

The Kentucky Press

*
oversize
PN
4700
K37
v.62
no.11
1991
Nov

SEP 3 '91

PERIODICALS / NEWSPAPER / MICROTEXTS
UNIV. OF KENTUCKY LIBRARIES

Per. Am
PN
4700
.K460
v.62
1991
no.11
Periodical
Room
Does Not
Circulate

Official Publication of the Kentucky Press Service - Vol. 62, No. 11 - November 1991

class & on the job

Students observe, analyze, dissect, writing about community journalism

By Pam Shingler, Press editor

"There's a lot more to it than I thought," says the big city girl as she waits for her next assignment in the bustling Tuesday night newsroom.

Jennifer Alexander of Toledo, Ohio, admits to having never read a small town newspaper before taking the class in community journalism this semester at Eastern Kentucky University.

Now she and 15 fellow students are immersed in the production of the weekly *Citizen Voice & Times* in Irvine, getting wax and photographic chemicals on their hands, mud on their shoes and border tape on their elbows.

Full conference on agenda for weeklies

Plans for the Nov. 14-16 meeting of the Kentucky Weekly Newspaper Association are becoming more packed and complete, according to Guy Hatfield, KWNA president.

The convention will be headquartered at the Holiday Inn in Richmond and sessions are set for the Perkins Building and Posey Auditorium at Eastern Kentucky University.

Starting the activities will be an Arnold DeLuca advertising seminar from 1 to 5 p.m. on Thursday.

Running concurrently on Thursday will be a session on "How to avoid being sued for libel" at 1 p.m., led by Jo Ann Albers, head of Western Kentucky University's journalism program. Her presentation will be followed from 2 to 5 p.m. by a program on Macintosh computers by Jerry Gibson, See *Weeklies*, back page

Under the direction of instructor Liz Hansen, the students are not only thoroughly studying the paper, but also watching, learning and participating in its production. In the process, they're getting an education in grass roots journalism.

It's interesting to see how such a small staff can put together a quality paper.
—EKU student Jo Carole Peters

"Being from a small town I already had an idea of what community journalism was," says Jo Carole Peters, whose hometown paper is *The News-Herald* in Owenton. "But each is unique. It's interesting to see how such a small staff can put together a quality paper.

"And this is a quality paper," she adds, referring to the CV&T.

Unlike the similar program last year where University of North Carolina students studied the *Georgetown Graphic*, several of the EKU class members already have experience in community journalism. Lee McClellan, for instance, was an intern last summer with several Landmark Community Newspapers. Kristy Henson has worked with *The Oldham Era*, Allen Blair has been on the CV&T staff for a couple of summers, and Tim Webb is a former *Clay City Times* reporter.

Prof. Hansen, who has taught community journalism classes in the traditional manner in the past, is pleased with this approach. "I would love to do it again. This is the fifth time I've taught community journalism, but it seems to be clicking better with this See *EKU students*, back page

We're outta here!



If all goes according to plan, by the time you read this, the Kentucky Press Association will be in its new building in the Burlington Center office park just off I-64 on Frankfort's southwest side. Through most of October, staff members squeezed packing time into their schedules. Here, Bonnie Howard, left, and Buffy Johnson remove pictures of KPA's past presidents from an office wall for packing. KPA, Kentucky Press Service, Kentucky Journalism Education Foundation and all related services now have a new address: 101 Consumer Lane, Frankfort, KY 40601. Telephone and FAX numbers remain the same. To get to the new location from I-64, take the Frankfort/Lawrenceburg exit onto KY 127 South, curve through the highway construction for about 1/8 mile and turn at the Kentucky Manufactured Housing Association building. You'll see the KPA building at the entrance to the office park.

Sept. 25 OM/OR meeting

Private/public puzzle predominates

By Mark Chellgren
Associated Press

It is a tricky task that faces the Task Force on Open Meetings and Open Records created by the General Assembly.

