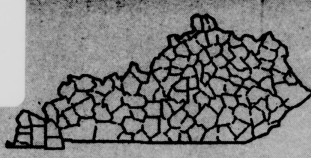


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- Nov. 1  
 Deadline for filing  
 rate information  
 for Kentucky Press Service
- Nov. 14  
 Illinois judges KPA Fall Contest  
 Springfield, Ill.
- Jan. 23-24  
 1997 KPA  
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October, 1996  
 Volume 67, Number 10

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# THE KENTUCKY PRESS

## Survey: Papers expect small ad rate hikes

### Little change forecast in single-copy prices

By LISA CARNAHAN  
 KPA News Bureau

Last year, it was subscription rates and single copy prices. This year, it's advertising rates.

Or at least according to projections from about half of Kentucky newspapers, ad rates may be increasing in 1997.

The Kentucky Press surveyed newspapers on their advertising and subscription projections for 1997. Sixty-three had returned surveys by press time.

About one-third (20) of those responding plan no increase in display ad rates for 1997. Another 24 forecast a 4 to 5 percent increase. Nine newspapers have budgeted increases of 8 to 10 percent. And two plan at least a 15 percent rate hike.

In the classified category, 22 newspapers expect no increase. Four papers expect a 1 to 3 percent increase, while another 21 predict a

4 to 5 percent hike. Five responded that they forecast a 6 to 7 percent increase and eight expect a hike of 8 to 10 percent. Only two newspapers in the state expect a classified rate increase of over 10 percent.

There will be little change in single copy prices of newspapers across the state. Only three of the 63, all weeklies, reported their single copy prices would increase, two with an increase from 50 cents to 75 cents and one from 30 cents to 40 cents. Two dailies reported they would be raising the cost of only their Sunday editions, one from 75 cents to \$1 and another from \$1.50 to \$1.75.

It's interesting to note, however, that in early 1996 there were no weekly newspapers in the state with a 75-cent single copy rate. There are now at least eight papers in the state at the 75-cent mark. The price fluctuates from the 75-cent point down to the once traditional 25 cents. At least nine papers in the state remain at the

See SURVEY, page 6

### Newspapers increasing display ad rates in 1997



0	31.7%
1 to 3%	6.3%
4 to 5%	38.1%
6 to 7%	6.3%
8 to 10%	14.3%
Over 10%	3.2%

The percentage on the right relates to the percentage of newspaper responding to the survey.

## Heath elected to NNA board

Landmark Community Newspapers, Inc. Vice-President and Executive Editor Max Heath was recently elected to the NNA board of directors.

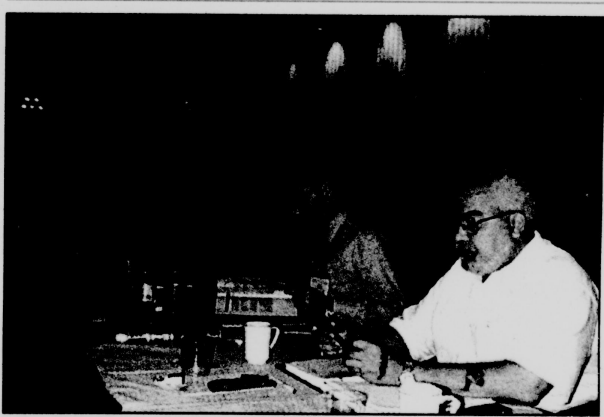


Heath was elected regional director of Region 3. He succeeds Lockwood Phillips, publisher of the Carteret County News in Morehead City, N.C. Phillips was nominated to the NNA executive committee as treasurer. Considered an expert on postal issues in the U.S., Heath is currently in his seventh year as

See HEATH, page 15

### INSIDE

- People, papers in the news pg. 2
- Associates Division interns get rave reviews pg. 4
- Technology doesn't change openness of records pg. 8
- Marketing training program a success pg. 13



### Board retreats to Nashville

The 1996 KPA/KPS Board Retreat was held Sept. 26-27 at the Opryland Hotel in Nashville. Above, the Member Services Committee discussed the upcoming 1997 Winter Convention. (Photo By Lisa Carnahan)

# Kentucky people, papers in the news

## Nash joins staff at Logan County paper

Lola Nash has joined the staff of the News Democrat & Leader in Russellville.

Nash, a Logan County native, is the newspaper's new administrative assistant. Nash's new duties include being a part of the advertising department.

## Vieth named ad manager for Recorder Newspapers

Jim Vieth took over as ad manager of The Recorder Newspapers in August.

A native of northern Kentucky and a newspaper advertising veter-

an, Vieth replaces Sandra Cupps. Vieth's experience include 13 years at Community Press in retail and classified sales.

## Madisonville paper chooses Knight to lead circulation department

Robin Knight has been named circulation director of the Madisonville Messenger.

Knight spent several years in the Navy and brings a varied background to her work at the paper. In the Navy, she was an aviation store keeper where she worked with supply, purchasing, accounting and other similar responsibilities.

## Natt joins news staff at Henry County Local

The Henry County Local has named Ted M. Natt, Jr., as interim editor.

Natt, 33, is an experienced writer and reporter with six years of Associated Press experience in Seattle, Boston and Louisville. He also spent 19 months working with The Courier-Journal in their Neighborhood's Division.

Natt most recently was a partner in an Internet reporting service for the World Wide Web providing coverage of college basketball and thoroughbred horse racing.

## Moore named new reporter at Morganfield

Leigh Ann Moore has joined the staff of the Union County Advocate as a part-time reporter.

A sophomore at Henderson Community College, Moore serves as sports editor of the college's paper, The Hill. After receiving her associate's degree from Henderson, Moore plans to attend the University of Kentucky to seek a bachelor's degree in English and build a career in either teaching at the college level or in public relations.

## Foster named managing editor at Times Journal

Bethney Jo Foster, a 1995 Kentucky Journalism Foundation intern, has been named managing editor of the Russell Springs Times Journal.

A Russell Springs native, Foster served her 1995 internship at the Times Journal. She interned this past summer with Landmark Community Newspapers working

at the Campbellsville Central Kentucky News-Journal, the Lebanon Enterprise, the Springfield Sun and the Casey County News.

She has also worked as a correspondent for the Central Kentucky News-Journal and as a news writer and photographer for Campbellsville University's yearbook and public relations office.

Times Journal editor and publisher Dave Cazalet said he was "impressed with Bethney's journalism talent and news judgment when she worked at the Times Journal in 1995."

## Curtsinger joins ad staff at Sentinel-News

Beverly J. Curtsinger has joined the staff of the Sentinel-News as an advertising assistant and part-time sales representative.

Before coming to the Sentinel-News, she was an administrative assistant in accounting of Landmark Community Newspapers, the newspaper's parent company.

A native of Shelby County, Curtsinger resides in Louisville and is continuing her education at Jefferson Community College where she's working toward a business management degree.

## Longtime employee of Murray paper honored

Jo Burkeen, Today editor at the Murray Ledger & Times, was honored recently as she marked her 50th anniversary with the newspaper.

An open house was held in Burkeen's honor with over 200 people attending. She was presented with a gold watch, along with a plaque.

## The Kentucky Press

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## Deaths

### Edith Craigmyle

Edith Craigmyle, 92, Westport, died Sept. 1 at the home of her son in Clarksville, Ind.

Craigmyle, who said she never intended to be a reporter, was best known for her column in The Oldham Era. She wrote a column for the LaGrange weekly for nearly 15 years.

She was featured in a 1993 Courier-Journal story in which she was described as a "small, gray-haired woman with a constant smile on her face and in her voice."

Her column topics included community and personal news — such as: "Kenneth and Bobby Burke of Louisville were Sunday

visitors of Morris Brown. They all had dinner at the Ponderosa restaurant in LaGrange."

Craigmyle was also a former employee of Henry Vogt Machine Co. and the old Morton Packing Co. and was a retired Oldham County school teacher.

Survivors include two sons, George W. Craigmyle Jr., and Clarence H. Craigmyle; a daughter, Frances K. Fraley; five grandchildren and 10 great-grandchildren.

Her funeral was held at the Westport Baptist Church and burial was in Valley of Rest Cemetery in LaGrange.

See DEATHS, page 16

# KET to host electronic field trip to newspaper

By **LISA CARNAHAN**  
KPA News Bureau

KET will take kids from all across the commonwealth on a journey to one of the state's largest newspapers, the Lexington Herald-Leader.

The "electronic field trip" airs live on Oct. 22 and will be featured in classrooms across the state. The field trip will focus on three areas: 1) The scope of newspaper work; 2) Careers in newspapers; and 3) Newspaper technology.

"We surveyed teachers and from those surveys identified these three areas," said Liz Hobson, director of education for KET. "We want to show them that newspaper work is daily and the immediacy of it. It never stops ... every day of every week of every year. Also in careers, kids think of sports writers, reporters and that's about it. We want to show them there's a whole lot more. And then in technology, we want to show them how much computers are involved in the process now."

According to Hobson, the Herald-Leader was "gracious enough" to allow KET to host the tour which will feature several newspaper employees who can answer students' questions.

Forms were sent to all the participating

schools for them to solicit questions from the students or teachers.

The information sent to schools described the trip to the Herald-Leader as a chance to follow a story "from start to finish."

"We'll sit in on an editorial planning meeting, see a reporter research and write the story, watch a graphic artist lay it out and follow along as the finished page is transferred to plates and then printed on huge presses, bundled and delivered by truck to your local carrier," according to the KET informational flyer.

In addition, the field trip will also feature a segment where Herald-Leader employees talk about the newspaper's Internet site.

"A lot of it will depend on the survey and what we find out from the schools about what the kids want to know," said Hobson. "Although some of it naturally will have to be taped, like the presses rolling for instance, the majority will be live. Our prime objective is to capture the excitement of a newsroom and newspaper."

This is the fourth such "field trip" for KET which provides a unique opportunity for Kentucky students to visit interesting places without leaving their classroom.

**"Our prime objective is to capture the excitement of a newsroom and newspaper."**

**Liz Hobson**  
director of education for KET

As part of the field trip, participating schools were sent a packet of information which includes activities for use in the classroom. It included information supplied by the Herald-Leader's curriculum staff such as facts about newspapers and how newspapers can fit into education reform. The students will also be sent a newspaper from the day of the tour.

The field trip will air live at 1 p.m./noon CT on both Star Channel 9 and KET's open broadcast network.

"I think it's going to be a big success," said Hobson. "By also going open broadcast, it will allow people to see what students are watching in the schools and also allow for viewing in home schools and parochial schools."

As of Oct. 1, nearly 200 schools had registered to participate in the electronic field trip.

# Board expresses concern over tobacco regulations

The Kentucky Press Association's Board of Directors has officially expressed its opposition to proposed federal regulations regarding tobacco advertising.

The board voted to protest the United States Food and Drug Administration's proposed regulations on behalf of the 150 daily and weekly newspapers in the state. Board members contend the regulations, severely restricting advertising of a legal product, are an attempt to regulate free speech.

The letter, sent to President Clinton, reads as follows:

Dear President Clinton,

On behalf of the Board of Directors of the Kentucky Press Association and the 150 weekly and daily newspapers in Kentucky, I wish to submit comments on proposed regulations concerning tobacco advertising.

The Kentucky Press Association is the nation's 10th oldest state press association and has operated continuously since January, 1869. The Kentucky Press Association represents all weekly and daily newspapers published in the Commonwealth of Kentucky.

The proposed regulations of the United States Food and Drug Administration to restrict the advertising of a legal product is an obvious attempt to regulate protected free speech through overly broad regula-

tions. Our position against these regulations does not concern the product itself, namely cigarettes and smokeless tobacco, but in the belief that the FDA is erroneously attempting to regulate constitutionally protected speech.

