post on the Internet is an issue at most papers, and some fear their web sites will steal readership from the printed version if they give away too much.

At the Advocate Messenger in Danville, Editor John Nelson said the site offers summaries of the features in each day's paper but provides the full text of the stories from the day before.

That's not as much of a concern at the Franklin Favorite, where Editor Charlie Portmann said most of the Internet audience lives outside the area.

"I think there'll always be a place for (printed) community newspapers, especially weeklies who cater to local news," he said, adding that competition with digital news sites could be more of a problem for large dailies. "If I was the New York Times or USA Today, I'd be worried."

Figuring out how to make the sites pay is an even bigger question. Some print news companies are already making money online, but for now, most are not.

The Advocate Messenger is looking toward providing archives at a price, which is just one of the ways newspapers are attempting to offset the cost of running the sites.

Kelly said he's pleased that the Herald-Leader's venture into the Internet marketplace is now yielding 150,000 unduplicated users per month, but he hopes to some day turn a profit.

"We haven't made it pay yet," Kelly said. "We think it's an investment we have to make for the future and to be competitive."

Albers said that even though

"I think there'll always be a place for (printed) community newspapers, especially weeklies who cater to local news."

Charlie Portmann
editor, Franklin Favorite

the medium may change, jobs for journalists will never go away.

"In a time of information crunch, it's more important than ever that people have reliable sources of information," she said. "There will always be a need for journalists to sort out large bodies of complicated information."

That need is something that editors, managing editors and publishers said is one of the greatest they face and will continue to face in the coming years.

"Every paper I know ... they're pretty consistently looking for people," said Chip Hutcheson, publisher of the Princeton Times Leader.

He and Dennie said they've seen more and more journalism graduates leaving newspapers to work in more technology-oriented fields.

"It's hard," Dennie said, "and you can't always blame them."

"We're going to have to raise our pay scales," Hutcheson said.

Other issues the professionals mentioned were better ethics and simple journalistic training for incoming reporters.

Albers also said she thinks the way stories are presented will change, as the trend toward breaking long stories down into packages becomes more popular.

"(Papers) may become even more reader-friendly," she said.

Most editors and publishers said they're prepared to meet the uncertainty of the future with determination to keep the business thriving.

"You just gotta adjust," Portmann said. "We're feeling our way."

Problems

Continued from page 5

"Let me talk to the manager. I'll let you know what they think should be done about it." To an advertiser, this sounds like passing the buck.

Now, take a look at the new approach. "Let's put our heads together," the sales rep could say, "and work out a solution which would be acceptable to you. I'll run it by the manager as soon as I get back to the office and call you right back."

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approach is tailor-made for personal attention. Unfortunately, some advertisers feel they don't have a voice at the newspaper. This will give them regular, one-to-one contact with someone who is an advocate for their cause. In George's day, and in ours, it's called "customer service."

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(John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast to coast. For information, call or write: John Foust, P.O. Box 10861, Raleigh, NC 27605, Phone (919)834-2056.)

Multi-Ad Inc. sold to BPG

Illinois-based Multi-Ad Services, Inc., is being bought by BPG, the same company that owns AdPlex.

MASI sells retail advertising software and content, including the "Creator," "ReCAS" and "AdBuilder" programs used by newspapers.

AdPlex offers creative, data marketing, digital asset management, imaging and printing services to newspapers, as well as retailers, grocers, manufacturers, and the travel and automotive industries.

BPG, the Houston-based Bent Pencil Group, expects its yearly

revenues to jump from \$68 million to over \$100 million after the sale is complete.

Galen Walters, chairman and CEO of AdPlex, announced that in the second quarter of the year, the company plans to use the acquisition to join conventional and Internet-based applications with "a suite of products unlike any other in the marketplace."

"This is a strategic move for us because of the compelling synergies and strengths between AdPlex and MASI," he said. "It will change the way retail advertising is done."

The sale will be complete April 30.

Camp

Continued from page 1

states.

Ray Laakaniemi, a professor at Bowling Green State University and author of The Weekly Writer's Handbook, will lead the three-week course. Even though the title of the book mentions "weekly," the boot camp is structured for reporters from any newspaper, regardless of frequency or size.

The boot camp is designed to try and address the critical editorial employee shortage most our newspapers are facing. The course is not meant to replace our university and college journalism schools and the need for the excellent graduates of those programs.

The cost of the boot camp is \$1,200 per student and includes a private dorm room at Midway College, meals, course materials, computer use and a copy of "The Weekly Writer's Handbook" that each student will use during the course. Participants will earn Continuing Education Units (credits) from Midway College.

Those attending the boot camp will be in class most of the day, Monday through Friday. The proposed schedule for classes is 8:30 a.m. to 11:30 a.m.; 2 to 5 p.m.; and 7 p.m. to 9 p.m., Monday through Thursday. The 7 p.m. to 9 p.m. session would be more relaxed to review the day's work. On Fridays, the schedule is 8:30 a.m. to 11:30 a.m. and 2 to 5 p.m. with the exception of Friday, August 4, when the boot camp ends with a noon luncheon.

Potential participants are:

- employees who have less than one-year experience and lack the training available in this boot camp; or,
- new employees or potential employees. It is possible that newspapers will find potential employees who lack this training and make completion of the boot camp a part of the hiring requirement.

The material runs the gamut of

"The boot camp is structured for reporters from any newspaper, regardless of frequency or size."

David T. Thompson
executive director, KPA

what reporters face in covering the news including defining news; coming up with new story ideas; understanding your audience; deadlines; writing with credibility; writing concisely and accurately; learning to be objective; handling quotes and attribution; and writing in AP style.

