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The Kentucky Press

Official Publication of the Kentucky Press Service - Volume 60, Number 9 - September, 1989

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Postmaster General to speak at KPA

The Kentucky Press Association has confirmed U.S. Postmaster General Tony Frank's appearance at the 1990 KPA winter

convention in Louisville. Frank will be the featured speaker at the January 19 and has agreed to leave time for a question and answer

session. KPA hopes to have other Postal officials available following the luncheon to talk with circulation directors from around the state about Postal problems. That part of the convention will be scheduled for the break-out session Friday afternoon.

The convention will be held January 18-20 at the Radisson East in Louisville (formerly the Hilton Inn East) just off Hurstbourne Lane.

Board's resolution may get more Defense Dept. ads in newspapers

Efforts by the Kentucky Press Association and at least 11 other states might have a bearing on more Department of Defense advertisements being placed in newspapers around the country.

Congress may order the Pentagon to look at spending more of its \$200 million ad budget in newspapers, according to a recent report in Advertising Age.

At the January, 1989, Board of Directors meeting, the KPA board unanimously endorsed a resolution calling for all armed forces to use newspapers, particularly more community newspapers, in their recruiting campaigns.

The resolution by the KPA/KPS Board of Directors was personally given to Gen. Michael McRaney, one of the convention speakers, and sent to the Secretaries of the Army, Navy, Air Force and Marines.

Copies of the resolution and a letter explaining KPA's po-

sition was also sent to Kentucky's Congressional delegation in Washington.

The proposal by Congress that the Department of Defense spend more dollars in newspapers is expected to be presented soon and would require the department to justify how it divides its ad budget among the media and analyze how increased newspaper ad spending would affect recruiting.

The legislation was initiated after 12 state press associations (including Kentucky) passed resolutions urging an increase in the \$9.5 million (five percent of total ad dollars) spent in newspapers. Last year, 29.7 percent of the budget was spent on television.

A Rand Corporation report on the effectiveness of Army recruiting ads, concluded that newspaper and magazine advertising appeared to be more effective, in producing enlistments than TV and radio.

Green elected to KPA board

Jim Green, director of human resources for the Lexington Herald-Leader, has been elected to the Kentucky Press Association Board of Directors for a new District 15A.

The district was created from a reorganization of KPA districts that was approved by the membership at the summer convention.

Previously, District 15 was the largest of KPA's districts, covering 17 counties with 22 newspapers.

Under the organization recommended by the KPA Membership and By-Laws committee, District 15 was split into two districts and four other districts were

(Continued on Page 8)

News/Member

APR 19 Rec'd

University of Kentucky
Library

Gannett grant establishes John Fetterman scholarship

A Gannett Foundation grant of \$4000 has been awarded to the Department of Journalism and Radio-Television at Murray State University to assist in the establishment of the John Fetterman Minority Journalism Scholarship.

Don Towles, director of public affairs for the Courier-Journal and coordinator of Gannett grants in Kentucky, presented the check to Dr. Bob McGaughey, chairman of the department, and Dr. Gary Hunt, dean of the College of Fine Arts and Communication.

McGaughey said the first scholarship of at least \$500 should be awarded for the 1990-91 school year.

Fetterman, who died in 1975, was credited for two Pulitzer Prizes won by the Courier-Journal. A 1948 graduate of Murray, he was honored as a Distinguished Alumnus in 1972.

His story titled "PFC Gibson Comes Home" won a prize in 1969 for general local reporting.

Fetterman was also chiefly responsible for the Pulitzer Prize public service award to the Courier-Journal in 1967, spearheading the paper's successful campaign or a tough strip-mining control law.

Donations to the Fetterman scholarship fund may be made, payable to the MSU Foundation with a notation the check is for the Fetterman Scholarship.

Paducah Sun buys Arkansas daily

Paducah Newspapers Inc. has signed a letter of intent to buy the Paragould (Ark.) Daily Press with the sale expected to be final in late September.

Fred Wulfekuhler, publisher and president of the Daily Press Inc., said he had not been seeking a buyer for the 106-year-old family-owned newspaper but felt the offer could not be passed up.