It is the position of the Kentucky Press Association that as long as the product is legal, there is no justification for banning or limiting the advertisement of the product. Further, any attempt to regulate any legal product by controlling the advertising, the content or the means of the advertisement, or any portion of the advertising message is repugnant to First Amendment protections governing free speech. It appears that the regulations are aimed not only at the content but at the newspaper itself. In any situation where government tampers with advertising, it tampers with the very basic fundamental right of a newspaper to decide what it will print and what it will not print, including which advertisements it chooses to print.

Without restating the many arguments concerning the control of free speech, the Kentucky Press Association does hereby request that the proposed regulations seeking to restrict the advertising of cigarettes and smokeless tobacco products be rejected.

Cordially,

David T. Thompson  
Executive Director

U.S. Postal Service  
**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION**  
Required by 39 U.S.C. 3685

1A. Title of Publication <b>THE KENTUCKY PRESS</b>	1B. PUBLICATION NO. 0 0 2 3 0 3 2 4	2. Date of Filing 9-18-96
3. Frequency of Issue <b>MONTHLY</b>	3A. No. of Issues Published Annually 12	3B. Annual Subscription Price SR
4. Complete Mailing Address of Known Office of Publication (Street, City, County, State and ZIP+4 Code) (Not printer)		
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KENTUCKY PRESS SERVICE - 101 CONSUMER LANE, FRANKFORT, KY, 40601		
6. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (This box MUST NOT be blank)		
Publisher: Name and Complete Mailing Address: KENTUCKY PRESS SERVICE, SAME		
Editor (Name and Complete Mailing Address): LISA CARNAHAN		
Managing Editor (Name and Complete Mailing Address):		
7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Form must be completed.)		
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8. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities. (If there are none, so state.)		
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9. For completion by Nonprofit Organizations Authorized to Mail at Special Rates (USPS Form 3526, Section 501(c)(3))		
The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes (Check one):		
(1) <input type="checkbox"/> Has Not Changed During Preceding 12 Months		
(2) <input type="checkbox"/> Has Changed During Preceding 12 Months (If changed, publisher must submit explanation of change with this statement.)		
10. Extent and Nature of Circulation (See instructions on reverse side)		
Average No. Copies Each Issue During Preceding 12 Months		Actual No. Copies of Single Issue Published Nearest to Filing Date
A. Total No. Copies (Net Press Run)	650	600
B. Paid and/or Requested Circulation (Paid and/or requested)		
1. Sales through dealers and carriers, street vendors and counter sales		
2. Mail Subscriptions	519	518
C. Total Paid and/or Requested Circulation (Sum of B1 and B2)	519	518
D. Free Distribution by Mail, Carrier or Other Means (Samples, Complimentary, and Other Free Copies)	31	17
E. Total Distribution (Sum of C and D)	550	535
F. Copies Not Distributed (Office use, left over, unaccounted, spoiled after printing)	100	65
G. Return from News Agents	0	0
H. TOTAL (Sum of E, F and G—should equal net press run shown in A)	650	600
I certify that the statements made by me above are correct and complete		
Signature and Title of Editor, Publisher, Business Manager, or Owner		
David T. Thompson		
(The publication is printed)		

PS Form 3526, Feb. 1995

## Readers need lesson in importance of First Amendment

By Jim Highland  
Professor of Journalism  
Western Kentucky University

In the back of the room, a man stands. "I'd like to ask you a question," he says. "You know that story you ran in the paper last week about City Commissioner Bob Jones claiming government expenses for being in two cities at the same time. What I want to know is how you can justify ruining that man, his wife and children?"

"Unfortunately, you know a lot about that case since you were the reporter who wrote the story which resulted in Jones being indicted yesterday by the grand jury on charges of misappropriation of government funds.

And you are just a little shocked because you have just explained to members of this civic club how your newspaper functions; yet, the man asking the questions is the minister of a large local church.

You try to explain you were just doing your job, that you didn't ask the man to claim expenses for being in two different cities at the same time, that you just happened to come across this information during a routine inspection of gov-

**"Our readers don't always have to like us, but at the very least they should respect what we do."**

Jim Highland  
Professor of Journalism, WKU

ernment documents. But you know somehow that the minister doesn't understand and may not even want to understand.

Unfortunately, your bad day is just beginning because the next person wants to know why you won't run at least one picture a week on little league baseball and another picture a week on the cheerleader at different schools in your community.

The questions continue, some easy and some more difficult, and by the end of the hour you may feel lucky to have gotten away from the civic club with your life. You also vow never to talk about your job in public. As a reporter you are also thanking God these people are not sitting down this afternoon to draft the First Amendment.

Welcome to the world of what they (our readers and the citizens) really think about the jobs we are doing in our communities, and

while we may not like what they are saying our editors and publishers had better be paying attention.

About 20 years ago, all weeklies and most small dailies had a philosophy about getting as many names as possible in the newspaper. Consequently, newspapers ran every award any child won in school. That included names on the honor roll, perfect attendance, chess champions, best future homemakers, etc.

Country correspondents from outlying rural communities in far-away counties would send in their material about who had babies and who visited whom for Sunday dinner. And sometimes down about the last paragraph of a weekly dispatch would be a mention that the bank burned down.

Babies, visiting friends and awards were always more important than big fires and police arrests.

When the story about council-

man so and so taking money did appear in the newspaper, most people took the position that the newspaper was not picking on him and he deserved to be in jail. There was widespread support for the work we were doing.

Everyone knows things change. We in the medium-size cities know that good journalism is not country correspondents, and we also know that a picture of cheerleaders is not news.

As a matter of fact, we are far more inclined to run a wire service story than one about some youngster who read the most books of all the second graders in his county.

Couple this change in our business with the revelation that some news organizations stage events for cameras and that some stories in publications like National Enquirer are simply not true, and it's easy to understand why our readers have a blurred vision of what our business is all about.

The Society of Professional Journalists is cranking up its Project Watchdog activities again under the leadership of Courier-Journal reporter Al Cross.

This is SPJ's effort to better explain to readers and viewers

See READERS, page 15

## KPA Associates Division interns get rave reviews

*Editor's note: Each summer, the Kentucky Press Association Associates Division sponsors at least three intern positions with Associate members. One intern is assigned to a state government agency, and two other positions are available with public relations/advertising companies located in Kentucky.*

### Kentucky Utilities

By Faith Miller Cole  
Kentucky Utilities

On the second day of work at Kentucky Utilities Company (KU), KPA public relations intern Stefanie Kelly, Murray State University senior, found herself face to face with a five-week-old peregrine falcon. In fact, Kelly befriended 10 falcons as a result of her KU assignment.

The peregrine falcons have been the cornerstone of a community and environmental partnership KU initiated at its E.W. Brown Power Plant in conjunction with the Kentucky Department of Fish and Wildlife. Falcon Friday, as it was called, was just one project that Kelly helped coordinate during her summer internship.

Naming Kelly "falcon project coordinator" illustrates KU's internship philosophy: to immerse the students into both internal and external corporate communications activities.

KU always has plenty of work so we hire bright, talented students who have outstanding writing and organizational skills and who can accept being 'thrown into the fray' immediately. In this case, Kelly, the KPA intern, embraced

the falcon project ... and drafted news releases and helped coordinate dozens of other communications and marketing projects.

While Kelly attends Murray, she calls Lexington 'home.' She is outstanding representative of Murray and KPA Associates' Intern Program. And while KU received ample return on our intern investment, I think Kelly would tell that her rewards were also well worth the investment.

### Guthrie/Mayes Public Relations

By Mike Goss  
Guthrie/Mayes

Kristi Manning proved to be an outstanding intern at Guthrie/Mayes Public Relations. We found her to be creative, hard-working and well on her way to mastering the basic skills of public relations.

We believe in learning by doing, and that is important to involve interns in many of our direct client activities. In many cases, Kristi's work was beneficial to our clients and therefore billable. In other instances, we involved Kristi as an "observer" of various agency/client situations.

If she had not been returning to Western Kentucky University to complete her degree this fall, we probably would have offered her a full-time position as an assistant account manager.

Guthrie/Mayes appreciates the Kentucky Press Association's intern program. In two

years of participation, we have not been disappointed.

### Department of Education

By Armando Arrastia  
Department of Education

We decided to take an intern primarily because we had a staffing vacancy and were short-handed. Filling that vacancy with an intern allowed us to meet our own need while helping a student gain valuable experience. What we got was an intern who stepped in with a mix of ability and enthusiasm to help us achieve our primary goal. The most satisfying part is that we helped her achieve a goal of her own.

We asked our intern to focus on writing feature stories to be used both as news releases and in our monthly publication for teachers. She took each story, sought-out the appropriate sources and provided us with clean copy. Of course, we had to edit some of that copy. But our commitment to her was to explain how — and why — we made the edits we did. I think she appreciated that.

The greatest benefit to the Department of Education is that our work didn't suffer. We were able to sustain our regular quality and pace during a period when we normally would have doubled someone's workload. I highly recommend the program.

(The Department of Education intern was Lisa Washnock, Northern Kentucky University)

# Clarification of independent contractor status a big win

By **DEBRA GERSH HERNANDEZ**

It is being called a watershed moment, one of the most significant legislative victories in memory, and a major bottom-line win for the newspaper industry.

It is an amendment in the recently enacted minimum wage law that finally firms up the independent contractor status of newspaper distributors and carriers who are direct sellers.

Newspapers, large and small, as well as their independent contractor distributors and carriers, have been hit with hundreds of thousands of dollars in legal fees and fines after Internal Revenue Service audits reclassified distributors and carriers as employees, rather than as independent contractors.

The newspapers and distributors argued that the IRS classification rules were arbitrary and unclear, leaving the status determination largely in the hands of

the auditor.

But it was not only a losing audit and its fines and back taxes that stung financially. The legal fees and other expenses of defending or challenging the audit results could be a tremendous financial burden, even if the newspaper or distributor eventually won.

The IRS did not respond to a request seeking comment on this issue and the new law.

Although broader legislation to clarify the independent contractor issue in general is pending in both the House and Senate, this amendment to the Small Business Job Protection Act, signed by President Clinton on Aug. 20, specifically addresses newspaper distributors and carriers who are direct sellers.

A direct seller, in this context, is defined as someone who delivers or distributes newspapers or shoppers on a contractual basis and is paid based on output, not on an hourly rate.

Further, it applies whether the distributors operate under a buy-sell or an agency distribution system.

Newspaper Association of America president and CEO John F. Sturm said the law will make it difficult for the IRS to "continue its efforts to target publishers and distributors for audits, fines and litigation."

Those IRS actions, Sturm added, "have led to time-consuming and costly audits and litigation. In some cases, the IRS has issued tax assessments to distributors as high as \$300,000, a devastating amount for the primarily small-business people whose annual profit is in the the \$30,000 to \$40,000 range."

Sturm told Editor & Publisher that, "It strikes me — and I think, a lot of executives in the industry that I heard from — that in terms of the bottom-line, immediate effect, this is probably the best thing that has happened to the

**"This is probably the watershed event of the last 30-odd years." — AAIND president Clyde Northrop.**

industry from a legislative standpoint in anyone's memory. This is going to save a lot of newspapers a lot of money in the future."

Of the years of battles between the IRS and newspapers and distributors, Sturm said the new provision "should end all of that."

"This should end the audits, it should end the requests for documents, it should save newspapers lots of money on accountants, on lawyers, on litigation, and all of that," he added.