Other topics to be covered include: the inverted pyramid; accident, fire, crime and appointment stories; obituaries; advance meeting stories; sports coverage; feature story ideas and how to write feature stories; preparing for an interview; preparing for a meeting and how to write a meeting story; how courts operate; understanding the law of the press (libel, how to prevent libel, defenses against libel); fair comment and criticism; computer assisted reporting; the basics of photography; ethics; and other topics.

The deadline for Kentucky newspapers to register a reporter for the boot camp is May 19. After that date, the Journalism Boot Camp will be advertised by state press associations in surrounding states with newspapers in those states invited to send a reporter.

From the registration list, KPA will make all necessary dorm room arrangements with Midway College.

The \$1,200 may be paid by check, credit card, or by deducting that amount from the advertising checks to your newspaper from the Kentucky Press Service.

If you have any questions concerning KPA's Journalism Boot Camp, please call David Greer at (502) 348-9003 or David T. Thompson or Lisa Carnahan at KPA, (800) 264-5721.

Integration or independence: The key Internet question

Interactive Insider

By Peter M.
Zollman



As part of its effort to help the newspaper industry find its way in the new world, the Newspaper Association of America and two of its members commissioned a recent study on the topic, "Integration or Independence: Newspapers and Interactive Media."

The AIM Group interviewed dozens of media executives, publishers, analysts, editors and interactive-media staff members. We focused on two questions: Should the operations be integrated? Or should they be split off?

At Cox and Advance (Newhouse), they have been separate essentially forever; at Tribune, Belo, the New York Times Co. and others, 1999 was the year for a separation agreement, and at Scripps, McClatchy and Hearst, they're firmly committed to integration of the properties for the long term.

After studying the "integration vs. independence" issue for several months, we came to the conclusion that the answer is really, "It depends."

The bigger your markets and your interactive-media businesses, the more likely it is that they should operate independently from your newspapers.

(The study, which was supported by Media General and Morris Communications, is available on the NAA's new-media Web site, www.digitaleage.org. The overview is open to all; to access the complete study, you have to be a member of the NAA new-media federation or become one for \$85.)

Our primary conclusions:

•Size matters: Where there is enough scale to make a difference, a separate interactive-media unit seems almost inevitable. An interactive-media group of 20, 30, 50 or more people demand separate management. In small markets or at small companies, integration — with an appropriate level of independence, to make sales and attain important goals — is the best approach.

•All operations are integrated to some degree: At every newspaper company, even those with separation between traditional and new media, the units are working together to some degree, with varying levels of success. There are too many synergies in ad sales, content and marketing to throw them all away.

•Personnel issues are key: Hiring and managing employees for interactive media requires radically different approaches from those at a

newspaper. Whether integrated or independent, you'll need higher (and different) pay scales for your new-media staff, along with a different work environment, hiring cycle, recruiting strategy and company culture.

•An effective "champion" makes a world of difference: In building a new-media operation, one person can make it or break it. Lack of a champion can sink your efforts before they get off the ground. Find the champion, and give him or her the resources necessary to do the job — along with the authority to make things happen.

•The challenges are different for public and private companies: The stock market has a major impact on these issues. Some public media companies — like the Times Company — are separating their interactive-media operations and offering them to the public as tracking stocks (or otherwise). But Scripps, for example, is traded publicly and plans to keep its operations integrated.

•Editorial values and needs differ: A great newspaper editor, or editorial operation, doesn't necessarily translate into one for interactive media, which have distinct programming, business and technology needs. It may make more sense to let great newspaper editors concentrate on producing successful newspapers, and develop new talent with different skills for the world of interactive media.

•Be prepared for lower margins: Newspaper companies may have to accept lower profit levels, at least in the short term and perhaps forever. Investing in an entirely new business reduces margins and dilute earnings. Survival is crucial. If you maintain high margins but go out of business in a few years, you will have won a battle or two but lost the war.

•Cannibalism must become a way of life: Business success comes not from protecting profitable old products but by continuing to serve customers whose needs and desires are changing.

Whether your interactive-media operations are independent or integrated, or whether you haven't even considered the issue, the study reviews many important topics that will have an impact on our newspapers and industry for the foreseeable future. It's worth reading.

(Peter M. Zollman, pzollman@aol.com, 407-788-2780 is principal of Advanced Interactive Media Group, a consulting group that offers strategic and practical consulting services to media companies, helping develop successful interactive services. The group just launched Classified Intelligence, a comprehensive consulting service about all aspects of interactive classifieds.)

Black journalist says more newsroom diversity needed

NABJ leader: Many newsrooms still have no minorities

(AP) — The nation's newsrooms need to do more to recruit and retain minority journalists, the president of the National Association of Black Journalists says.

William Sutton told a group of aspiring journalists on March 24 that the lack of minority reporters affects coverage.

"If there are no diverse news-

rooms, then there are no voices," he said.

While minority representation is increasing in newsrooms, many daily newspapers have no minorities, Sutton said.

"There is a need for more African-Americans and more people of color in journalism," he said. "And there are all kinds of opportunities outside of reporting," including editing, photography and page design.

Sutton was in Columbia to discuss journalism opportunities with minority college students during a workshop at The State newspaper of Columbia.

Thomson Corp. to buy Dialog Corp.'s info services division

(AP) — Thomson Corp. plans to buy Dialog Corp.'s information services division for \$275 million.

Thomson, publisher of Canada's national newspaper The Globe and Mail of Toronto, said it expects to close the purchase in the second quarter while completing the sale of 130 smaller newspapers in the United States and Canada.