Not only is the panel faced with determining how open records and meetings should be, but also when government ends and private enterprise begins.

Complicating that last task is the growing incidence of private companies performing tasks previously left to government.

If you leave the 25 percent in there, you can rest assured that's the exception they'll use.

—Rep. Raymond Overstreet

Kentucky's laws on open records and open meetings for government agencies have loopholes when it comes to private companies doing government business, said Rep. Raymond Overstreet, R-Liberty.

One provision restricts application to entities that receive at least 25 percent of their income from government. It has never been clear whether that

Oct. 9 OM/OR meeting

OM is in hopper, OR is still on table

By Pam Shingler, Press editor

Although the private firm/public record debate continued at the Oct. 9 meeting, the Open Meetings/Open Records Task Force did pass its latest revision to the Open Meetings Law.

On a motion by Sen. Walter Baker, seconded by Rep. Raymond Overstreet, the revised bill is being prefiled for consideration by the 1992 General Assembly.

It remains basically as recommended by KPA attorney Jon Fleischaker.

The legislative members of the task force, however, expressed concern about the section banning closed meetings of less than a quorum. Though agreeing to the thrust of the section, Overstreet said he feared it would "hold out false hopes to the public." Others predicted the issue will be hotly debated again by the full legislature.

Assistant Attorney General Amy Majors contested the 10-day response requirement for AG opinions, calling it "impractical." She voted no on that and several other bill sections involving the AG's role, but other task force members prevailed.

In agreeing to the total bill, Rep. Albert Jones summed up what has been the tenor of proceedings: "I guess

extends to private companies.

"If you leave the 25 percent in there, you can rest assured that's the exception they'll use," Overstreet said.

Specifically, Overstreet said public access to records of landfill operators would help resolve some lingering doubts about their operations.

"My concern is what are they going to put in the Lake Cumberland landfill down there and the only way we can get that is through their records," Overstreet said.

But Sen. Walter Baker, R-Glasgow, said requiring companies to adhere to government access rules is contrary to the whole idea of turning government tasks over to private companies.

"If we can get a better product by bidding it out to third parties, then why do we want to know how they get there?" Baker asked.

Baker said if the concern was about landfill operators, then legislation should be restricted to that topic.

Private companies in Kentucky now have contracts to run prisons, hospitals and collect and dispose of solid waste.

Many members of the panel worried that forcing companies to reveal financial information could actually

hurt those contractors in future bidding.

But Jon Fleischaker, a Louisville attorney who has been deeply involved in open records issues, said financing information was crucial.

"The question is, politically and philosophically, what do you want to have oversight of?" Fleischaker said.

On another topic, the task force made clear it intended that all state employees should have access to their own personnel files.

The subject was raised recently when a University of Kentucky professor was denied access to parts of his personnel file.

An attorney general's opinion said the current provision of the law applies only to the executive branch, merit system employees, even though the law refers to "state employees" without differentiation.

Debbie McGuffey, an official with the Council on Higher Education, said universities believe that files on tenure decisions and peer review opinions should be exempt from examination, even from the individual being reviewed.

I guess I feel, in government, that the people ought to have more rights than government officials.

—Rep. Albert Jones

I feel, in government, that people ought to have more rights than government officials."

The issue of whether and which records of private firms providing government services should be open to the public remains the biggest bugaboo in revising the Open Records Law.

Options still being considered are: (1) the 25 percent rule, under which records are public if the private organization gets 25 percent of its funds from public sources and (2) opening all those records of a private entity that pertain to programs using public funds.

Also at issue is the language describing the private contracting of government services. Some task force members expressed concern that the present proposal's use of "traditional government function" neglects future privatization possibilities.

Banded about most often have been the functions of prisons and solid waste collection and disposal.

Contending that the bill should be as specific as possible, Sen. Baker said the present language reflects "a shotgun approach."

"If you want to shoot somebody, you ought to use a rifle and not a shotgun," Baker said.

No agreement had been reached when the task force adjourned after 5 p.m.