"While there still are some independent contractor problems to be solved, particularly stringers,

See **CLARIFICATION**, page 13

## Winchester Sun grabs NNA Better Newspaper awards

The Winchester Sun won two awards in the 1996 NNA Better Newspaper Contest.

The newspaper won third place in the Herrick Editorial Award category. The judges wrote "Patriotic stuff! The writer takes the reader to a place where they can understand the often-forgotten, sometimes obscure importance of their country's Constitution and the nation's hard-fought battles for freedom. Editor Bill Blakeman said the editorial was a public-information oriented piece on the importance of voting, staying informed and being good citizens."

The paper also placed second in the Best Spot News Picture category. The judges wrote: "Dramatic, but it takes reading the outline to get full sense of what's going on."

Blakeman said the newspaper's photographer James Mann responded to the scene of an accident which was first reported as a lineman who had been electrocuted on a utility pole.

As it turned out, the female employee died of either a heart attack or a cerebral hemorrhage. The worker's partner was giving her mouth to mouth resuscitation when Mann snapped the picture.

## Unusual billboard draws attention to painter reading newspaper

Drivers passing a painted bulletin for the Las Vegas Review-Journal in recent months have found their attention drawn to what appears to be a painter taking a break from his job to read the newspaper on the board.

The painter actually is a mannequin and a part of a custom-designed board created by Donkey Outdoor-Las Vegas for the Review Journal.

The board shows a partially finished bulletin. The mannequin is bolted to the structure, as are several other props, including a paint can and a paint brush. The newspaper is really sheets of aluminum painted to look like the days news.

"We get a lot of comments about the board," said Christian Kolberg, promotions director. "The novelty of the board is appealing to people. It looks like a guy is taking a break from his job to read the newspaper 100 feet in the air."

"We are happy with the results," he said. "It is hard to gauge the dollars generated from it, but in regards to name awareness, this has been invaluable."

Contact: Christian Kolberg is promotions director for the Las Vegas Review-Journal, P.O. Box 70, Las Vegas, Nevada 89125, USA.

He can be reached by telephone, (702) 383-0436, or by fax, (702) 383-4665.

## Glasgow Daily Times working with new production system

The Glasgow Daily Times has installed a new computerized production system, making the daily paper fully paginated.

The new system is an Apple-based computer network utilizing pagination software from Baseview. This system replaced the cut and paste system formerly used at the Daily Times and still in place at many newspapers in the state.

The newspaper is published six days per week, Sunday through

Friday. The Sunday edition is produced for morning delivery while the other five editions are delivered in the afternoon.

According to a recent article in the newspaper, the Glasgow Daily Times is the oldest existing industry in the community. It was founded in 1865. The newspaper and printing plant are locally operated members of the Donrey Media Group, one of over 50 newspapers operated by the group.

## Video workshop can help your staff create better ads



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# Economist: '97 ad revenue growth may hit 5.5%

By MILES E. GROVES

Recovery? What recovery? During the U.S. economic recovery in the early 1980s, newspaper companies realized solid double-digit growth in retail advertising dollars. During the current recovery, we remain in recession. Go figure.

Sure, economic expansion continues, with unemployment at the lowest rate in six years. As we move toward the close of the fifth year of growth since the 1991 recession, the nation's economy fares about as well as it can. Indeed, the economy hasn't been this healthy in years, and newspaper advertising dollars continue to out-perform the general economy.

Still, the 1996 advertising growth remains ho-hum: National advertising wobbles annually, classified mimics the strength of our local markets, and vital retail dollars seem to miss the recovery entirely.

The lack of growth in retail advertising raises the most concern. In normal recoveries, it is much stronger, especially as consumers remain the powering force behind expansion. They reflect confidence, in spite of their high debt levels and weak income growth. Analysts expect their overall spending to keep pace with economic growth and not act as a drag. Consumers don't drive this economy, they support it.

Notwithstanding high debt, sluggish income and every other impediment, consumers just keep opening their wallets and spending with cash and credit cards, thereby buttressing the defenses against recession.

Analysts worry about how long this spending spree will continue. For the first time in history, outstanding consumer credit surpasses 20 percent of disposable income. Household debt approaches 100 percent of disposable income. While consumer confidence remains buoyant, these high debt levels could make consumers very cautious, especially if interest rates experience a material increase. Should interest rates rise and dampen consumer ardor, business investment will soften, with a resulting slowdown in the U.S. economy.

A year ago, I feared the economy was choking on high interest rates as the Federal Reserve Board tightened them. Fortunately the Fed relented before the budget impasse stole Christmas. That, along with our lousy winter, produced a slow start this year. Nevertheless, reasonable second-quarter results helped us catch up, with real economic growth exceeding 4 percent.

Many suspect this indicates an overheating economy. Indeed, expansion may slow if the market drives interest rates up due to inflation fears. And though the Fed did not raise interest rates in August, it may do so after the election if sighs

of a slowdown fail to appear. The dark side persists, with the Fed committed to slowing the economy if it doesn't slow on its own. This aversion to growth is unfortunate, as growth does not necessarily accelerate inflation.

In the face of either a market- or policy-fostered slowdown, classified advertising will likely slow to single-digit growth as 1996 closes.

Do we risk a policy-generated recession in the U.S. economy? Not likely, if we assume that the Fed learned its lesson last year when it averted a possible economic retreat. While the fear of inflation will always be a part of any government policy, the market will likely generate its own interest-rate dynamics without serious intervention from the Fed.

## Retail stalls, Newsprint eases

Despite the strength of the ongoing expansion, ad growth remains a challenge for all media, and especially newspapers, with draw strength from local advertising. The weak first quarter held back both the economy and newspaper advertising below my previous forecasts.

In the first half, total newspaper advertising rose 5.3 percent, with

**"Retail advertising remains an anomaly that demands serious attention if publishers want to reverse or slow the ongoing slide of their advertising share."**

Miles Groves

NAA vice president of market and business analysis and chief economist

most strength coming from classified advertising (up 10.7 percent) and national (up 7.2 percent) and retail weak (up only 0.9 percent). Though improving second quarter figures will help both national and classified advertising, retail advertising will remain pallid.

Local advertising markets, newspapers' bread and butter, are experiencing fundamental changes. As detailed in NAA's Classified in Crisis project, newspaper's classified advertising grows more and more vulnerable due to a changing competitive environment driven by ever-changing technology.

While we still control the classified market and can respond to these challenges, the retail segment faces worrisome pressure on two fronts:

- In the late 1980s, we watched our retail-advertising customers become over-leveraged through acquisitions funded by debt. Often, payment didn't materialize as the economy slowed; the trend resulted in stores closing down across the country. Now, retailers become "over-stored," with too many retail companies and too many sites in each - this is a price sensitive market that continues to squeeze margins. On the other hand, consumer demand remains strong. Their support has pushed retail sales growth

## Survey

Continued from page 1

25 cent single copy rate.

All of the daily newspapers in the state are at the 50 cent single copy rate with the exception of the Kentucky Post and Kentucky Enquirer which charge 35 cents for a single copy.

The paper which reported the highest increase in advertising rates, 16 percent for both display and classified, noted "it's not just paper and ink. It's wages, chemicals, equipment, too. Everything's headed up. We've held the line for three years now and our margin has continually dwindled."

Several publishers noted on the survey forms that were able to

maintain their current pricing structure because printing costs had stabilized.

A publisher of one group of newspapers said his company's plan was to try and hold costs at a current level by building volume. His company has just implemented a combination buy ad purchasing program.

"Newspapers were somewhat reluctant in 1994 and 1995 to increase their advertising rates and their subscription rates, but were forced to because of the ongoing battle with rising newsprint costs," said KPA Executive Director David T. Thompson.

"I think what we'll see in 1997 is a return to the practice of conservative increases in advertising while subscription rates hold fairly constant."

to a rate that during previous recoveries would have translated into much higher retail-advertising growth than we have experienced.

- Many retailers are shifting from run-of-paper ads to preprints and to targeted distribution of those preprints, thereby reducing newspa-

ate in the latter half of 1996. No recession, subject to my caveat concerning Fed policy, is anticipated in the next 18-to-24 months. Market driven or policy driven, this moderation will occur. If policy driven, then the risk of earlier recession grows very real.

The 4.2 percent real growth in the second quarter gross domestic product will slow in the second half, yielding annual real growth of 2.3 to 2.6 percent. When coupled with inflation of 2.2-2.4 percent, this will provide nominal annual growth of around 4.8 percent this year, lower than the 5.0 percent forecast last December.

Next year will start out slower, then gain steam, yielding real growth in the 2.0 range. Couple with inflation, it will provide nominal annual growth approaching 4.5 percent in 1997.

I see all-media advertising growing in the 5.5 to 6.0 percent range during 1996, with newspaper advertising growing 5.3 to 5.5 percent. Classified advertising will drop below double digit growth, leaving it at 9.4 to 9.7 percent. National advertising will continue its strength at 7 to 8.5 percent growth, and retail will continue to lag, with growth in the 1 to 2 percent range. Such paltry growth in retail advertising contribute to the ongoing decline in ad share for the industry and represents a markedly unhealthy sign.

Nevertheless, newspaper advertising revenues, coupled with an expected 3 percent net growth in circulation spending, should equal core growth reaching 5 percent as we surpass \$48 billion in revenue this year.

Overall newspaper advertising growth will remain in the 5.5 percent range in 1997 - but more on that in January.

Miles Groves is NAA vice president of market and business analysis and chief economist. This article was reprinted from the September issue of *Freshtime* magazine.

## Forecast

I expect the economy to moder-

## Boost your staff's morale by following 10 simple steps

Neal Pattison, news editor of the Seattle Post-Intelligencer, gave 10 ways to survive uncertainty and boost staff morale at a recent Inland Press Association conference.

The first five: 1) Providing direction does not mean giving directions; do not tell your employees how they must do their job, but do tell them the desired result. 2) Explain your vision again and again, and in as many ways as you can. 3) Employees will resist change, so show them that you care about them and let them know they have your ear. 4) Do not hold back information needlessly, because secrets fuel politics. 5) Policies and projects can be talked to death, so learn when the time comes to make a decision.

The second five: 6) Your job is leader, not star, so it is all right if you do not leave your fingerprints all over a project. 7) The people you select as assistants should be talented enough to take the job away from you. 8) Praise is cheap, and employees appreciate your ear and interest. 9) If you discover people working on projects that are not on your official agenda, squash the impulse to veto their enterprise. 10) Spend more time helping your employees succeed; it is your job to make them feel bigger, not vice versa.

*(This excerpt was reprinted from the September issue of Ideas Magazine.)*

## Court says city can boycott newspaper

SAN FRANCISCO (AP) — The city of Oakland acted legally when it endorsed a labor union's boycott of The Oakland Tribune, urged residents to stop buying the newspaper and canceled its own subscriptions, a federal appeals court ruled in mid-September.

A federal judge ruled in 1994 that the city's actions were an illegal attempt to intervene in a labor dispute. But the 9th U.S. Circuit Court of Appeals said the city was exercising its right to speak on a matter of public interest.

"An inherent power of any sovereign government and one that is fundamental to any form of democracy is the ability to communicate with the citizenry," said Judge Stephen Reinhardt in the 3-0 decision.

In canceling about 13 subscriptions that city departments held with The Tribune, the city was acting merely as a small customer, not as a regulator with economic power over the newspaper, Reinhardt said. He said the judge's 1994 order required the city to defy the union boycott and effectively side with the employer in the dispute.

The Northern California Newspaper Guild called the boycott in April 1993 against Alameda Newspapers Inc., the Hayward-based company that had bought The Tribune in the fall of 1992. The company, which owns five other local newspapers, has not reached agreement on a contract in more than eight years of negotiations with the Guild, which represents editorial employees.