Thomson said it plans to invest some of those proceeds in the Cary, N.C. unit, whose growth has been stunted by the huge debt of its British parent company.

Dialog borrowed \$165 million

three years ago to acquire Knight Ridder Information.

Under Thomson, the information services division will operate a freestanding, global business based in Cary under the Dialog name.

Patrick Sommers, now chief operating officer, will become president and CEO of Dialog.

Projects underway include the development of a powerful database search engine, which recognizes speech patterns and can be trained to tailor information to individual users, Dialog spokesman Scott Yates said.

Times Mirror sold to Tribune Co. to create 'multi-media empire'

(AP) — Tribune Co. will acquire Times Mirror Co. in a \$6.46 billion deal that would create a multimedia empire encompassing the Los Angeles Times, the Chicago Tribune and 22 television stations, ending a family dynasty that dates back to 1882.

The transaction would create the nation's third-largest newspaper company and mark the end of Times Mirror.

The Chandler family, which has controlled the Times for 118 years and owns a majority of Times Mirror voting shares, initiated the negotiations and supports the deal, the paper said.

Both papers announced the deal March 13 with front-page headlines.

The new company would have a daily newspaper circulation of 3.6 million, and have newspapers in other big markets such as New York, Connecticut, Baltimore and

south Florida.

The circulation figures would make it the nation's third-largest newspaper company, trailing Gannett Co. Inc. and Knight Ridder.

The company would have 11 dailies, 22 television stations, magazines such as Popular Science, and four radio stations.

Internet sites operated by the company are expected to earn \$55 million in 2000.

Correction

Due to incorrect information provided to The Kentucky Press, the story in the March issue on the Kentucky Journalism Hall of Fame inductees listed Lexington Herald-Leader Publisher Tim Kelly as a former executive editor of The Philadelphia Enquirer. Kelly was executive sports editor.

LEGAL NEWS & VIEWS

Governor should be thanked for vetoing House Bill 130

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



This column was going to be an alert to all KPA members about House Bill 130. It was going to be an urgent plea that you contact the governor's Office and ask him to veto this legislation.

Fortunately, Gov. Paul Patton preempted this column by vetoing House Bill 130 on March 25.

But don't relax just yet. All of us need to thank the governor for preventing what would have been a serious erosion of the Kentucky Open Records Act, with potentially devastating implications for the public's right of access to public records.

The original bill was, we are told, aimed at keeping state government agencies from selling information about private individuals' income. We're not sure that's necessary, since existing law prohibits the release of income data from tax returns and related forms. But that narrowly-stated objective is not troublesome to us, and we would be pleased to work with Rep. John Vincent in the 2002 session of the General Assembly should he decide to reintroduce his legislation.

In the meantime, be grateful you don't have to contend with the 2000 version of House Bill

130.

The actual language in the bill was much broader than its stated purpose would require. The original portion of the bill read:

No public agency, as defined in KRS 61.870, shall sell or distribute any information, including wage data, that has been collected by the state from any individual or corporation from tax returns or any other filings required by a public agency, unless the release of the information is expressly authorized by federal or state statute or regulation.

Obviously, the language 'any information, including wage data' goes far beyond income information. And 'any information . . . from tax returns or any other filings required by a public agency . . .' incorporates almost all information collected by state agencies in the performance of their duties.

Moreover, the law would have prohibited more than the sale of information. It also would have prohibited the distribution of that information. Distribution could — and we fear would — have been interpreted often to include the release of information under the Open Records Law. That would have meant a sharp restriction on many open records requests submitted by newspapers and private citizens.

An attempt to rectify this situation by an amendment creating exclusions only confused matters further. For example, the amended bill excluded information "that is part of a public

record, which is regularly and customarily open to inspection.' What does that mean? There are many documents and much information which are available to the public under the Open Records Law which may not be 'regularly and customarily' requested. Nevertheless, this information is public and ought to remain public. How many times must a record be requested and made available before it would be considered 'regularly and customarily open to inspection?' The exclusion only added to the confusion created by the vague language in the main portion of the bill.

Another section of the bill would have allowed a public agency to charge fees for copying records, including a fee for time spent by public agency employees involved in collecting the information. This provision contradicted a longstanding provision in the Open Records Law which expressly states that the fee for copies of public records 'shall not exceed the actual cost of reproduction . . . not including the cost of staff required.' KRS 61.874.

At the very least, House Bill 130, if made part of the Kentucky Open Records Law, would have created a lot of confusion. Well-meaning public agencies, unsure of the appropriate interpretation of the vague and contradictory language in the bill, may have opted to take a conservative approach to Open Records requests and deny information sought. And, should there be a pub-

See VETOING, page 9

AG Opinions

The Mountain Eagle/Letcher County Jailer

Mountain Eagle Editor Sam Adams filed an open records request on Feb. 4 asking for information on jail employees and expenditures in the jail's canteen. In the question of whether the Letcher County jailer violated the Open Records Act in his response to the request, the Attorney General found that he had violated procedural requirements by not responding in writing within the three days allowed by the law. The AG also found that Letcher County Jailer Gary W. Cornett's response on Jan. 21 was "only partially consistent with the disclosure requirements of the Act."

Adams' request asked for "the name and job title of each person employed in the jail for the past year, the number of hours each of those persons worked during each pay period of the past year, their rate of pay, . . . whether they are classified as full-time or part-time employees (and) their date of hire," as well as "an accounting of the jail canteen fund, showing all money received and expended over the past fiscal year and current fiscal year."

When Adams did not get a

response from Cornett, he appealed to the AG.