Before adjourning, however, the task force heard testimony from another University of Kentucky faculty member, Dr. Keith Schillo, asking that the bill include university employees in the definition of state employees who have access to their personnel files.

Rep. Bill Donnermeyer, task force chairman, said he had received about 50 letters from faculty members on behalf of the change. However, representatives of the state universities have also submitted letters defending the policy of limiting a faculty member's access to peer evaluations.

The next meeting of the task force was scheduled for Oct. 31 at 10 a.m. The group hoped to wrap up the Open Records Law revision at that time.

The Kentucky Press

1991 Officers

President

Celia McDonald,
Harlan Daily Enterprise

President-Elect

Mary Schurz
Danville Advocate Messenger

Past President

David Hawpe, *The Courier-Journal*

Vice President

Jerry Lyles, *Benton Tribune-Courier*

Treasurer

Dorothy Abernathy, *Oldham Era*

Board of Directors

District 1

William Mitchell, *Fulton Leader*

District 2

Jed Dillingham
Dawson Springs Progress

District 3

Teresa Revlett, *McLean County News*

District 4

Charlie Portmann, *Franklin Favorite*

District 5

Coleman Love
Elizabethtown News Enterprise

District 6

Dorothy Abernathy, *Oldham Era*

District 7

Kelley Warnick, *Gallatin County News*

District 8-9

Ken Metz, *Bath County News Outlook*

District 10-11

John Del Santo

Ashland Daily Independent

District 12

Louise Hatmaker

Jackson Times/Beattyville Enterprise

District 13

Glenn Gray, *Manchester Enterprise*

District 14

Stuart Simpson, *Pulaski Week*

District 15A

Jim Green, *Lexington Herald-Leader*

District 15B

Guy Hatfield, *Citizen Voice & Times*

State-At-Large

Steve Lowery, *Kentucky Standard*

Jerry Lyles, *Tribune-Courier*

Jerlene Rose, *Clay City Times*

Associates Division

Gary Luhr, *Kentucky RECC*

Advertising Division

Doug Taylor, *Mt. Sterling Advocate*

News-Editorial Division

Russ Powell

Ashland Daily Independent

Education Representative

Jo-Ann Albers

Western Kentucky University

KPA/KPS Central Office

David T. Thompson, Executive Director

Bonnie Howard, Business Manager

Gloria Davis, Advertising Director

Reba Lewis, Administrative Assistant

Buffy Johnson, Bookkeeping Assistant

Sue Cammack, Secretary

Pam Shingler, News Bureau Director &

Editor, *The Kentucky Press*

Faye Chapman, News Bureau Assistant

Clipping Service: Rachel McCarty, Coordinator; Kim Cox, Linda Slemp, Faye Chapman

Mail/News Release Service: Nancy Peyton

The Kentucky Press (ISSN-0023-0324) is published

monthly and second class postage paid at Frank-

fort, Kentucky 40601, and at additional mailing

offices. Subscription price is \$4 per year. Postmas-

ter: Send change of address to *The Kentucky Press*,

101 Consumer Lane, Frankfort, Kentucky 40601,

(502) 223-8821.

Eddyville couple hangs up the visors after almost three decades in the business

By Bobbie Foust
The Herald Ledger, Eddyville
(Sept. 25, 1991)

Sept. 30 will mark the end of an era. Publisher Frances Baccus has announced that the *Herald Ledger* has been sold to the Gleaner and Journal Inc., a Henderson-based newspaper company owned by Walter Dear II.

The new owners will begin operating the newspaper Oct. 1.

Charles and Frances Baccus published the first issue of their newspaper more than 29 years ago. On Aug. 23, 1962, the *Lakeside Ledger* was mailed to several hundred advance subscribers.

During their years in the newspaper business, the Baccuses have seen the industry evolve from hot lead and linotype to desktop publishing. Both Baccuses say they'll take desktop over linotype any day.