The Oakland City Council endorsed the boycott in September 1993, passing a resolution that urged residents not to buy or advertise in Alameda Newspapers publications while the labor dispute continued. The resolution said The Tribune's new owners had "embarked on a course of antilabor conduct," eliminating 500 jobs and offering a low-wage contract.

Besides canceling its subscriptions, the city said it would reopen bidding for the official newspaper to carry about \$40,000 in legal advertising.

Alameda Newspapers filed suit for \$5 million and an order overturning the city's actions. U.S. District Judge Charles Legge ruled in the company's favor in April 1994, saying the city had "put its thumb on the balance scale between management and labor in a private industry, which a local government may not do."

He ordered the boycott endorsement withdrawn and the subscriptions restored. The Tribune has continued to run the city's legal ads on a month-to-month contract. The city did not appeal and instead reached a private settlement with the company, but the Guild appealed on its own.

Erin Tyson Poh, the Guild's field representative for Alameda Newspaper employees, praised the ruling.

"Communities are really influenced by their local newspapers," she said. "It's important that a city has the right to make a stand in support of labor."

City Attorney Jayne Williams called the ruling "a victory for Oakland."

Jim Janiga, Alameda Newspapers' vice president for human resources, said the company was disappointed with the court's view of the law, but "as a practical matter our differences with the Oakland City Council have long been resolved and we now benefit from a keener appreciation of each other's role in the community we all work hard to serve."

The appeals court said state and local governments are prohibited from regulating labor relations that are governed by federal law, but are not barred from speaking out.

For a federal court to prohibit a statement like Oakland's would be "an unprecedented and extraordinary intrusion into the rights of state and local governments," said Reinhardt, joined by Judge Robert Boocchever and U.S. District Judge Samuel King of Hawaii.

Unlike an earlier case in which a city illegally threatened to revoke a company's operating license unless it settled a labor dispute, Oakland was acting as an ordinary customer with respect to its subscriptions and advertising, Reinhardt said.

He also said council members were responding to the company's "treatment of its workers and what they perceived to be its callous corporate policies," not its editorials or political views.

## Study will measure the quantity of newsprint used by weeklies

A study to measure the quantity of newsprint used by weekly community newspapers began Oct. 1 as a joint project of the American Forest and Paper Association (AF&PA) and the National Newspaper Association (NNA). Plans for the study were announced at NNA's annual convention in Nashville in late September.

The study will collect information from a wide sample of both member and non-member newspapers of the NNA, which represents about 4,000 weekly and small-daily community newspapers. Rather than seeking information on newsprint consumption and use over a period of time, which the newsprint industry regularly receives from daily newspapers, this study will query newspapers about pages printed over specified time periods.

Presently, the industry assumes that 25-30 percent of all

newsprint is consumed by customers other than daily newspapers.

"We're very curious to know what we will find in this study," said Jeff David, publisher of the Denham Springs (LA) News and chairman of the NNA Newsprint Committee that proposed the study. "We know that weekly newspaper circulations have grown dramatically in the past 10 years and that the burgeoning development of free, niche market and suburban newspapers has had an impact upon the newsprint market."

"What we don't know is whether that consumption approximates earlier estimates or not. If the estimates are correct, that's great. If they are not, a different outcome either way is going to have an important impact upon the newsprint marketplace. We all have an interest in operating from good numbers, whether we are producers or consumers of paper."

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## LEGAL NEWS & VIEWS

# Technology doesn't change openness of records

By **KIM GREENE**  
**KPA General Counsel**  
**Wyatt, Tarrant & Combs**



America is knee deep into the computer age, and many public agencies in Kentucky now maintain computer databases and other electronic files. From time to time, some public agencies around the state have needed reminders that public records are still public records, even if they are maintained on a computer system instead of in a file cabinet. In other words, the new technology does not change public records into private possessions of the agency.

Since 1994, the Open Records Act has explicitly recognized this, treating all public records similarly regardless of their format. A requester is entitled to obtain a hard copy of a public record or an electronic file if available. The agency is not required to convert a hard copy into an electronic file:

*"Non-exempt public records used for noncommercial purposes shall be available for copying in*

*either standard electronic or standard hard copy format, as designated by the party requesting the records, where the agency currently maintains the records in electronic format. Nonexempt public records used for noncommercial purposes shall be copied in standard hard copy format, where agencies currently maintain records in hard copy format. Agencies are not required to convert hard copy format records to electronic formats."*

If the requester asks for a hard copy, the agency cannot instead provide a copy on a computer disk:

**KRS. 61.874 (2) (a)**

*Production of the records, in a format which renders them inaccessible, at least as to the person requesting them, constitutes a subversion of the law.*

**93-ORD-62**

The standard format for electronic files is ASCII. If the public agency's records are stored in a different format, the requester may accept a copy of the record in that format or request a hard copy:

The minimum standard format in paper form shall be defined as not less than 8 1/2 inch-

11 inches in at least one (1) color on white paper, or for electronic format, in a flat file electronic American Standard Code for Information Interchange (ASCII) format. If the public agency maintains electronic public records in a format other than ASCII, and this format conforms to the requester's requirements, the public record may be provided in this alternate electronic format for standard fees as specified by the public agency. Any request for a public record in a form other than the forms described in this section, shall be considered a nonstandardized request.

**KRS. 61.874 (2) (b)**

If the requester desires an electronic format other than ASCII, the agency has the choice of complying with this request and charging the requester for its time and expense:

*If a public agency is asked to produce a record in a nonstandardized format, or to tailor the format to meet the request of an individual or a group, the public agency may at its discretion provide the requester format and recover staff costs as well as any actual costs incurred.*

**KRS 61.874 (3)**

Can a reporter obtain a customized search of

**See RECORDS, page 15**

## AG opinions

**Tony Graves/Monroe County Clerk**

This case came to the attorney general's office on appeal by Tony Graves in connection with his request to Monroe County Clerk Patsy Rich for access to documents.

On Aug. 8, Graves requested "1 copy of All Absentee Ballots from the May 25, 1993 Primary Election in the Poplar Log precinct number 9."

In his letter of appeal, Graves said the clerk's office had failed to make any type of response relative to his request for access to documents.

Rich sent a letter to the attorney general's office, dated Sept. 5 and apparently in response to the notification from the AG's office that an appeal had been filed. She stated in the letter that she had not denied Graves' request.

Rich wrote in her response: "Secondly, by way of further response, we enclose a copy of Mr. Graves' request. As you will note, Mr. Graves requested to inspect the 'absentee ballots.' The 'absentee ballots' would be no help to Mr. Graves, as there is no way that it could be ascertained from which precinct each 'absentee ballot' came, and further we were unclear as to just what documents Mr. Graves was referring.

"Thirdly, we were not in office in 1993, and did not know the whereabouts of the records from the 1993 Primary Election, thus a

search had to be made in the Archives room in the basement of the Courthouse before these records could be located, and we do not have extra personnel to spare and time within which to make such searches, we did not realize that Mr. Graves was in such dire need of these records that we would not be allowed ample time within which to make a search for these records. Further we were not even sure that we could locate said 'absentee ballots.'"

The attorney general ruled Rich was in violation of the Open Records Act, noting public agencies are required to advise requesting parties in writing within three business days after the receipt of the request as to whether it intends to comply with the request. If a request is denied, the agency must include a statement of the specific exception authorizing the withholding of the record and a brief explanation of how the exception applies to the record withheld.

In response to Rich's argument about the location of the records (in the basement of the courthouse) and the lack of personnel and time to retrieve the requested documents, the attorney general said:

"If the records are not readily available for the task of reproducing voluminous records, covering a long period of time, makes it virtually impossible to meet the time

**See OPINIONS, page 9**

## Health-care company sues Herald-Leader

A corporation that was featured in a Lexington Herald-Leader investigative series on nursing homes and Medicaid has filed a lawsuit accusing the newspaper of libel, defamation and negligence.

Complete Care Inc., a Crestwood, Ky., corporation that operates long-term care facilities in various parts of the state, filed the suit Sept. 4 in Fayette Circuit Court.

The lawsuit stems from a June 12 article written by Herald-Leader staff writer Kit Wagar for the Medicaid Millions series.

In the complaint, Complete Care alleges that Wagar's story contained "numerous errors and inaccuracies and numerous misquotes and misstatements regarding Complete Care and its nursing

home operations."

Specific details are not included.

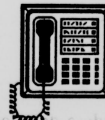
The nursing home operator also faults the newspaper for allegedly refusing to publish a correction or retraction of the article and for trying to create "a sensation" in order to boost circulation, according to the lawsuit.

Complete Care is asking for a jury trial and an undetermined amount of compensatory and punitive damages.

Robert W. Riley, a Louisville attorney representing Complete Care, declined to comment on the lawsuit.

Herald-Leader editor and senior vice-president Timothy M. Kelly, also declined to comment until a formal response to the lawsuit is filed in circuit court.

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# Reporters should prepare for tough interviews

By JIM STASIOSKI

In his book, "Breaking the News," a powerful critique of the nation's news media, James Fallows quotes a former aide to President Clinton as saying, "You could always (emphasis in the book) out-guess what reporters would ask at press conferences."



That's frightening. On any day, the president has thousands of topics reporters could ask about, and there are dozens of sharp reporters following the president. If ever a question would surprise a newsmaker, logic says it should be in a presidential press conference.

And yet, his aides have no trouble preparing for the exact questions Clinton will face.

Now, let's translate that situation to a reporter at a newspaper. The reporter makes an appointment to interview the school superintendent. Obviously, a superintendent has fewer topics on his or her plate than a U.S. president, and obviously, one reporter is probably pursuing a single, narrow topic.

Don't you think that superintendent knows the questions the reporter is going to ask? And don't you think the superintendent has rehearsed answers to every question, especially the tough ones? That's why sources rarely say anything they don't want to say.

For instance, a reporter was asking the attorney for a business owner what he was going to do about the county's allegation the owner had polluted the land.

"We will deal with that," the attorney said, "after we clear up the situation with the state." Then the attorney explained his client and the state were working on an agreement.

I said to the reporter, "You didn't get a comment from either the polluter or his attorney on what they're going to do about the county's

charges."

Defensively, he said, "I got the attorney to comment." He pointed to four paragraphs in which the attorney explained the situation between his client and the state.

"What did you ask the attorney?" I said.

"I asked about what his client is going to do about the county's charges."

"But that's not the question he answered," I said. To keep the reporter occupied, the attorney answered a question he was more comfortable answering.

Savvy news sources know how to answer the question they want to answer, not the question the reporter asks.

When reporters ask President Clinton about the resignation of his political advisor, Dick Morris, they're hoping Clinton will say something juicy about Morris: "I showed poor judgment in hiring him, and I think the American people should hold me accountable."

Hah. Clinton is more likely to become a vegetarian than answer hot questions in a way that incriminates him. Immediately, Clinton skillfully ignores the interviewer's question and answers a question on political tactics: "Mr. Morris was a political advisor, so his departure won't hurt the campaign, as the campaign is based on my record as president."

That's not the question, but Clinton knows to answer the question he wants to answer.

That's one reason I recommend reporters not write a list of questions for an interview. A list of questions often becomes a story. The reporter with a list of questions tends not to listen to answers. Instead, that reporter asks a question, waits for a source to stop talking, then asks the next. No matter what the answers are, the reporter tends to write from the list of questions.

I dislike lists, but I do like preparation. When I was a reporter, I would drive around in my car and actually ask the questions out loud. Then I would

pretend I was hearing the source evade the question. I'd follow with the same question asked in a different way. When the source evaded my questions, I had already thought of what to say next.