Cornett, in turn, informed the AG that he had given Cornett a listing of the names and job titles of the jail's current and former employees, as well as whether they were full- or part-time. He had also sent him a "Jail Commissary Fund Summary & Reconciliation," for the period between July 1 and Dec. 31, 1999, which listed the total receipts, funds available and expenditures for the canteen during that time period. He said that Adams would have to get payroll records and the number of hours employees worked from the Letcher County Judge Executive's office, since he was not required to maintain them.

Adams responded that the canteen records were "grossly inadequate" since they did not show where the money came from, how it was spent, and who received it.

The AG noted that Cornett should have responded to Adams' request in writing and within three business days. However, Assistant Attorney General Amye Bensenhaver wrote, Cornett went

See OPINIONS, page 9

Dallas newspaper defends use of accident victim's photograph

(Editor's Note: The following item appeared in the March issue of The American Editor magazine, which is published by the American Society of Newspaper Editors. It was written by Gilbert Bailon, executive editor of The Dallas Morning News.)

On Nov. 19, 1999, The Dallas Morning News' front page ran a photo of one of the student victims of the Texas A & M bonfire col-

lapse. Although he was alive when we published, the young man died the day of publication. On Nov. 25, after fielding countless calls and letters, I wrote the accompanying letter to address the readers' concerns about our running the photo.

Would the Morning News editors run that same accident photo on Page One?

See PHOTOGRAPH, page 9

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Opinions

Continued from page 8

beyond the requirements of the law in responding to "Adams' improperly framed requests for information."

"This office has long recognized that requests for information as opposed to requests for specifically described public records, need not be honored," she wrote.

Bensenhaver cited OAG 87-84, which reads: "...The public has a right to inspect public documents and to obtain whatever information is contained in them but the primary impact of the Open Records Act is to make records available for inspection and copying and not to require the gathering and supplying of information."

Thus, the AG said Cornett had done more than the law required by compiling the information on jail employees.

However, she said, he did not respond as the law required to Cornett's request for canteen records, since they did not cover the two-year period Cornett asked for and did not go into enough detail.

"Any additional records reflecting jail commission funds expended and received, such as invoices, receipts, and check ledgers, must be disclosed," the opinion stated. "Further, those records must reflect monies received and expended for the past two years, and not the six-month period referred to in the records already released. ... The Letcher County Jailer should immediately make arrangements for Mr. Adams to inspect any financial records ... that are responsive to his request."

The Gleaner/Henderson City Commission

The Attorney General found that the Henderson City Commission did not violate the Open Meetings Act when it went into closed session for 80 minutes at a Jan. 11 meeting for the stated purpose of discussing "the future acquisition or sale of real property."

Gleaner staff writer Frank Boyett alleged that the closing was improper, because the city had already made an offer to buy the Peabody building, and the owners had accepted it. Under KRS 61.810(1)(b), meetings can only be closed for that reason if "publicity would be likely to affect the value of a specific piece of property to be acquired for public use."

He cited the fact that a memorandum giving the building's price and the terms of the

unexecuted agreement had been drafted for the commissioners before the meeting.

City Attorney Joseph E. Ternes, Jr., responded that price was, in fact, an issue because Ternes and the city manager had made an offer on the building, but it was still subject to the commission's approval and had not been disclosed to the public. In addition, he wrote, the sellers had accepted the offer, but only on certain other financially-related conditions, "which meant that the entire transaction, including price, was still in negotiation at the time of the meeting."

He said the memo and a resolution had been drafted before the meeting so that the commission could act on the proposed agreement in open session as soon as the closed meeting was over if members so chose.

Boyett appealed, and the Attorney General sided with the commission, citing several other cases and noting that Ternes had "amply document[ed]" that the price was still under negotiating at the time of the closed session.

"The fact that a memorandum had been drafted prior to the meeting ... does not alter our conclusion," Assistant AG Amye Bensenhaver wrote. "Had the commissioners withheld their approval for any reason, that memorandum could have simply been withdrawn ... Discussion in open session of the commissioners' objections and concerns relative to the negotiated price might well have compromised the public's financial interests."

Both Boyett and Ternes asked that the AG clarify how much information public officials are required to give concerning what will be discussed in a closed session.

"The Open Meetings Act, and in particular KRS 61.815(1)(a), contemplates more than agency recitation of language of the exception authorizing the closed session, but less than a detailed description of the matter to be discussed," Bensenhaver responded. "There can be no bright line test for determining if specific and complete notification has been given."

Nonetheless, the AG did say that the public body should give a statement of which exception authorizes the closed session, as well as "a description of the business to be discussed couched in sufficiently specific terms to enable the public to assess the propriety of the agency's actions."

Photograph

Continued from page 8

The answer is a qualified yes: If the photo is discussed at length among many editors long before deadline and extensive reporting verifies the victim's name and condition before publication, we would.

To people outside Texas, the bonds of A&M alumni and Aggiedom might be hard to appreciate. Those tightly held feelings made reaction to this photo even more personal than with other major news events.

We learned later that other newspapers published the photo, including the Texas A&M University paper, The Battalion. While that had no bearing on the spot news decision to use the photo, it gave our decision some context in follow-up discussions.

The Nov. 25 Editor's Note

The decision to publish the front-page photograph depicting a severely injured student amid the fallen logs at the Texas A&M bonfire came after in-depth discussion among Dallas Morning News editors, who weighed the need for sensitivity in portraying the victims along with the need to tell a tragic story.

The editors reviewed dozens of photographs that evening. Our concern for the victim led to hours of reporting in College Station to verify the student's name, Tim Kerlee, and his condition, which was critical the night of the accident. Getting that information was paramount to our decision making.