Fred Paxton, president of Paducah Newspapers Inc. said the company was seeking to diversify in other markets and had explored buying the Kennett (Mo.) Daily Dunklin Democrat. However, the company backed off because the Kennett paper is printed in Paragould. That's when Paducah general manager Wally Lage suggested making an offer on the Arkansas daily.

If the deal is completed, the Arkansas newspaper would join three other subsidiaries under the umbrella of Paducah Newspapers Inc. The corporation, owned by the Paxton family, owns the Paducah Sun and its Sun Printing and Sun Publishing subsidiaries, plus WPSD-TV and Hannan Supply. It also is seeking federal permission to provide cellular telephone service in a number of cities around the country.



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President
Green River Republican

David Hawpe
President Elect
Courier Journal & Times

Celia McDonald
Vice President
LaRue County Herald News

Mary Schurz
Treasurer
Danville Advocate Messenger

Steve Austin
Past President
Henderson Gleaner

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Benton Tribune-Courier

District 2
Jed Dillingham
Dawson Springs Progress

District 3
Richard Halicks
Owensboro Messenger-Inquirer

District 4
Mary Jane Smith
Logan Leader/News Democrat

District 5
Coleman Love
Elizabethtown News Enterprise

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Okham Era

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Official Publication of the Kentucky Press Service

Across Kentucky

KPA vice president **Celia McDonald**, publisher of the LaRue County Herald News, will spend three weeks this fall at Colorado State University in Fort Collins as Professional-in-Residence. The program is funded by a grant from the Gannett Foundation. Celia will have three principal assignments with the Department of Technical Journalism: conducting guest lectures in journalism, public relations and technical/specialized writing; co-leading a seminar for Colorado newspaper editors and reporters; and meeting informally with individual students and working with the Collegian newspaper staff. **Betty Berryman**, publisher of the Winchester Sun and a past president of KPA, will serve as a co-leader for the seminar.

Mike Anders has been named publisher of the Elizabethtown News Enterprise, succeeding **Frank Batten Jr.** Anders has been with Landmark Community Newspapers, parent company of the News Enterprise since May, 1979. In January, 1988, he was named director of recruiting and training for LCNI and will continue as regional manager for LCNI's three Indiana newspapers. Anders is a 1977 graduate of the University of Missouri. Batten, who has been general manager then publisher since 1986, has been named associate publisher/marketing director of the Virginian Pilot & Ledger Star in Norfolk, Va.

Robert W. Parks, general manager of the Ashland Daily Independent since 1985, has been promoted to publisher of the Chapel Hill (N.C.) News. Parks is a 14-year veteran of Ottaway

Newspapers, parent company of the Daily Independent and the Chapel Hill News.

Paul Sierer, editor of the Daily Independent since 1980 and a 35 1/2 year employee of the Boyd County daily, retired July 1. Sierer served as chairman of the steering committee that organized Kentucky's First Amendment Congress in 1985-86 and is a member of the Journalism Hall of Fame at Marshall University. **Wickliffe (Russ) Powell**, managing editor of the Daily Independent, has assumed control of the editorial operations of the newspaper, according to publisher **John Del Santo**.

Maggie Utley has been named society editor and receptionist for the Journal-Enterprise in Providence.

Mike Howard, a 1988 graduate of Eastern Kentucky University, has joined the advertising sales staff of the Manchester Enterprise and Headline News.

Melissa Ann Fentnor has joined the Ohio County Messenger as account representative.

Scott Mandl, a 1985 graduate of Eastern Kentucky University where he earned a degree in journalism and speech communication, has joined the Richmond Register staff to cover city government and law enforcement beats.

Bobbie Foust, a reporter for the Eddyville Herald Ledger and former member of the KPA board of directors, represented Kentucky in the Communicator of Achievement competition at the National Federation of Press Women Convention in Coeur d'Alene, Idaho.

Teresa Bragg, a recent

journalism graduate of Murray State University, has been named staff writer for the Cynthiana Democrat. During the last two years at Murray, she served as the editor-in-chief of the Murray Shield, the college annual and also worked for the Murray State News.