Charles Baccus predicts the industry is in for even greater changes. He, like some others in the business, foresees a day when the newspaper will be delivered electronically. Advertisers will pay for transmitting their messages via a

See Eddyville couple, page 13



Frances and Charles Baccus relax at home after years of newspaper bustle.

Rule of thumb for meetings, memos, calls:

If you don't have to, then don't

Dr. Bob McGaughey, head of Murray State University's journalism program and an entertaining speaker on communication, presented some short but meaty tips on meetings, memos and telephone usage during the fall conference of Western Kentucky Press Association.

They're worth sharing.



Meetings

To have or not to have. In a busy world, the rule of thumb for meetings is: if you don't have to meet to achieve a specific goal, don't. If the meeting is required, then let everyone know why.

Set time limits. Announce both the beginning and the end of the meeting. Start when it's scheduled and end when you said you would. Research shows that if we only have 30 minutes to get a job done, we'll do it in 30 minutes; if we have three hours, it'll take us three hours.

Print the agenda. If possible, get copies to everyone before the meeting. Participants have a right to know what is going to happen and will be more task-oriented if they know where they are and where they have yet to go. And **STICK TO THE AGENDA**.

Be early. By getting there early, you get some of the chit-chat out of the way. Don't ask for general comments or indulge unrelated announcements. When your goal is reached, end the meeting—even if it's earlier than you anticipated.



Memos

Much the same as with meetings, if you don't need to write a memo, don't. Unfortunately, in today's litigious society, memos are most often needed to pave a paper trail—to prove you requested something, to prove you responded, to prove dissemination of a policy or to prove you acted or reacted properly. Otherwise, a memo seldom takes the place of face to face communication.

If a memo is necessary, make sure its purpose is clear to you and the recipient—to provide information, establish or clarify policy, request information or action. In fact, a good way to start off is with a reference to the purpose; i.e. "Reference your request of Oct. 15..."

Address the memo to the proper person(s). Decide if others need copies and why.

Make the memo short and to the point. Numbering key points helps to keep organized and on the subject. Edit extraneous and ambiguous language.

If action/response is requested, clearly state when you want it and in what format.

Make sure the source of the memo is clear, along with telephone number and address, especially if a response is expected.

McGaughey's final piece of advice on the subject. To save yourself more work and possible embarrassment, **PROOFREAD, PROOFREAD, PROOFREAD!**



Telephone calls

The telephone, for most of us, is both a bane and a boon. It is absolutely essential in the newspaper business, but it can also bog us down when we're trying to put out a product. McGaughey has two rules for minimizing telephone interference.

1. *Mine the harbor.* Take charge by coming to the office early and calling the people who need to be called. If they are not in, leave a message about the nature of your business and when you can be reached. Make it a convenient time for your purposes—not theirs. After all, you called first.

2. *Clear time in the daily calendar for work to be done.* Let people know when you are available for phone calls. Clear at least one hour in the morning and one hour in the afternoon when you will not receive non-emergency calls. Sure, you can do it; if you were in a meeting, on assignment or making a sales call, they couldn't reach you anyway.

McGaughey also has two tips on telephone manners. (1) As for call backs, you are under no obligation to return calls to people who do not leave their name or tell why they're calling. If it's important, they will call again. (2) Regard the telephone for what it is—a business tool. When called, start by saying, "How can I help you?" rather than "How are you doing? How's the family?" When business is done, then you can chat. Or get back to work.

Naming names

CLAY SCOTT has returned to *The Herald-News* in Edmonton as publisher and part owner. He was editor of the paper in the early 1980s. He is a graduate of Western Kentucky University and the University of Mississippi. Co-owner of the paper is **PATSY JUDD**.

The Richmond Register has a new publisher and acting managing editor. **B.J. RILEY**, former advertising consultant for Thomson Newspapers, Mid-South division, succeeds former publisher **RAAMIE BARKER**, who resigned for personal reasons. News editor **LEA SCHULTZ** is serving as acting managing editor since the resignation of **JERRY WALLACE**, who joined the news bureau at Eastern Kentucky University (Associate).