The photograph involving Mr. Kerlee is not easy to view. But we concluded that that one image captured the human tragedy of the accident, and the intense rescue effort and the immensity of the log pile. Had Mr. Kerlee died that night, the photo would not have been published. Tragically, he died the next day and our staff was saddened along with our readers.

We take great care with the words and the images that the

"We do not publish photographs to be sensational or to shock readers. Unfortunately, horrific events happen around the world and locally. Evocative photographs can be appropriate to convey the horror of a tragic event."

Gilbert Bailon
executive editor
The Dallas Morning News

Dallas Morning News portrays each day, particularly those that can evoke strong emotions and disturb some readers.

We do not publish photographs to be sensational or to shock readers. Unfortunately, horrific events happen around the world and locally. Evocative photographs can be appropriate to convey the horror of a tragic event.

The reality of tragic events can be disturbing and troubling, yet newspapers must document them. The close-knit ties among Aggies made that reality even harder for many people throughout the country.

The photo was one part of a comprehensive effort to cover the story with sensitivity. We know readers expect ethical decision making. We know readers expect us to show respect for people we cover. The obligation to cover difficult stories should not be equated with callousness or disrespect.

Some readers have said they feel as though The Dallas Morning News has failed them by running the photo of Mr. Kerlee. The decision to publish occurred after much agonizing debate and introspection. It was not made hastily or lightly.

We appreciate the reader concerns and listen to their comments. We listen and learn from such cases. And we will consider these comments when making future decisions.

Vetoing

Continued from page 8

lic agency which would prefer not to make its records available to the public, what better hiding place than the dark thicket created by House Bill 130? This bill could have effectively turned our Open Records Law into a closed records law. We have a long and honored history in this Commonwealth of open government and honoring our citizens' right to know how government operates.

We appreciate Gov. Patton's action acknowledging just how crucial openness in government is. We also recognize, though, that there are times when individuals have a legitimate expectation of privacy. The balance between these two fundamental concepts is not always easy to strike.

When those instances arise, the KPA is always willing to help craft language that best preserves both the interests of the individual and the rights of the public.

If you have questions about House Bill 130 or anything else covered by the Hotline, give us a call.

People

Continued from page 2

will cover local high school sports for the newspaper.

Pope named associate editor at Harlan Daily

Gina Pope has been promoted to the position of associate editor at the Harlan Daily Enterprise. Pope, who has worked for the paper since 1994, spent three years in the circulation and composition departments. In 1997, she moved to the newsroom and became lifestyles editor. She attended Southeast Community College.

Jessamine Journal hires three new employees

The Jessamine Journal has hired three new employees: graphic designer and copy editor James Mulcahy, business assistant Sharon Tullar and graphic artist Patrick Scott.

Mulcahy is the former managing editor for the Maysville Ledger-Independent, where he had also been a sports editor and page design editor. He also worked at the Clay City Times and the Bourbon Times after beginning his career as a freelance photographer for The Lexington Herald and The Lexington Leader in 1978. Mulcahy is replacing Suzie Yardy, a graphic designer who has left the field to pursue a full-time career as an artist.

Tullar is a former office manager for other companies who is handling the paper's classified advertising and circulation in addition to working as a receptionist.

Scott is a recent high school graduate who will design display ads and special sections for the newspaper.

Blackford-Bowden takes Florida Today editor's job

Kristi Blackford-Bowden has accepted a position as assistant managing editor at Florida Today in Melbourne, Fla. Last month, Blackford-Bowden took over the paper's metro desk, copy desk, library and readers' services department.

Melbourne is located near Cape Canaveral and Orlando.

Blackford-Bowden was editor of The Kentucky Enquirer and a member of the KPA/KPS Board of Directors.

Frierson joins M-I team to cover 2-county bureau

Chaundra Frierson has joined the Owensboro Messenger-Inquirer, writing for the paper's Muhlenberg and Ohio County news bureau. Last year, Frierson completed internships at Time Inc. in New York, where she covered small business, and at Shepherd Center and BellSouth Cellular Corp. in Atlanta, where she worked in public relations. She also

received a degree in mass media arts with a concentration in print journalism from Clark Atlanta University in Atlanta in 1999.

The year before, Frierson worked as an intern covering solid waste issues for Waste Age Publications in Washington, D.C. And for several years, she was employed part-time at the Atlanta Journal Constitution. Originally from Detroit, Frierson is now living in Greenville.

Redding receives 1999 KNITE media award

Rick Redding, a former technology reporter for Louisville's Business First newsmagazine, has received the 1999 media award from the Kentucky Network of Information Technology Companies.

KNITE, a member association that represents the state's information technology industry, presented five technology awards in February at the Comm-Tech Expo in Louisville.

Gamblin joins sports team at B-G Daily News

Bill Gamblin, Jr., has resigned from the assistant editor's position at the Union County Advocate in order to join the sports department at the Bowling Green Daily News.

The Advocate has hired two new part-time employees, Ehren Schaffter, a former intern, and Paula Blanchard, a former teacher with feature-writing experience. Schaffter will cover sports and some news, in addition to taking pictures. Blanchard joins the staff as a news writer and photographer.

Harris promoted to sales manager at Paducah Sun supplement, the Extra

Becky Harris has been promoted to sales manager of the Paducah Sun's entertainment supplement, Extra. She has worked at the paper for 13 years in the marketing and customer service departments. During that time, Harris started a circulation sales group, oversaw the Newspapers in Education program and headed up retention efforts in the circulation department.

The Sun has also added Melissa Burnett to its Extra sales staff. Burnett is a graduate of Murray State University and has a degree in organization and communications.