Camilla Box, who previously was with the Paducah Sun and Franklin Favorite, has been named general manager of the Union County Advocate in Morganfield.

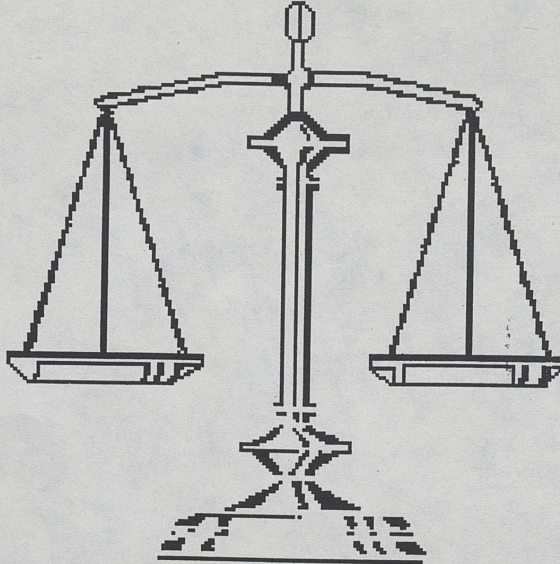
Jim Jennings, graphics director of the Lexington Herald-Leader, conducted a session on "Working with Color," August 13-16 as a part of an SNPA Foundation seminar on layout, design and graphics.

Tim Kelly, former sports writer for the Ashland Daily Independent and more recently the managing editor of the Orange County (Calif.) Register, has been named executive editor of the Lexington Herald-Leader. He replaces **Joel Rawson** who was named deputy executive editor of the Providence (R.I.) Journal-Bulletin. Kelly also has been executive sports editor of the Philadelphia Inquirer; news editor, assistant managing editor and deputy managing editor of the Dallas Times Herald; managing editor of the Denver Post; editor of the Los Angeles Daily News; and since 1987 served as the Register's managing editor.

Theresa Hockenberry, former reporter-photographer for the Adair County News-Statesman in Columbia, has joined the Greensburg Record Herald in a similar post.

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Kentucky may be 'open for business



Preamble to Kentucky's Constitution

The people of this commonwealth do not yield their sovereignty to the agencies which serve them; the people, in delegating authority, do not give their public servants the right to decide what is good for them to know; the people insist on remaining informed so they may retain control over the instruments that they have created.

Editor's Note: As you enter Kentucky, road signs declare "Kentucky is Open for Business." That may be true but as for her local governments, Kentucky appears to be much less than 'open.' Because of the interest in open meetings and open records activities around Kentucky, the Kentucky Press begins a new regular feature with this issue. Each month, a synopsis of the actions involving open meetings and open records will be recorded in the Kentucky Press.

FRANKFORT—The state Attorney General's office has ruled that the Kentucky Lottery Corp. must conduct its business in public and must release pricing bids submitted during the course of contract negotiations.

The AG opinion, written by assistant Attorney General Ger-

ard Gerhard brought forth that "The Kentucky Lottery Corp. shall be accountable to...the people of the commonwealth...through thorough financial disclosure."

During a late 1988 special session of the Kentucky General Assembly to set up the lottery for Kentucky, several legislators insisted that the corporation be mandated by the requirements set forth in KRS 61, the Open Meetings, Open Records chapter of the Kentucky Revised Statutes.

The opinion came on a request from the Associated Press to inspect the bid documents leading up to the award of a \$16.3 million contract to GTECH Corp.

Lottery officials at first refused to release details of the pricing information because the two companies involved contended it was proprietary. But the opinion from the Attorney Gen-

eral said pricing information contained in bids is not proprietary and cannot be called a trade secret.

Lottery president Frank Keener, who later relented to the release of bid information, said the corporation would not appeal the opinion in circuit court.

FRANKFORT—A 51-page report on a bend in steel girders on a newly constructed Frankfort bridge was finally made public after Transportation Cabinet officials first denied a request from the Frankfort State Journal for release of the report.