Finally, in exasperation, I would say out loud, "Come on, Mr. Johnson, you're not answering the question I asked. Let me go over this again."

(Yeah, when you're talking to yourself in the car, you do get funny stares from other drivers. I usually pretend I'm singing along with the radio.)

With most media-savvy sources, the interview is competition. The source wins by giving less than the reporter wants. The reporter wins by getting more than the source wanted to give.

Hey reporters: You can bet the source has rehearsed the answers. If you go into an interview without rehearsing, you're not giving yourself a chance to compete.

And our goal is to give readers information on which they can base their decisions, right?

Fallows sends a chill down our collective spine when he quotes another former Clinton official as saying: "I don't know how the average person feels he has any way of making a decision, based on what's in the press."

The Final Word: The verb "wean" ends up in a lot of sentences in which the writer wants an almost opposite sense. "To wean" means to end the dependence on mother's milk. But some writers will use it to mean that a person got nourishment throughout his or her growing years from some source: "Johnson said he was weaned on the New York Times." There are at least two good options there: "raised," and "brought up."

In the metaphorical sense, "weaned" means to gradually lose dependence on something: "Because he traveled so much, Caldwell weaned himself from the New York Times."

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

## Pulitzer-Prize winning paper bought by A.H. Belo Corp.

(AP) - Dallas media company A.H. Belo Corp. has added another Pulitzer Prize-winning newspaper to its holdings with the \$1.5 billion purchase of The Providence Journal Co., owner of the Providence Journal-Bulletin.

Belo already owns a group of newspapers that includes The Dallas Morning News, the Bryan-College Station (Texas) Eagle, Arlington (Texas) Morning News, eight community newspapers in the Dallas-Fort Worth area, and the Owensboro

(Ky.) Messenger-Inquirer.

"I am very pleased that we are merging with a company that I believe is a mirror image of our own," Journal chairman and chief executive Stephen Hamblett said Thursday. "One that respects and will continue the long traditions of journalistic excellence and community service."

The deal has been approved by both companies' boards, but must be cleared by government regulators. That is expected during the first half of 1997, Hamblett said.

## Opinions

Continued from page 8

limitations, the circumstances might necessitate a reasonable extension of the three-day period of limitation. However, the burden would be on the public agency to provide a detailed explanation of the cause of the delay and arrange for inspection at the earliest possible date."

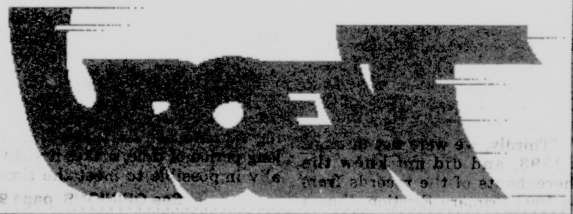
Since Rich did not give a

detailed explanation as to the reason for the delay and did not set a specific date in the future when the records might be reviewed, the attorney ruled this was an insufficient response.

Rich was further instructed to immediately take steps to ascertain if the paper absentee ballots from the 1993 primary election exist, and if so, how they are retained and filed, and then communicate that information in writing to the requesting party.

## Attention photographers:

Photos for the 1997 Winter Convention Photo Display are needed. Send your best shots, 11x14 or 8 x 10, mounted with a cutline that must include photo identification, newspaper's name and photographer's name. Must be received at the KPA Office by December 9, 1996. Don't miss this opportunity to showcase your best work!



## Minutes from June KPA/KPS Board meeting

Following are the minutes of the Kentucky Press Association/Kentucky Press Service Board of Directors meeting of June 20, 1996, as approved by the Board on September 27, 1996.

KENTUCKY PRESS ASSOCIATION/KENTUCKY PRESS SERVICE  
Board of Directors Meeting  
Minutes - Thursday, June 20, 1996  
University Plaza, Bowling Green, Kentucky

Attending: John Del Santo, President; Dorothy Abernathy, Gene Clabes, Guy Hatfield, Jed Dillingham, Charlie Portmann, Teresa Revlett, David Greer, Merv Aubespain, Louise Hatmaker, Stuart Simpson, Glenn Gray, Stuart Simpson, Tom Caudill, Tom Moore, Chip Hutcheson, Dave Eldridge, Russ Powell, Barbara McDaniel, Ed Riney.

Also attending: John Nelson, KPA News Editorial Division; Dr. Ron Wolfe, KPA Journalism Education Representative; David T. Thompson

1. President John Del Santo called the meeting to order at 10:05 a.m. (Central Time) and welcomed Board members to the 1996 KPA Summer Convention. Guy Hatfield updated the Board on Russ Metz' condition following open heart surgery on Wednesday, June 19.

2. A motion was made by Charlie Portmann, seconded by Merv Aubespain to approve the minutes of the March 28, 1996, KPA/KPS Board of Directors meeting as submitted. Approved.

3. A motion was made by Tom Caudill, seconded by Glenn Gray to accept the Kentucky Press Association financial statement through May 31, 1996. The financial statement was presented by David T. Thompson, in the absence of Treasurer Marty Backus. Approved.

4. A motion was made by Gene Clabes, seconded by Dorothy Abernathy to accept the Kentucky Press Service financial statement through May 31, 1996. The financial statement was presented by David T. Thompson, in the absence of Treasurer Marty Backus. Approved.

5. Gene Clabes, as chairman of the KPA/KPS Vision 2000 Committee, presented the Board with a discussion on KPA/KPS staff health care cost increases effective June 1, 1996, and gave the Board a report on the Vision 2000 Committee's tentative action of May 9, that from June 1, 1996, to July 1, 1996, KPS would contribute \$100 per month toward each employee's health care coverage with a recommendation that the full Board give consideration to making this change a part of the staff's Personnel Policy. A motion was made by Russ Powell, seconded by Guy Hatfield, that KPS pay \$100 per month toward each employee's health care costs. The motion was also clarified to show that this would be "permanent" only until any future Board might increase or decrease the amount of reimbursement. Approved.

6. The Board was presented with a written proposal from Ad Tech, represented by Kevin Slimp, to coordinate the staff and newspaper staff training sessions, a training manual, and advertising agency

staff training on the use of Adobe Acrobat to accomplish the electronic transfer of display advertising sold by the Kentucky Press Service. After a period of discussion on what might and might not be needed as far as training and written material is concerned, a motion was made by Dave Eldridge, seconded by Teresa Revlett, to accept the full proposal from AdTech. Approved.

7. President John Del Santo presented the Board with a report showing the newspapers committing advertising space from KPS, the funds of which will be used to help establish the Kentucky Press Association Legal Defense Fund. The Board was asked to establish a starting date for the four-year commitment from newspapers and told that newspapers would receive a letter from KPA explaining the full procedures on how the KPA/KPS Business Office would handle the commitments. Following a discussion, a motion was made by Russ Powell, seconded by Merv Aubespain, that the commitment year run September 1 through August 31, for the full four years of the commitment period. Approved.

8. Following the discussion on the Legal Defense Fund procedures, Board member Guy Hatfield explained a Powell County court situation on closing court records that he and his newspaper had been involved with. That situation following with the previous established guidelines that cases affecting a majority of the industry be those from which financial considerations are made by the Legal Defense Fund, Guy Hatfield requested funds from the Legal Defense Fund to help fight this situation. After lengthy discussion on the mechanisms and purposes of the Legal Defense Fund, a motion was made by Merv Aubespain, seconded by Russ Powell, that more discussions take place on the fund and how it will reimburse newspapers and what cases are to be considered for reimbursements, that a structure of formality be given, that a committee of three Board members plus the general counsel(s) be created to develop the mechanism and that a report be made at the September 26-27 KPA/KPS Board of Directors Fall Retreat and that until that mechanism is approved by the Board, the request for funding be held in abeyance. Approved.

9. Following that motion and approval, discussion ensued on the periods of coverage for which funds will be reimbursed. A motion was made by Russ Powell, seconded by Glenn Gray, that Legal Defense Fund reimbursement requests can only be available to cases that were initiated after January 1, 1996. The motion was approved, with three Board members voting "no," and one Board member (Guy Hatfield) abstaining.

10. David Greer presented the Board with written information about the KPA Internet Committee's meeting and brought a proposal to the Board concerning KPA's involvement with the Internet. The recommendation included KPA using Kentucky Connect, offered by the Lexington Herald Leader, as the service provider. The report, a copy of which is included with

these minutes, was accepted following a motion by Gene Clabes, seconded by Teresa Revlett. Tom Caudill, of the Lexington Herald Leader, abstained.

11. Gene Clabes presented the Board with a proposal from GeoTel Corporation, concerning the potential purchase of the KPS Clipping Service. During the discussion, the Board reiterated its demand that if the service is sold present employees would be offered employment with any company purchasing the clipping service. Discussion also included a question as to whether current employees or other companies might be interested in submitting a purchase proposal. A motion was made by Guy Hatfield, seconded by Louise Hatmaker, that the Executive Director solicit other proposals for the purchase of the KPS Clipping Service and report back to the Board at its next meeting on any proposals received. Approved.

12. David Thompson discussed with the Board a meeting with representatives of the Indiana and Illinois press associations and a workers compensation administrator company on the potential of the three state press associations joining together to offer workers compensation coverage to their member newspapers. The request was made for permission to survey newspapers on workers compensation coverage and experienced for the past five years. A motion was made by Charlie Portmann, seconded by Teresa Revlett, allowing the KPA staff to conduct the survey. Approved.

13. Following a report on the 1996 KPA Summer Convention and the agenda, a motion was made by Dorothy Abernathy, seconded by Louise Hatmaker, that the KPA staff begin contacting potential facilities to host the 1997 KPA Summer Convention. A request by Guy Hatfield was made to clarify that the report from the staff could also include cutting the number of conventions from two each year to one. The report is due at the 1996 KPA/KPS Board of Directors Fall Retreat. Approved.

14. Concerning the 1996 Fall Board Retreat, a motion was made by Dorothy Abernathy, seconded by Jed Dillingham, that KPA/KPS would pay for one night's lodging, a Thursday night dinner and Friday meal (breakfast or lunch) for Board members attending the Fall Board Retreat and the National Newspaper Association convention. Approved.

15. Journalism Education representative Ron Wolfe asked for clarification on the amount paid to KJF student interns and whether the amount included payroll taxes or if the newspapers are responsible for paying the taxes. It was clarified that newspapers are to gross up the salary so that each student receives the full \$2500 and the Board asked the Executive Director to contact all newspapers to clarify this policy.

There being no further business, the meeting was adjourned at 12:20 p.m.

Respectfully submitted,  
s/David T. Thompson  
Executive Director/Secretary

## NAA announces new staff positions

The Newspaper Association of America announced recently that Parks Rogers has joined the association as advertising sales manager.

Rogers is based in NAA's Reston office. His responsibilities include advertising for Presstime, TechNews, conference sales and NEXPO publications for the Midwest and West Coast territories. He has 17 years advertising experience and newspaper experience, including eight years with The Washington Post and most recently with Phillips Publishing International.

NAA also announced that Melinda Gipson has been promoted to director of new media business development for the association.

Gipson joined NAA in February 1995 as manager of new-media analysis. Previously she worked at Pasha Publishing, where she created and edited Multimedia Daily. She is also a 13-year veteran of the Washington press corps, during which time her reporting on the space industry on her many awards.

During her time at NAA, Gipson has written and edited "Opportunities in Anarchy: A Blueprint for Building Online Services," and "WEB.HELP," a practical how-to guide for putting newspapers online.