McCoy hired as features writer at Laurel N-J

Helen McCoy has been named features reporter at the Laurel News Journal in London. McCoy holds a degree in English and journalism from East Tennessee State University and has lived in London for 15 years. She has previously worked as a freelance writer and reading tutor at North Laurel and South Laurel middle schools.

Stick to names, not titles

Coach's corner

By Jim Stasiowski



Reporters should call their sources names.

Not nasty names, not "Goofy" or "Four-eyes." Names, as opposed to titles.

Here's the kind of improper usage I routinely see:

But Bart Gibson opposes the new waste-treatment plant.

The president of the Sierra Club said, "No one has proven that the nearby underground water supply will be safe from the sewage."

Can you be sure Gibson is the Sierra Club president? Your gut tells you that's the case, but why should any reader have to rely on his gut? Why shouldn't the reader rely on the reporter?

The best guidelines are the simplest: When you are referring to a person, use his or her name, or, if the usage is clear, a pronoun.

For two reasons, we should use names rather than titles. First, and most obvious, is the confusion a title alone can produce, such as in the example above.

In the course of any well-reported story, sources will appear then disappear, then maybe reappear. The reader has to keep them all straight. The writer can make that easy if immediately, on first reference, he connects the name and the title.

Writers are often unwittingly arrogant, we forget that we have a huge advantage over the reader. The writer who wrote the story of the sewage-treatment plant, for instance, lives and breathes environmental issues. Therefore, he doesn't need to stop and think, "Bart Gibson is the president of the Sierra Club." To him, that connection is automatic.

But the reader starts every

story way behind the reporter. The reader, in most stories, needs an education in things large and small. He makes almost no automatic connections, he needs the reporter to make the connections for him. And reporters, accustomed to and comfortable with the basic facts, often don't take the reader's needs into account.

In the above situation, of course, the writer should have identified Gibson on the first reference: Bart Gibson, president of the local chapter of the Sierra Club, opposes ..."

I recently ran across another sloppy usage of names and identities. In a crime story, Paragraph 4 had the names and ages of the three suspects. Then Paragraph 7 started this way: "The three Clarksville residents face charges of ..."

Two facts connect the names in Paragraph 4 with "Clarksville residents": the number three and the logic that "suspects" are the people who "face charges." But again, that shows the unwitting arrogance of the reporter, who is thinking, "Oh, readers will connect three suspects in Paragraph 4 with 'The three ... face charges' in Paragraph 7."

Why should readers have to make the connection? Simply move the phrase "all of Clarksville" up to Paragraph 4, and re-use the names in Paragraph 7.

The second reason for favoring names is that a name is more personal and more respectful than a title. I just read a sports story about a high-school jock whose "mom" played with him not to play football.

I liked "mom." That sounds friendly, familiar. But if "mom" is important enough to appear in the story, then she deserves to have her name in the story. That's a simple show of respect.

This reporter was writing about a student whose parents died in a plane crash:

Principal Robert White said extra time will help Sally. The girl

See NAMES, page 11

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Will Kentucky advertisers PASS new concept?

Pressing Issues

By Jerry Hilliard and Randy Hines



A widespread shrinking of newspaper page size is saving the industry millions of dollars in newsprint. It's also saving a significant number of trees from the sacrificial alter — even though the public doesn't realize they were grown for that sole purpose.

But the smaller-is-better bandwagon is wreaking havoc with standard advertising units.

SAUs, established back in 1984 by the American Newspaper Publishers Association, were a boon to national advertisers. Gradually adopted by almost all papers, standardized column widths made one-insertion, one-billing a major attraction for clients and business offices of state press associations.

Rather than needing four different ads for a state's various-sized dailies, for example, one ad would work.

Started in 1995, the Newspaper National Network is a nonprofit organization serving 2,000 papers in Canada and the United States. I promoted the convenience of buying ad space on a national or regional basis. By 1997, NNN already had placed more than \$80 million in national ads in almost 900 of its member papers.

Finally, the industry had trained ad agencies and advertisers alike that a one-column ad was 2-1/16 inches wide and a two-column ad was 4-1/4 inches. (The extra 1/8 inch for two columns, of course, was the gutter.)

Now, however, with more and more papers printing narrower page widths, the industry-wide consistency of column sizes is likewise diminishing.

With newsprint rolls getting narrower, the page itself gets smaller. A roll represents the width of four pages printed, folded and cut. The

latest slice is taking most rolls down to 50 inches.

On April 3, USA Today introduced its smaller-is-better web width campaign. Its new column width is 1-13/16 inches. With a printed image of 11-1/2 inches, it will rank among the narrowest formats available. Its old measurement had been 12-5/8 inches. The former industry standard had been 13 inches, printed on a 13-3/4-inch page.

But the change has been happening all across the country for some time.

"In Nebraska we've had two daily newspapers switch to the smaller size this past year," said Rob James of the Nebraska Press Association. "Our second-largest newspaper is scheduled to switch later this year. I'm sure some of the weekly newspapers that print at these three dailies will also be changing over."

The West Virginia Press Association has suggested that papers selecting a smaller page settle on a common size.

"About one third of West Virginia's daily and weekly newspapers have gone to a narrower web width, with page size print areas running from 11-1/2 inches to 12 inches wide," said William Childress, executive director. "I expect that by the end of this year, half or more of the state's newspapers will be on a narrower width."

Jodi Ryan, print media specialist for the New Jersey Press Association, reported that three of her state's dailies have reduced their web width. "But they still request SAU sizing in order to build an SAU page before shooting the entire page," she added.

When ownership groups make the change, the effect ripples throughout the country. Such is the case in Mississippi.