STEPHEN W. BERNARD has been named vice president and director of advertising for *The Courier-Journal* in Louisville, replacing **JAMES D. MARCHAL**, who is now vice president/advertising for the Gannett Co. in Arlington, Va. Bernard joined the C-J/Louisville Times advertising staff in 1978 and was display advertising director from 1984 to 1986. He then moved to the San Bernadino (Cal.) Sun where he was advertising director for two years, before being appointed to the same post at the Dayton (Ohio) Daily News. He was named advertising director of the year in 1989 by Cox Newspapers, which owns 17 daily newspapers in five states, including the Dayton paper. Bernard, who holds bachelor's and master's degrees from Western Kentucky University, is a member of the board of directors of the International Newspaper Advertising and Marketing Directors Association. His appointment is effective Nov. 4.

H. DOUG MILLER, former publisher of the *Madisonville Messenger*, is the new publisher of *The Bourbon Times* in Paris. A native Tennessean, he has worked with newspapers in his home state, Florida, Indiana, California and Maine. He was with the *Messenger* for nine years, during which time he also advised 23 other papers in the New York Times Regional Newspaper Group.

The new managing editor of *The Times-Journal* and Russell County News in Russellville is **ED CAHILL**, a Bellarmine College alumnus. His experience includes stints as a sports department clerk at *The Courier-Journal*, sports editor at *The Whitley Republican*, Corbin! This Week, Sullivan (Ind.) Daily Times and Chula Vista (Cal.) Star-News and news editor at the Culpeper (Va.) Star-Exponent.

MIKE FRENCH has been appointed editor of *The Berea Citizen*. He is a former photographer for *The Richmond Register*, as well as former photographer, feature writer and sports editor at the *Citizen*.

The Kentucky New Era in Hopkinsville has hired **TONYA K. CASTLEMAN** as copy editor. A graduate of the University of South Florida, she is a former teacher and former editor of two sections of the Fort Campbell Courier. She replaces **DARREN RICHARDSON** who joined the staff of a paper in Carbondale, Ill. *The New Era* has also added **LAURA LYNN AUSENBAUGH** as assistant lifestyles editor. The Western Kentucky University graduate was formerly with *The Dawson Springs Progress* where she wrote news and features, was a photographer and did layout.

At *The Gleaner* in Henderson, education reporter **DOUGLAS WHITE** has moved to the desk-editing staff. He was editor of the College Heights Herald while a student at Western Kentucky University and came to Henderson in 1990 from the Cincinnati Enquirer. Heading *The Gleaner's* coverage of prep sports is **RICK DAVIS**, formerly of the Evansville

(Ind.) Courier sports staff. He is a senior at the University of Southern Indiana. Also new to the Henderson sports staff is part-time writer **JOSH JENKINS**, editor of the student newspaper at Henderson County High.

Courier-Journal editor **David Hawpe** is quoted extensively in an article on the demise of afternoon papers in the Sept. 21 edition of Editor and Publisher.

Hawpe says that loss of competition for the *Courier-Journal* was the most significant impact of the closing of the Louisville Times in 1987.

"We are still struggling to regain the reporting edge that I think was lost when we lost the daily competition between the morning and afternoon papers," he is quoted as saying.

Because of the competition, the former KPA president says that speed of reporting was important. "Now we're willing to sacrifice speed for enhanced quality. I'm not sure we're getting enough quality to justify the slower speed."

He adds that the Times' death is still grieved by many of its readers.

JOHN COX is the new senior counselor at Wenz-Neely Co. (Associate) in Lexington. He recently retired as senior vice president-communications for Avon Products and has worked in public relations for Kentucky Fried Chicken, Heublien and RJR Industries.