She was instrumental in launching NAA's Internet site (<http://www.nna.org>) and has produced the NAA New Media Federation's dedicated Internet Web site, called The Digital Edge (<http://www.naa.org/edge.html>).

## Second annual SuperConference sets agenda

RESTON, Va., September 19, 1996 -- The second annual Newspaper Association of America (NAA) Newspaper Operations SuperConference is set for January 12-17, 1997, at the Hilton in Walt Disney World Village, Orlando, Fla. SuperConference '97 will provide an in-depth, wide-reaching forum for industry professionals to explore four key areas of newspaper operations during the same week: pre-press; press and materials; health and safety, and packaging and distribution.

This year's conference will include demonstrations of the latest related technologies, plus panel discussions on best practices, electronic publishing, digital advertis-

See ANNUAL, page 11

## Former newspaper man: Papers should concede to be No. 2 in political advertising

Former Newspapers may say papers should try to be second best buy for politicians. Political consultant Randy Splaingard of Oklahoma City raised some eyebrows and some hackles at the Oklahoma Press Association's Summer Conference.

The former newspaper reporter, editor and general manager now handles media and public relations for many campaigns in Oklahoma.

Newspapers must accept the fact that TV is the dominant medium for political campaigns, Splaingard told the nearly 100 publishers in his audience.

He has never seen a TV station editorialize against a candidate and still expect the candidate to advertise. Nor has he ever taken a candidate to see the president of a TV station and have him shuffled off to the ad department, Splaingard said.

A minute is a minute no matter what TV station it's on. Television

**To remain competitive, newspapers "need to become capable of receiving ads electronically."**

Randy Splaingard  
Political consultant and former newspaperman

must sell at its best rate, according to FCC regulations. Newspapers often charge politicians their highest rate, and many newspapers have different column widths and pricing policies, he said.

Newspaper also need to become capable of receiving ads electronically, Splaingard said.

Splaingard urged newspapers to become strong second-choice mediums for politicians. Develop price and frequency programs specifically for political campaigns, he said.

Ray Hibbard, former Oklahoma Press Service vice president, offered more thoughts.

Politicians are not interested in penetration or market share, Hibbard said. They need only 51

percent of the vote.

Radio soon may begin losing ground as a political advertising medium, and TV is fractured and post the point of being able to drop rates. TV stations hate political advertising because it takes up all their time and they get their lowest rates for it, Hibbard said.

New competition will come from direct mail companies that will sell demographics so politicians can pinpoint swing voters, he said. Political consultants define voters in three categories: for, against, and the swing vote. "They go after the swing vote. They don't care about the other two," Hibbard said.

*Reprinted from the Minnesota Newspaper Assoc. Bulletin*

## KKK papers distributed in Indiana

(AP) - Civil rights leaders say whoever has been distributing Ku Klux Klan-related newspapers in south-central Indiana is trying to create the impression that the Klan is active once again.

Dozens of the 16-page newspapers, titled "The Truth At Last," were hung from mailboxes in southern Johnson County and northern Brown County recently.

The Marietta, Ga.-based publication featured stories that attack racial and religious minorities and blame the nation's ills on immigrants — both legal and illegal.

The newspapers were stamped with the post office box address of the Indianapolis International Airport's mail center. Manager Stan Miller said that because the newspapers were placed outside the mailboxes they were distributed in accordance with U.S. Post Office regulations.

If they had been placed in the mailboxes they would have been illegal, he said.

## Eaton named NNA chairman; search on for executive director

The National Newspaper Association has named Roy J. Eaton, publisher of the Wise County Messenger in Decatur, TX, to be its chairman for the coming year. He served as vice chairman for the past year.

Eaton succeeds R. Jack Fishman, president of Lakeway Publishers, Morristown, Tenn., who continues on the board as immediate past chairman. Fishman also becomes chairman of the NNA Foundation, the education arm of the association.

Dalton C. Wright, president of the Lebanon (MO) Publishing Company, as vice chairman.

NNA also announced it is launching a search for a new executive director for 1997. Eaton said the board of directors had been notified that Tonda F. Rush, who currently serves in the position, will leave her position in the spring of 1997. Rush joined the association in 1992 and advised the board she is leaving to explore new business opportunities for the coming year.

Applications for the position will be received at the association headquarters through Nov. 30. They should be addressed to Dalton Wright, in care of the NNA national office, 1525 Wilson Blvd., Arlington, VA 22209.

## Annual

Continued from page 10

ing, new media, digital and shaftless presses, automated distribution systems, alternative sources for newsprint, newsprint waste control, ergonomics, workplace safety, microzoning, quality in operations and more.

"To remain competitive in today's increasingly crowded media marketplace, successful newspapers need to focus on operations and emerging technologies," said Eric Wolferman, NAA senior vice president of technology.

"The SuperConference pro-

vides complete coverage of the issues newspaper professionals need to understand as they seek to provide quality services to advertisers and deliver the best product possible to readers."

Each of the SuperConference Program segments will be preceded by primers on key issues.

There will also be industry-outlook roundtable discussions and special networking events. Registration has been set up to allow newspaper professionals to attend the entire SuperConference or just the segments that are of particular interest to them.

For more information on the SuperConference, contact Maya Brahmam at (703) 648-1221, or by e-mail (mayab@naa.org).

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# AD \$ENSE

## Props can add clarity to sales presentations

Ad Libs©  
By JOHN FOUST  
Raleigh, NC



Good salespeople are always on the lookout for ways to make their presentations come to life. One way to dramatize a sales point is to use some kind of exhibit — a prop. For instance, I once heard of an insurance seller who used coins to dramatize low premiums. As corny as it sounds, his little exhibit generated a lot of sales.

When you plan sales presentations, don't limit your focus to the words you say. Think of ways to make those words come to life. And as you prepare answers to the standard objections you hear every week, ask yourself if exhibits would help.

In selling newspaper advertising there are plenty of opportunities to use props. All it takes is a little creativity:

1. Let's start with things you can put in your briefcase. I once heard someone suggest that a television remote control would be a good prop. If a potential advertiser is considering television, you can put the clicker on the desk and ask, "How do a lot of people watch TV? They hold this in their hand and zap commercials, don't they?" In this case, the remote is a tangible reminder of one of television's biggest drawbacks. Used properly, this exhibit can really hit home.

What about a deck of cards? Put several black cards on the desk, then turn up a red card — to dramatize the impact of spot color. Or put the Ace of Clubs beside the Ten of Clubs — to show the value of white space. If you give it some thought, you'll see there are lots of advertising principles which can be illustrated with a deck of cards. (Caution: Resist the temptation to

say something like "You have a winning hand with our newspaper." You might think its clever, but your client won't.

What else can fit into your briefcase? Use your imagination — and tuck a few props into the corners.

2. What about things in your pocket or purse? That insurance seller used coins. What else could you use? How about paper clips? Or a pen? Or a business card?

Elaborate exhibits usually aren't worth the trouble. More often than not, it's the common, everyday objects — given new meaning — which have the most impact in a sales presentation.

3. Don't forget the most obvious prop of all — a newspaper. A paper from another area is helpful, when you are explaining some general principle of advertising. Why? Because your client is familiar with the advertisers in your newspaper and may not be able to see them objectively. With an out-of-town paper, you can critique layouts and headlines without offending anyone.

One way to use your own newspaper is to tape a proposed ad on the page itself. This shows your client how the ad will look in its "natural habitat."

4. Don't overdo it. There's only one reason to use props in sales presentations — to clarify sales points. As long as you use them appropriately, they can make your job easier and a lot more fun.

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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, PO Box 10861, Raleigh, NC 27605, phone (919) 834-2056.*

## Newsprint crisis of 1996 gives way to classified panic

By Earl J. Wilkinson

The times, they are a' changin'.

The newsprint crisis is over.

The classified advertising panic has begun.

"Promotion" is no longer a dirty word.

The Internet is our friend.

Adding value for advertisers is popular.

Circulation retention is the new hot topic. Database marketing is the old hot topic.

The circulation department is "out," and a separate distribution department and circulation marketing department is "in." "Circulation"...bad. "Readership"...good.

These are the marketing developments from the major newspaper industry conferences thus far in 1996.

•Circulation and Readership — Easily the hot topic of 1996. After years of little publicity, the

concept of converting the modern circulation department into a distribution department and reassigning circulation marketing activities elsewhere finally made it to an industry conference.

Circulation declines continue to panic publishers, with young reader development being the primary long-term initiative. The "in" newspapers are talking more about the retention than new reader development.

After years of circulation share declines worldwide, the Newspaper Association of America (NAA) announced a change of rules: They would push the Audit Bureau of Circulation (ABC) to include readership figures along with circulation figures like other media industries.

Why? Readership is a better story for newspapers!

•Web Economics — Everyone

See PANIC, page 13

## NAA announces new staff positions

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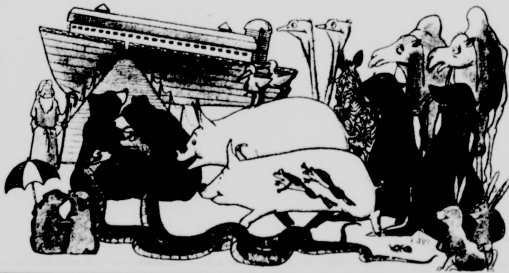
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Gipson joined NAA in February 1995 as manager of new-media analysis. Previously she worked at Pasha Publishing, where she created and edited Multimedia Daily. She is also a 13-year veteran of the Washington press corps, during which time her reporting on the space industry on her many awards.

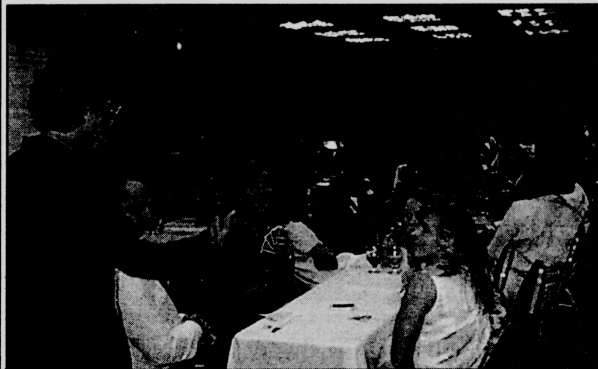
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Ads Reaching Kentuckians  
KPA's 2x2 ad program  
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# KPA holds telemarketing training program



Newspaper consultant and trainer Kelly Enstad explained the concept of her sales training and motivational game "Go Sell!" to newspaper advertising representatives who attended a recent seminar on telemarketing techniques. (Photo By Lisa Carnahan)

Telemarketing and the techniques used to be successful at it were the focus of a September seminar held in Frankfort and sponsored by the Kentucky Press Association.

Kelly Enstad of ProMax in Cordova, Tenn., presented the program entitled "Successful Telemarketing Techniques" which was attended by approximately 30 newspaper advertising sales representatives from across the state.

Enstad's program featured five steps:

- Turning voluntary calls into presentations.
- Creative selling.
- Upgrading existing businesses.
- Developing new business.
- Selling special sections/projects.

jects.

One of Enstad's primary tools of the trade is learning how to use your voice and word choices for greater impact.

She also had seminar attendees participate in her sales training game "Go Sell!" which helps sales representatives overcome objections using role play.

Go Sell! tests participants skills in a variety of real-life situations and can be used for new employees or to motivate existing staff.

KPA staff members received positive feedback from the newspaper staff members who attended the seminar and several inquired about securing Instead's service for individualized training for their paper's sales staff.

## Panic

Continued from page 12

agrees it's cool, but on one can agree on who pays the bill...the consumer or the advertiser. Everyone is in search of the "killer app" to drive traffic and how to market newspaper Web products to consumers and advertisers.