"We haven't had any to change yet, but our Gannett papers are changing," said Sandi Blalock of the Mississippi Press Association. "I expect that the other chain papers will follow, but I don't know how soon."

One SAU and a new, nonstandard SAU may be ideal. But such is not the case in Alabama — where more than a dozen newspapers have made the switch — or elsewhere.

"I don't think it will keep newspapers from getting business," Leigh Leigh Tortorici of the Alabama Press Association told Pressing Issues.

Although many papers already have made or announced their switches, the industry has come up with a recommended size for printed (or image) width. A technology task force proposal, after much consideration, was adopted by the Newspaper Association of America earlier this year.

The new sizes adopted are not replacements for SAUs, NAA cautions. Instead, they will help businesses create ads that fit the narrower pages.

A news release by the NAA said the switch to narrower pages began in Canada several years ago. Research in several markets determined that many readers prefer the smaller, more convenient size.

"It's important to remember that these guidelines are designed to help newspapers and advertisers work with reduced page sizes," explained NAA President and CEO John F. Sturm.

The release said that NAA "is neither recommending that this guideline replace the current SAUs, nor is it advocating that newspapers reduce their page size. These guidelines suggest that some papers may adopt a preferred ad submission size, or PASS. We believe that the PASS will provide another tool to help newspapers and their advertisers do business better."

Will PASS become as popular as SAUs were with advertisers in the '90s? Or will PASS pass away?

(Hines is chairman of the Mass Communications Department at the University of North Carolina at Pembroke. Hilliard is journalism sequence director at East Tennessee State University. You can contact them at hinesr@nat.unep.edu. You also can reach them by mail at UNCP, Pembroke NC 28372-1510, or by phone at 910/521-6616. They're available to speak to state press associations or to consult for individual newspapers.)

Names

Continued from page 10

needs to adjust to her surroundings, White said.

See how cold "the girl" sounds? It sounds as if the principal were holding her up as an exhibit in a courtroom, as if her sex is what sets her apart. A pronoun gives Sally more respect.

... will help Sally. She needs to adjust to her surroundings, White said.

I know, we're supposed to be objective, not personal. But in the simple act of using a name or pronoun rather than a title, we show respect, which is the ultimate display of objectivity.

After all, Sally isn't the only one we show respect for. On second reference, even Adolf Hitler gets a "He," not "The savage, depraved dictator."

THE FINAL WORD: In keeping with the name theme, I want to ease our fear of repeating words in a sentence. Here's part of the lead of a Washington Post Page 1 story: "John McCain denounced Pat Robertson in his home town of Virginia Beach yesterday ... etc."

Whose "home town" is it, Robertson's or McCain's?

Granted, many readers know McCain is from Arizona, and granted, "Robertson" and "his" are closer than "McCain" and "his." But those technicalities do not erase the fact that "his" is floating in that sentence, searching for a concrete meaning.

Repeat "Robertson": "John McCain denounced Pat Robertson in Robertson's home town of Virginia Beach ..." When the argument is between style and clarity, side with clarity.

(Writing coach Jim Stasiowski welcomes your questions and comments. Write to him at 5812 Heron Drive, Baltimore, Md. 21227, or call (410) 247-4600.)

Employees

Continued from page 3

goals you set, the ways you reward performance, and the messages you send with your verbal and nonverbal communication.

Keep Your Service Promise

Do what you're supposed to do, when you are supposed to do it. Do it right the first time. Look for opportunities to improve. Once you have improved an idea, improve on it again. If you want to stay ahead of your competition, there must be continuous improvements. Build in periodic reviews of every part of your operation. This will make it easier for you to find products or services that can be improved.

Correct Mistakes

If you're wrong — or a customer thinks you're wrong — admit it right there and solve the problem. A sincere apology and correcting the prob-

lem immediately should almost always take care of the problem.

Review your existing policies

Are they customer-friendly? Do they need updating? Adjusting?

It takes time, effort and dedication to make sure you're continually in tune with both your employees and customers. But the time, effort and dedication is the foundation that success is built on.

(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas, Tx. She conducts seminars nationally on behalf of newspapers for their small business advertisers and has spoken nationally and internationally at press association conferences, API and NNA. Newspapers nationwide customize and use her Basic Business Builders small business advertiser newsletters. Call today for your free newsletter copy and for information on small business advertiser seminars. She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com.)

Area

Continued from page 1

to the new area. If they dial 606 by mistake, they will hear a recording reminding them of the area code change for that call.

The six month "permissive period" allows residents of the affected area time to notify friends and family, and helps to get telephone customers into the habit of dialing the new area code.

The new area code is necessary to alleviate the rapid exhaustion of available telephone numbers in the 606 area, according to the Public Service Commission. Number exhaustion is caused by a combination of factors, including improvements in technology, increased growth, and the introduction of competition into the local telephone market.

Under the area code split, telephone customers in eastern and southeastern Kentucky will retain the 606 area code, and the 859 code will be assigned to the rest of the current 606 region. A new area code map can be found at the Public Service Commission's website, www.psc.state.ky.us.

Last year, Kentucky received a new area code, 270, for the Western

Kentucky region. Before 270, the last time Kentucky received a new area code was when it received 606 in July 1955.

Current projections suggest the 859 area code will provide relief for the central and northern Kentucky region for at least seven years. Also, in January of this year, the PSC petitioned the FCC for authority to implement number conservation measures in Kentucky. Such authority, if granted, would further extend the life of all the area codes in Kentucky.

To prepare for the area code change, here is a list of changes customers should remember to include:

- Changing stationery, business cards, and advertising to reflect the correct area code if not already shown.
- Notify friends, relatives, business clients, and customers of the new area code.
- Updating fax machine group calling lists that have numbers affected by the change.
- Reprogram outdial lists on personal computers that have numbers affected by the change.
- Check with wireless phone and paging service providers as well as Internet Service Providers to see if reprogramming is required.