Western Kentucky University graduate **JILL DUFF-HOPPE** has joined *The Sentinel-News* in Shelbyville as staff writer. She has worked at *The Paducah Sun* and *The Pioneer-News* and has done freelance work for *Business First* in Louisville and *The Courier-Journal's* neighborhood section.

JERRY EMOND is a new reporter for *The Manchester Enterprise*. He has experience in radio and is an ordained minister.

BILL LACKEY, a graduate of Eastern Kentucky University, has joined the staff of *The Mt. Sterling Advocate* as a photojournalist. He replaces **JEFF MARSHALL** who resigned. An award winner in Kentucky Intercollegiate Press Association competition, Lackey was on the staff of *The Eastern Progress* at EKV.

The Kentucky Chamber of Commerce (Associate) has hired

STEVE STEVENS to direct its new Small Business Division. The University of Kentucky graduate will market the chamber to small businesses, develop programs for them, monitor legislation and coordinate the chamber's upcoming health insurance program.

JIM JENNINGS, AME/graphics at the *Lexington Herald-Leader*, was elected secretary of the Society of Newspaper Design during the group's annual meeting Oct. 10-12 in Boston.

The News-Democrat in Carrollton has hired **STACIE HIGGINS** part-time to pull advertising tearsheets. She is a student in the Community Based Training Program, a special needs program at Carroll County High School.

DOROTHY ABERNATHY, publisher of *The Oldham Era* in LaGrange, received a paperweight marking five years of service with the Champions program during the second annual Governor's Awards for Excellence banquet in Louisville in August.

Send a teacher back to school

The Dow Jones Newspaper Fund is asking newspapers to identify and support potential teachers to participate in its summer institutes.

The fund offers six two-week institutes to train high school teachers to develop intensive journalistic writing courses. The fund will make grants of \$500 to \$750 per teacher toward the cost of the institutes, which ranges between \$1,200 and \$1,500.

"The... course elevates the status of high school journalism education by preparing the students for the Advanced Placement exams in English composition," said Thomas E. Engleman, executive director of the fund. "We already know that teaching students journalistic writing helps them become good writers and... helps them in their other subjects as well."

"This program proves that—and also encourages more young people to consider our business as a career. Training one teacher means reaching hundreds of students," Engleman said.

Special consideration will be given to teachers who work in schools with 25 percent or more minority enrollments.

For more information, contact Engleman, Dow Jones Newspaper Fund, Box 300, Princeton, NJ 08543-0300; telephone 609/452-2820.

Headliners

The pot thickens
over a Kentucky Lotto story in *The Lexington Herald-Leader*.

Another Cardinal sin
the intro to a head on a football game story in *The Courier-Journal*.

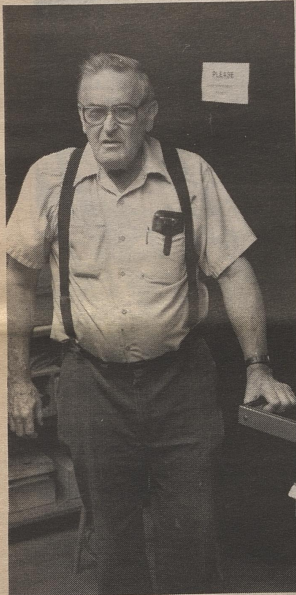
The good old days?

Pikeville newspaper veteran gives a lesson in yesterday's printing processes

By Terry Spears, Editor
Appalachian News-Express
Pikeville

For more than 40 years, Raymond Mullins has been helping bring the news to Pike Countians. He has seen the local newspaper go from a five-day daily to a weekly and back to a three-day multi-weekly. Along the way, he has seen the newspaper business change in many ways.

"At the age of 25, I began work with the Pikeville Daily News, a morning paper published five issues a week—Monday through Friday," said Mullins.



RAYMOND MULLINS

That was in the early 1950s, and as the newspaper makes its way through the 1990s, Raymond is still an integral part of the team that brings news to Pike County.

His title is "darkroom supervisor," but he is often called on to exercise his mechanical ability in a number of other ways to keep the newspaper going.