The State Journal filed a written request on July 20 with the state Transportation Cabinet but Roger Cole, the commissioner of administrative services denied the request, citing clauses in the law exempting public inspection of

(Continued on Page 5)

Press' but government is often closed

(Continued from Page 4)
preliminary documents. During a legislative panel hearing at which time the report was given to legislators and the State Journal, assistant highway engineer Tom Layman said the report was "final" from the cabinet's consultant but was "preliminary" because the Federal Highway Administration must first agree to its findings.

The report was given to a reporter following the meeting after Transportation officials were questioned by Rep. Paul Richardson of Winchester.

BOWLING GREEN—The Bowling Green Daily News was denied a request to inspect an application from a Paducah man to open a "topless bar" in Bowling Green.

The Daily News request was denied by the city and the request was turned over to the city attorney for a ruling.

Catherine Staib, attorney for the Alcoholic Beverage Control board said the application was public and should be made available for inspection. Don Stringer, managing editor of the Daily News, said the newspaper finally received the application from the city in the prescribed period of time.

HODGENVILLE -- A series of requests from the press and members of the Lincoln Drama board may have finally paid off.

Celia McDonald, publisher of the LaRue County Herald News, said that the new chairman of the board for the drama, Warner Butters, and producer-director John Benjamin, promised that all board meetings for the drama would be open to reporters and the public, beginning "Right now."

However, Butters' election and major changes in the goals or plans apparently took place in a

closed session prior to Benjamin's announcement on open meetings.

FRANKFORT—Attorney General Fred Cowan has ruled that property valuation administrators must provide public access to a broad range of tax-related documents under the state's Open Records Law.

Cowan said administrators must provide the general public with year-round access to the tax rolls and specifically must open current tax rolls; building permits or applications; assessment record cards; property rec-

ord cards; lists of autos and aircraft registered or taxed in the county; copies of boat registration forms; and assessment records, including tax rolls for aircraft, boats and vehicles.

Cowan's ruling reversed an earlier attorney general's opinion which had said the administrators could deny access to commercial and industrial property record cards because the documents were preliminary working papers. Cowan decided that the documents were not preliminary drafts or notes and may not be exempted from inspection.

Newspapers in the News

C-J to install flexo unit

The Louisville Courier-Journal and Publishers Equipment Corporation of Dallas have signed a contract for installation of a newly-designed PEC five-color printing unit into one of the Courier-Journal's presses.

The unit, costing about \$1.5 million, will be the first flexographic unit in a Gannett-owned newspaper and should be operational late next summer.

The new unit will be used for selected advertising and editorial color in the Courier-Journal's Neighborhoods editions as well as for pre-printed insert sections, both advertising and editorial.

"Our advertisers will enjoy the benefits of flexo, particularly the intense colors in inserts, without having the expense and long lead times of outside printing," said Ralph Drury, vice president and director of operations for the paper.

Fire hits Manchester Enterprise

The Manchester Enter-

prise was gutted by fire on July 31 with only the press being saved in a blaze that destroyed a complete city block in the Clay County seat.

The fire was reportedly caused by lightning and repeated repeatedly sprung up during the night. Firemen used more than 1 million gallons of water in fighting the fire, much of that being directed to the areas around the Enterprise's press to save it from destruction.

Jim Nolan, publisher, said the Enterprise had relocated to the old Southern States Building in East Manchester and is making arrangements to purchase that property.

Kentucky Post wins SPJ award

The Kentucky Post has received the Queen City Chapter of the Society of Professional Journalists' highest award — the Gerald White memorial prize for excellence in investigative reporting.

The award was for an in-

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Across Kentucky

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Lisa Lynn Fee, a reporter for the Harlan Daily Enterprise, has been honored by The New York Times Company for in-depth coverage on contamination of water supplies and soil in the Dayhoit community. She received the Chairman's Award from the Times company, the first of its kind to be given to a Daily Enterprise reporter.

George Ferrell, former editor of the Manchester Enterprise and Headline News, has been named to a similar capacity for the Jackson County Sun. Ferrell previously was a reporter and photographer for the Richmond Register.