•Classified — Despite a good 1995, niche products and online threats are expected to hurt newspapers in the next year — especially automotive, employment and real estate. The Web may be a better medium for click-and-find classifieds, and some newspapers have begun offering their classifieds on the Internet. Message to newspapers: Market more, market often, and market now.

•Brand Marketing — Aside from a unanimous cry to invest more marketing dollars in raising the newspaper's brand awareness, it's one person's opinion vs. another. Big question centers around niche product development, including online: Do you market the newspaper brand, or create new

brands with new products?

•Marketing: Investment of Expense? — Expert after expert tells publishers what is needed yet little action is taken. Advice: Invest in "new" marketing that includes brand building and customer responsiveness; dump the coupon, discounts and deals involved in "old" marketing.

•Adding Value For Advertisers — A hot topic for two years now, everyone agrees it must be done and a few newspapers have contributed ideas. Like Web economics, though, no one has the "killer idea."

•Promotion-It is still misunderstood by many, but promotion is getting attention at conference after conference for the value the local newspaper brand can bring in the emerging online environment.

And by mid-1996, few were talking about newsprint!

Earl J. Wilkinson is executive director of INMA. He may be reached by e-mail, [wilk@flash.net](mailto:wilk@flash.net). This article was reprinted from the September issue of Ideas magazine.

## Clarification

Continued from page 5

that's for the future," Sturm commented. "The bulk of the contractors used by the industry and where the problem has always focused with the (Internal Revenue) Service has been in this area."

In addition, the three-part, direct-seller test "is pretty simple and unambiguous" compared to the 20-point test currently used by the IRS, Sturm pointed out.

"This is a win, win all the way 'round. There is no downside to all of this. This is really a "biggie," Sturm said.

This was the second attempt in the past 18 months to add the direct-seller language to legislation — the first was in the budget bill that was vetoed last October — but this bill had a great chance of being signed by the president.

Not surprisingly, the amendment's success is considered a tremendous victory by the American Association of Independent Newspaper Distributors.

"This is probably the watershed event of the last 30-odd years," said AAIND president Clyde Northrop.

Chicago lawyer Camille Olson of Seyfarth, Shaw, Fairweather and Geraldson, not only has worked with newspapers and distributors in legal cases on this issue, but also worked with industry trade groups on the legislative side.

Olson warned that while this is a "wonderful, important victory," it nevertheless "doesn't provide a victory in every arena," and state laws regarding independent contracts must still be factored into each relationship.

"We have to ensure that our managers who are responsible for independent contractor relationships understand that it is still very important that we are treating these workers has independent contractors for the purpose of a lot of other laws that don't have this exemption — unemployment, state minimum wage, a lot of different laws," she said.


(This article was reprinted from the Sept. 14 issue of Editor & Publisher)

Introducing... **AdCreation Toolkit**


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## Newspapers proliferate in well-read town

TRUTH OR CONSEQUENCES (AP) - Truth or Consequences residents are either among the most well-informed in the nation or they have a lot of fish to wrap.

Some days, close to 10,000 newspapers sold in this southern New Mexico town of 6,000 residents.

"We've got a lot of very smart people in this community, a very intellectual type of people. They like to keep up with everything," says barber Joe Silva.

Patrons can keep informed while getting buzz cuts at Joe's Barber Shop, where the stacks include The Herald, the Sierra County Sentinel and the Desert Journal. Outside, racks stock the Courier from Hatch, the Albuquerque Journal, the El Paso Times and the Las Cruces Sun-News.

Compare that with Milwaukee, a city of 628,000 people, with just two papers - the daily Milwaukee Journal Sentinel and the weekly The Milwaukee Courier.

In Truth or Consequences, competition is fierce, scoops common, loyalty strong. Publishers compete on everything from news mottos to the size of their print.

Marilyn Fletcher, coordinator for the New Mexico Newspaper Project, has spent the past four years trying to gather copies of every newspaper ever published in the state. She counts eight - all weeklies - over the years in T or C - as it is commonly known.

"These small weeklies are just the lifeblood of these communities," she says. "They're filled with good, personal information that people need to know."

Silva - born, raised and planning to die in Truth or Consequences - gives a passing review of the local media.

"The Sentinel is known as the gossip newspaper, and The Herald, all they carry is ads for selling stuff. The Desert Journal does a pretty good job, but to really find out what's going on I read the Courier," says Silva, 51.

Truth or Consequences is a sleepy town where the biggest event is the annual visit of former radio game show host Ralph Edwards, now 82, who in 1950 persuaded what was then the town of Hot Springs to name itself after his show.

The town has a bowling alley, dances at the Teen Center, fishing derbies at nearby Elephant Butte Lake and concerts by the Hot Springs High band. You can rent a studio apartment for \$195 a month, or buy a house for under \$35,000.

Or for 50 cents, you can buy any of the locally owned and published papers and spend the day sitting in Ralph Edwards park catching up on what's happening.

"Free Male Cat Sterilization: Who can resist something for free?" asked The Herald last month.

The same day, the Sierra County Sentinel's police blotter included a report that a woman's building permit was stolen from the plastic cover stapled to a post.

"Officer Looney advised her to get another copy of a building permit from the building inspector," says the report.

And the Desert Journal's latest promotion on a local radio station is hard to miss.

"The yard work can wait - The truth shall set you free," booms a man's voice, urging listeners to pick a copy as it leaps off the press every Friday."

Elmina James, a Truth or Consequences resident since 1965, sticks with The Herald.

"It's newsmier and it's easier reading," she says. "The printing in the Sentinel is finer than in The Herald."

Bob Tooley, co-publisher of The Herald, says it's worth lots of ink to have readers like Mrs. James.

"We not only print a little darker, if you look at

our type size, you might notice it's a little larger as well. That's because we have a lot of elderly people in our town," said Tooley.

Don't try to talk to Tooley on Tuesday morning. That's publishing day, when black ink runs thick and machinery rumbles as the The Herald rolls off the press and into the racks.

Further south, the paper's stiffest competition, the Sierra County Sentinel, is being printed in Las Cruces by publisher Myrna Baird-Kohs, who tucks a short prayer on page one in a box headlined: Quiet Moments.

Tuesday evenings Tooley goes bowling, and above the crack of the balls and pins, he hears public sentiment - loud and clear - on the current issue.

"Everyone's got an opinion. We don't try to be a bully with our paper," Tooley says. "We want our paper to be a welcome and respected guest in our reader's homes."

Lakeshore Cycle owner Pete Urban advertises in both the Sierra County Sentinel and The Herald.

"The Herald is just a bulletin board, and the Sentinel is a local ambulance chaser," he says. "I give them both my ads, though. It's cheap enough."

A column inch of advertising costs about \$3 in a Truth or Consequences newspaper. The same space costs almost \$40 in the Albuquerque Journal, the state's largest paper.

Then there's the ongoing battle of the mottos: "There is NOTHING more powerful than the TRUTH" declares The Herald on its front page, while the Desert Journal's masthead says it is "In Hot Pursuit Of The Truth."

The Desert Journal, which celebrates its first anniversary Sept. 15, is the new kid on the block.

"The people here have not gotten the truth for many a year from these publishers, who are right dead set in the crony machine," says publisher Bill Johnson, who started the town's third weekly paper after spending 20 years at The Sentinel.

Johnson says his little paper, which publishes about 800 copies a week, has exposed corruption, thievery and embezzlement in city government.

"Point blank, I got balls; I'm not afraid that I have to back off of a story," he says.

The Courier closed its Truth or Consequences news bureau when the Desert Journal arrived, but still sells more than 1,000 papers a week in the county, publishing from Hatch, 30 miles or so south.

A year ago, Courier editor Susan Christy wrote there was "an information glut" in Truth or Consequences.

Now she says that may have been too harsh.

"Let's just say there's an abundance of information there," she says. "It's not necessarily a bad thing. There are definite biases in all of the newspapers so there's always somebody to support each fight."

Chamber of Commerce president John Fashko says it can be a nightmare being covered by three different local papers, although he believes the resulting array of stories is good for the community.

And he says it would really help if one of the papers could print daily.

"After an election, we have to wait a week to find out what happened," he says.

**Chamber of Commerce president John Fashko says it can be a nightmare being covered by three different local papers, although he believes the resulting array of stories is good for the community.**

## NNA launches online learning opportunity

Newspaper journalists and advertising staffs faced with the logistical challenges of balancing education and demanding deadlines will soon have an opportunity for online learning at home or at the office.

An Internet-based distance learning program with both graduate and undergraduate courses in journalism will be available to the editorial and advertising staff of National Newspaper Association members beginning in January.

NNA chairman R. Jack Fishman, president of Lakeway Publishers in Morristown, Tenn., made the announcement. The courses will be delivered via the Internet by the Department of Journalism at the University of Memphis. Students will earn academic credits from a journalism school fully accredited by the Accrediting Council on Journalism and Mass Communications. Students will participate in real time, on-line classes via audio and videotext with "white boards" for the display of associated materials.

Courses will be identical to those offered on the University of Memphis campus and taught by university faculty. All students will need is a computer and Internet access.

"The NNA course offerings constitute an extension of an on-line masters degree program offered by the university for almost two years," said Journalism Department Chairman Dan L. Lattimore. "Our partnership with NNA will enable us to reach many practicing professionals whose professional and personal obligations otherwise would prevent their participating in college or university classes."

The Internet-based program is ideally suited to the needs of community newspaper personnel, according to Fishman.

"We anticipate that many publishers will offer these courses as an employee benefit, especially for personnel who come to newspapers without journalism education," he said. "Our members long have recognized their employees' need for basic writing and advertising courses available on schedules that don't interfere with their occupational duties. On-line delivery makes it possible for the need to be met."

Information on course enrollment will be available after Oct. 15 through the NNA newspaper, Publisher's Auxiliary, and from the NNA news line: 1-888-NNA-NEWS.

## Readers

Continued from page 4

what the First Amendment is all about. It is also a chance to build support for newspapers in our communities.

One great Project Watchdog program your newspaper can sponsor is to teach members of various groups in town what constitutes a public record and how to access information on different government officials and government agencies.

Have a program to teach members of community groups how to get things into the newspaper.

Be a speaker for a single class, a group of classes or a school assembly or get your reporters together and invite the people they cover to ask them questions.

Of course, you want to make sure you get as many people in your town as possible to attend the "reverse press conference" because it can be informative and great fun.

The object of the game is to drum up support for the First Amendment and our newspapers. Our readers don't always have to like us, but at the very least they should respect what we do.

Besides, out there in our audience we might even find a good, old fashioned and funny country correspondent.

**...we are far more inclined to run a wire service story than one about some youngster who read the most books of all the second graders in his county. — Jim Highland**

## Editors: Letters to the editor may be more valuable than you realize

By EDWARD F. HENNINGER

Our readers tell us their stories every day — and we don't have to spend a moment of our time to get them to do it. They let us know what they think, what they feel, what's important to them — every time they write a letter to the editor.



Letters to the editor are an important piece of newspapering that helps to separate us from the rest of the media. How many TV stations quote from letters? Or radio stations? And even if they did, what sense of permanence is there?

Letters from readers are a significant part of the content of our newspapers. Certainly, we are less than we can be without them. And when we fail to treat those letters properly, we tend to disappoint our boss — the reader.

Some ideas and tips for treatment of letters:

- Letters tend to be less formal in their writing style and approach, so it might be a good idea to run them with an informal set — ragged right. This also helps to differentiate your letters from other (more formal) content on your editorial page, such as the editorials and syndicated columns.