Other sans serif faces I favor: Compacta, Frutiger, Helvetica Neue, Helvetica Compressed, Helvetica Condensed.

Although I favor Helvetica Neue, Helvetica Compressed and Helvetica Condensed, I do my best to avoid regular Helvetica. For me, Helvetica is another type that has been overused — and I don't find much character in its characters. Helvetica is highly legible and I respect that when it's used in agate or classifieds. But despite its hold on newspapers for more than three to four decades, Helvetica as a display face is dull, dull, dull.

There may be some display faces you're using that you'd like to hear more about. If so, contact me and I'll be happy to discuss those with you. Who knows — it may just provide material for another column!

Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: go2omnia@aol.com

FOR IMMEDIATE SALE

16 K-80 Kaspar news racks. Most work fine, good mechs, light brown color. As is, \$640 for all. Bring cash - come and get 'em! Contact Dave Eldridge at The Jessamine Journal. 606-885-5381.

Cave Country Newspapers seeks to become CLEC, launches interactive website

Cave Country Newspapers, Inc. is seeking Competitive Local Exchange Carrier status. It becomes the first CLEC in the state to challenge the "rural exemption" status of a local telephone cooperative under the 1996 Telecommunications Act.

The newspaper group last month held an on-site demonstration of the new DSL services it will offer in conjunction with partner Stratus Wave Communications, L.L.C.

At the same time, CCN unveiled a new web site that includes newspaper postings, as well as audio and broadcasts of community news.

CCN is made up of the Barren County Progress, the Hart County News-Herald, the Metcalfe County Light and the Monroe County Citizen.

"Telephone customers will have the opportunity to keep up with changing times in lieu of following them," said CCN Publisher A. C. Wilson, Jr. "And with CCN's ability to deliver a multiplicity of telephony and Internet services, bundling of services will provide attractive pricing rates."

The broadband services CCN will offer include high-speed Internet connection with real-time audio and video capability for residential, commercial and industrial telephone customers in Glasgow and the surrounding area.

"Glasgow and Central Kentucky have always been leaders in pushing the envelope of technology," Wilson said. "CCN is carrying this tradition on."

Correcting

Continued from page 4

Firewire drives from 4 gig to 25 gig in size. The prices for the drives range from \$359 to \$999. The 8 gig drive I reviewed sells for \$499. There are two other types of devices sold by

VST which should be of interest to newspapers. One is a USB/Firewire line of hard drives that can be hooked into either (or both at the same time) type of interface. The other is a "Type II" card that can be inserted into Powerbooks without Firewire support. This card allows Firewire devices to be connected to a Powerbook.

Type

Continued from page 4

bold extended. You could easily use Akzidenz as the lone sans serif face in your newspaper — and many of my clients do!

2. Franklin Gothic: Without doubt one of the finest sans serif typefaces ever designed. It's clear and highly readable and carries strength and power unequalled by many in its class. When I'm looking for a no-nonsense sans serif face, I look to Franklin Gothic first.

3. Gill Sans: More playful than Akzidenz and Franklin, Gill Sans brings a more contemporary look to the page. But it is not giddy — it remains strong and credible. Gill Sans pairs well with Caslon 224 and Walbaum. If you're looking for something not-quite-so-stuffy, give Gill Sans a try.

4. Lucida Sans: This face also was designed by Eric Gill (see Gill Sans, above). Therefore, its similarities to Gill are strong. But Lucida is even a bit more playful and less stuffy. It's just right if you want to give your newspaper a more contemporary, more friendly feel.

5. Myriad: A face perfectly suited for the beginning of the 21st Century. Myriad also is a "multiple master" type (see Kepler, above). Within the Myriad family, there are 30 fonts — more than enough to handle your needs for a sans serif display face. Myriad is an intriguing face that can be both fun and serious. I think you're going to see more and more of this face as the next few years go by.

Job Shop



Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail: camahan@kypress.com.

General Assignment Reporter

Largest weekly newspaper in Western Kentucky is seeking a general assignment reporter/photographer for a staff position. Experience covering local news, sports and features a plus. Good opportunity to gain all-around skills. If interested in this position, send your resume (and writing clips if available) to: Carolyn Hillard, The Leader-News, P. O. Box 471, Central City, KY 42330, or e-mail: carolynh@muhlon.com.

Staff Writer/Reporter

The Greenville Daily Advocate, a progressive 7 day newspaper in western Ohio is searching for a staff writer/reporter to join our team. We have all the pieces in place, except for you. Interested candidates should send resume to Rodd Hale, Publisher c/o Daily Advocate, 428 S. Broadway, Greenville, OH 45331.

News Editor

A bi-weekly Middle Tennessee newspaper with over 120 years history is looking for an experienced news editor. Good work ethic. Salary commensurate with experience. Good benefits package. Please fax resume to: 931-455-9299 or mail to: Vickie Collins c/o Tullahoma News, P. O. Box 400, Tullahoma, TN 37388.

Desk Person

Desk person for quality-intense North Carolina AM daily. The successful candidate will have reporting experience as well as 1-2 years experience in layout and page design, be a self-starter with keen news judgment, a passion for detail, and superior headline writing and copy editing skills. Must work AM cycle and some weekends. Knowledge of PageMaker and Photoshop a real plus. Send resume and salary requirements to: Steve McMullan, Richmond County Daily Journal, P. O. Box 1888 Rockingham, N. C. 28380, or fax to (910) 997-4321.