Victoria Schreiner and Brent New have joined the staff of the Shelbyville Sentinel News. Schreiner and her husband Bruce, who is with the Associated Press in Louisville, owned the Andover (Kan.) Advocate prior to coming to Kentucky. She will be a staff writer/photographer for the Sentinel News. New, who recently received his public relations and advertising degree from Eastern Kentucky, is working in the Sentinel News' advertising composition department. At Eastern, New worked on the Eastern Progress staff for three years, serving as advertising director.

Jana Roettger has been named society reporter for the Union County Advocate in Morganfield.

Several changes have been made in the editorial staff of the Georgetown News & Times, according to publisher Bob Scott. The staff now includes Kevin Kerfoot, editor; Kathy Jordan and Stephen Peterson, staff writers;

and Mike Feeback, sports editor. Kerfoot has been with the News & Times as sports editor since December; Jordan is a graduate of James Madison University in Virginia with a degree in journalism and Spanish; Peterson graduated from the University of Kentucky with a degree in journalism and has recently been editor for a statewide science newsletter; and Feeback was previously public information officer for the Kentucky Department of Fish and Wildlife and media assistant for Athletes in Action.

Julie Pheifer, who has been associate editor of the Carlisle Mercury and editor of the Georgetown News and Times, has joined the staff of the Boone

County Recorder as associate editor.

Sharon Tuminski, a 16-year employee of the Winchester Sun who most recently was business manager, has been promoted by publisher Betty Berryman. In her new position, Tuminski will oversee the advertising department, business office and circulation department.

Kim Tomes and Stacy Kassinger have joined the staff of the McLean County News. Tomes will be responsible for the layout and design of the newspaper as well as advertising sales representative for Muhlenberg and Hopkins counties while Kassinger will work in the composition department.

Newspapers in the News

Continued from Page 5

depth study of Kentucky's education system, titled "Politics in Our Schools."

Staff members sharing the award were Connie Remlinger, William Weathers, Debra Ann Vance, Mark Neikirk and T.C. Brown.

The Post won four other awards from the chapter for features, series, editorial writing and spot news photo.

Courier-Journal wins Clarion

The Courier-Journal has received another award for coverage of the May 27, 1988, church bus crash near Carrollton.

The C-J's photography staff will receive the Clarion Award from Women in Communications Inc.

Earlier this summer, another series on the bus crash, "Bending the Law on DUI," by Gil Lawson and Tim Roberts, was selected for a certificate of merit in the American Bar Association's Silver Gavel Awards.

Magee buys full interest in West Kentucky News

Juliette Magee has become the sole owner of the 21-year-old West Kentucky News, based in Paducah.

Magee purchased the interest of business partner Phyllis Osborne and said she plans to add several staff members and "make a lot of changes."

Magee and Osborne had co-owned the weekly for two and a half years.



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Jim Green elected to board

District 15A

(Continued from Page 1)

combined into two districts to keep the total at 15.

Green began his journalism career with the Lexington Herald in 1964 as a proofreader. Through the years, he was promoted to numerous management positions including becoming the first Sunday editor of the newspaper in 1974. He was named managing editor of the Herald in 1976 and was promoted to that same position of the merged Herald and Leader in 1983.

He was still managing editor of the Herald-Leader when elected to the board but on September 1 was named to human resources director by publisher Lewis Owens.

District 15A includes Bourbon, Fayette, Franklin, Woodford, Harrison, Scott, Anderson and Nicholas counties while District 15B, represented on the board by Guy Hatfield of the Citizen Voice and Times in Irvine includes Clark, Jessamine, Mercer, Boyle, Garrard, Lincoln, Madison, Powell and Estill counties.

District 15B

Associates Division gives scholarships to 2 students

The Kentucky Press Association Associates Division has presented its second annual series of scholarships to students in public relations at Kentucky universities.

The Associates presented Traci Helm and Chuck Hartlage with \$500 scholarships apiece for the 1989-90 school year.

Helm is a resident of Crestview Hills in Northern Kentucky and attends Northern Kentucky

University, where she is a senior journalism major with an emphasis on public relations.

Hartlage, also a senior, is a public relations major at Western Kentucky University and has received numerous public relations and business honors.

During the summer, Hartlage interned with Hill and Knowlton, Inc., in Chicago, in sports marketing.