- Do you prefer a salutation on all your letters, such as "To the Editor" or "Editor" or "Dear Editor"? I don't think it's necessary, but it's your choice. If you do include a salutation, consider running it in a bold sans serif face, such as Franklin Gothic, Gill Sans or Frutiger. This approach helps to set the salutation off and gives it a bit more emphasis.

- Give the same kind of treatment to the reader's name and municipality. Setting these in bold sans serif helps to bring emphasis here and adds a sense of authority. It gives the reader the sense that the letter writer has thought out her words and is ready and willing to defend her position on an issue that's obviously important to her.

- Consider the use of photographs, graphics, illustrations and pullouts in your letters package. What better way to help a reader make his point about a dangerous intersection in your town than running a graphic showing that there have been 15 crashes there during the past 6 months? What better way to help a reader make his point about a downtown building that should be saved than running a photo showing its Victorian beauty? What better way to help a reader make his point about the wonders of Christmas and Santa Claus than running an illustration of Santa?

Too often, we think of Opinion pages as Empire of the Word, failing to realize that visual elements can bring new opportunities here, too, as they have on other pages throughout our newspaper. The sooner we realize that visuals have a place on our Opinion pages, the sooner those pages will become more interesting and more important to more of our readers.

- Craig Swanson, editor of the Kenosha News in Kenosha, Wis., likes the idea of placing pullouts from letters on page one. He runs them in the left-hand "raid" column we set up during a recent redesign of his newspaper. My first reaction to his idea was some-

See LETTERS, page 16

## Records

Continued from page 8

computer database to fit particular needs? Yes, if the database exists a requester is entitled to have a search for non-exempt material in that database. However, "a public agency is not required to create a list or a database to satisfy a particular request." 93-ORD-118.

How is e-mail treated? E-mail is treated just the same as any other public record.

Is software public? The term "software" is included in the definition of "public record." KRS 61.874 (2) However, "software" is defined so as to exclude passwords and materials prohibited from disclosure by licensing agreements:

(3) (a) "Software means the program code which makes a computer system function, but does not include that portion of the program code which contains public records exempted from inspection as provided by KRS 61.878 or specific addresses of files, passwords, access codes, user identifications, or any other mechanism for controlling the security or restricting access to public records in the public agency's computer system.

(b) "Software" consists of the operating system, application programs, procedures, routines, and subroutines such as translators and utility programs, but does not include that material which is prohibited from disclosure or copying by a license agreement between a public agency and an outside entity which supplied the material to the agency. **KRS 61.870**

How are fees for electronic files assessed? These differ for commercial and non-commercial requesters. Non-commercial requesters, such as newspaper reporters, seeking ASCII formatted files may only be charged the actual cost of reproduction, excluding staff time:

The public agency may prescribe a reasonable fee for making copies of nonexempt public records requested for noncommercial purposes which shall not exceed the actual cost of reproduction, including the costs of the media and any mechanical processing cost incurred by the public

agency, but not including the cost of staff required. **KRS 61.874 (3).**

Commercial requesters may be charged only a "reasonable" fee. **KRS 61.874 (4) (a).**

As with any other public record requested for commercial use, the public agency may consider either or both of the following factors in determining a "reasonable" fee:

1. Cost to the public agency of media, mechanical processing, and staff required to produce a copy of the public record or records;

2. Cost to the public agency of the creation, purchase, or other acquisition of the public records. **KRS 61.874 (4) (c)**

In general, the Kentucky Legislature has recognized the relationship between the Open Records Act and electronic storage and retrieval of public records, and has directed public agencies to make their computerized information available under the Open Records Act:

The General Assembly finds an essential relationship between the intent of this chapter and that of KRS 171.410 to 171.740, dealing with the management of public records, and of KRS 61.940 to 61.957, dealing with the coordination of strategic planning for computerized information systems in state government; and that to ensure the efficient administration of government and to provide accountability of government activities, public agencies are required to manage and maintain their records according to the requirements of these statutes. **KRS 61.875.**

So, don't let a public agency tell you that "it's not a public record because the only place we have it is in the computer." It is still a public record!

If you have further questions about access to electronically maintained public records, call your KPA hotline attorneys.

### Hotline Attorneys

- Jon Fleischaker 502/562-7310
- Kim Greene 502/562-7386
- Bill Hollander 502/562-7318
- Deborah Patterson 502/562-7364
- Wyatt, Tarrant & Combs switchboard 502-589-5235

## Heath

Continued from page 1

NNA's Postal Committee chairman.

"It's an honor to be able to serve the newspapers of Kentucky and the other states of the NNA region in representing them on the NNA board," said Heath. "NNA is the only organization that represents solely the interests of community newspapers in Congress, before regulatory agencies, and the Postal Service."

NNA's Region 3 includes Kentucky, North Carolina, Tennessee, Virginia and West Virginia.

## Kelly named publisher of Lexington Herald-Leader

Timothy M. Kelly, editor of the Lexington Herald-Leader, was named publisher of the newspaper effective Oct. 1. Kelly succeeds Lewis Owens as the paper's top executive.

The promotion makes Kelly responsible for the newspaper's business operations in addition to the news and editorial sections he has headed for five years.

"The challenge really is to try and fill an enormous pair of shoes left by Lewis Owens," Kelly said in a Herald-Leader story about the promotion.

Owens, who is retiring for health reasons and will become publisher emeritus, "has been a spectacular publisher, both in terms of the performance of the newspaper and in his various community roles," Kelly said. "He has set a very high standard that I hope to build on."

Kelly, 48, began his journalism career as a part-time sportswriter when he was 17, "taking ball scores" at the newspaper in his hometown of Ashland. He became The Philadelphia Inquirer's executive sports editor at 25 and



went on to high-ranking editor positions at other big-city dailies including The Orange County (Calif) Register, Daily News of Los Angeles and The Denver Post, according to the Herald-Leader article.

He returned to Kentucky as the Herald-Leader's executive editor in 1989 and was promoted to editor, the job he says he always wanted, when John S. Carroll left in 1991 to become editor of The Sun in Baltimore.

Owens said he "couldn't be more pleased" that Kelly is succeeding him. "He is one of the top editors in the country, and I know that he will do a terrific job ... I'm glad to be leaving the newspaper in such good hands, knowing how much Tim values his Eastern Kentucky roots and his love for the newspaper business."

Kelly will head a newspaper that employs about 530 and has a circulation of 163,000 on Sunday and 122,000 during the week.

Frank McComas, Knight-Ridder senior vice-president/operations, said "some truly outstanding" candidates from inside and outside the company wanted the job. "We feel we picked the one who was most outstanding."

In a meeting with newsroom employees after the announcement was made, Kelly talked about his "passion for the region" and his desire to stay in Lexington, according to the Herald-Leader story.

"We really have a mission here," he said.

As the dominant newspaper in Central and Eastern Kentucky, "If we're not doing the kind of journalism we do, no one else is going to do it. To continue to do great journalism, we have to be successful as a business enterprise, and to be successful as a business enterprise, we have to continue to do great journalism."

Kelly said, "I am a true believer in newspapers and in their importance to the community. There is nothing else that equates to the role of the daily newspaper. We are a significant force in this community. We want it to be a force for good in this community."

McComas said Kelly had been a "superb editor" citing three newsroom projects, "Voices" which ran on the front page for a month in the aftermath of the fatal shooting of a young black man by a Lexington policeman (1995); the "Distant Neighbors" series on race relations in Lexington (1995); and "Twice Abused" which McComas said changed the way child sexual abuse cases are handled in Kentucky (1991).

Kelly said one of his first jobs as publisher would be selecting his replacement as editor. He was quoted in the Herald-Leader article as saying it would be a "thorough but speedy search."

## Contest for dealer ads now open

The 1997 Dandy Awards to honor the best auto and truck dealer newspaper advertising for 1996 are now open for entries, the Newspaper Association of America (NAA) has announced.

NAA sponsors the annual competition, now in its 20th year, to encourage the best use of advertising space in newspapers and to give recognition to the outstanding efforts by car and truck dealers in their local newspaper advertising promotions.

Ads must have been prepared by a newspaper, dealer, dealer association or advertising agency and must have been published in a newspaper between Nov. 1, 1995 and Oct. 31, 1996. There are no fees, and all entries must be received by Judy Dotson in NAA's office at 11600 Sunrise Valley Drive, Reston, Va. 20191-1412, by Friday, Nov. 15.

For detailed information and official entry forms, call Bob Scaife, NAA director of automotive classified advertising, in NAA's Detroit Office, (810) 373-2308.

## Deaths

Continued from page 2

Memorial gifts may go to the church of Kentucky Baptist Children's Home.

### Alka Dingus Allen

A former co-owner of the Floyd County Times died in August.

Alka Dingus Allen, 88, Prestonsburg, died August 13 at Highlands Regional Medical Center. Her involvement in the newspaper business began in 1927 when she married Norman Allen, a reporter for the Big Sandy News in Louisa.

Later that same year, the couple established the Floyd County Times. They later bought out a rival newspaper, the Prestonsburg Post in 1928. According to the Floyd County Times, "their com-

mitment to putting the news in the hands of the people last for about 60 years until a car accident in March of 1986 eventually resulted in Norman Allen's death and severely limited Alka Allen's ability to work."

During the years the Allens owned the Times, Alka Allen worked in various capacities at the paper including reading proofs, updating subscriptions and even mailing out papers.

Alka Allen was the daughter of the late Elmon and Emma Clark Dingus and was born at Martin. She graduated from Berea College, enduring train rides back and forth from home to Berea during her years at the school.

Graveside services were held Aug. 17 at the D.M. Allen Family Cemetery on Route 7 at Hueysville.

Memorial contributions may be made to the Christian Appalachian Children's Project, 6378, KY Route 80, Martin, KY 41649.

## Electronic FOI Act approved

The United States House of Representatives and Senate have passed the Electronic Freedom of Information Amendments Act of 1996.

H.R. 3802 passed the legislation on Sept. 17 and President Clinton has indicated he will sign it, according to NAA.

The act makes it clear that federal records should be accessible and available to the public and the press in electronic formats as well as in traditional paper formats.

The legislation also directs federal agencies to develop processing procedures that will make great headway in alleviating the systematic delays the public and the press encounter when filing requests.

Both NAA and NNA applauded

the action of the House and Senate.

"The Freedom of Information Act (FOIA) which celebrates its 30th anniversary this year, is an essential tool for citizens — and the press — to access government information. Enactment of this legislation is a fitting commemoration for that anniversary," said John Sturm, NAA president and CEO.

"As the age of electronic communications creates the tools to deliver unsurpassed knowledge and information to citizens, our government must strive at ever level to make sure Americans have unfettered access to public information however it is stored, said Lockwood Phillips, NNA's Government Relations Chairman.

## Letters

Continued from page 15

what negative, but Craig is slowly bringing me more around to his idea that the letter pullout help him put another item of local interest — and a bit of punch — on page one every day. Hmmm ...

• Package all letters together. Occasionally, I see newspapers that put some letters on the editorial page — and others on the facing page. I just can't help but think this confuses readers, who wonder which is which. Of course, I'm opposed to jumps (especially on inside pages). There's no good reason I have discovered that convinces me that jumping letters —

or splitting them into separate packages — is acceptable.

• The following is not so much a design suggestion as a recommendation focusing on your relationship with readers: welcome their letters. Make your letters policy as open and free as possible. In your statement of letters policy, be open and accommodating. To many readers, your policy may be limiting and prohibitive.

Re-examine your approach to readers. Re-examine how they can approach you. Re-examine how you respond to their need to tell you their stories.

*Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3323.*