In the 1950s, newspapers were published using hot metal type, a tedious, heavy, hot process. "My employment (then) consisted of breaking down the previous paper, then correcting the type for the following paper," said Mullins, 65.

"A proof of the type was made by placing the type in a small press, hand operated, and by laying a proof sheet of paper on the type after inking it up and manually pulling a roller over the type.

After making up the page, the type was locked in with a key, then the chase could be lifted up holding the contents and moved to the press. The pages weighed about 80 pounds.

"Then the proof sheet would be read and mistakes marked by the proofreader. Corrections were made by the Linotype operator, and then the old slug of type would be removed and the corrected slug inserted. The complete line of metal had to be replaced."

In addition to the time-consuming metal type, the technique used for photos also took quite a bit of time.

"The pictures were engraved in Bristol, Virginia, which was about a three-day service. The plates came back mounted on a base, type-high and cut to the correct size," he said.

"The advertisement for some of the ads came from the advertising agency on a thin paper-like matrice that would withstand heat up to 600 degrees. This was placed in a casting machine and melted type metal poured into the machine.

"This could be removed in a couple of minutes and the plate, which produced the negative image of the advertisement, was then cut out with a type metal saw blade, then mounted on type-high base for printing."

The local ads, like the news stories, had to be manually set. "They were set up with Linotype. The larger type was cast from a Ludlow, up to about one inch. Type larger than this was wood type, single letters."

The news printing press was an eight-page flat bed. "The rolls of printing paper weighed around 1,100 to 1,200 pounds and were unloaded, stacked and loaded on the press by manpower," Mullins said.

The "chase" was a metal sheet frame the size of the page. "After making up the page, the type was locked in with a key, then the chase could be lifted up holding the contents and moved to the press. The pages weighed about 80 pounds."

The hot metal system used then was heavy and hot work, said Mullins. "All the casting machines consisted of a pot of melted metal around 600 degrees."

Then came the 1957 flood in Pikeville, and things got even more complicated for the newspaper.

"The flood was a mess. We were down for two to three weeks. The water and mud covered every machine

in the newspaper end of the plant. The motors had to be removed, washed and baked out. The brass mats for the Linotypes had to be cleaned thoroughly.

"We had some volunteers from Lexington and elsewhere come in and help get the equipment back in working condition," the veteran newspaperman said.

"During the flood, a few of us worked through the night, moving records and small equipment to the second floor. The water was waist deep when we left the building by boat, down Second Street to safer grounds."

In the late 1960s, the technology used for photos changed with the addition of a photo engraving machine called Photo-Lathe, which did not resize the pictures as does the present offset type of printing.

"The lathe was similar to a steel lathe used in machine shops," Mullins explained. "It consisted of two drums, one on either end of the machine. One end contained the picture and as the drum turned, an electronic device forwarded a signal to the other drum, which contained a thin, soft metal plate, with a cutting bit. The bit, in turn, cut the engraving on the metal plate.

"After the engraving was finished, the metal plate was removed and mounted on a special wood base, ready for printing."

The advent of offset printing made producing a newspaper much easier work by removing most of the hard labor in printing.

Mullins now works in the News-Express dark room, using fairly modern equipment which not only involves less lifting and sweating, but also makes photo reproduction quality better.

Mullins' years of experience have earned him the respect of his fellow

workers, who often tell people who want pictures in the newspaper, "If Raymond can't make it look good, nobody can."

Pick ups

A scholarship has been established at Murray State University in memory of longtime newsman Bill Powell by members of Paducah's Westminster Presbyterian Church. To be administered by the MSU Foundation, the Bill Powell Memorial Scholarship fund honors Powell who died in April at the age of 71, after a 45-year career in journalism. He retired in 1984 as Western Kentucky bureau chief for *The Courier-Journal*. He had also worked for the *Paducah Sun-Democrat*, *Murray Ledger & Times*, *Princeton Leader* and *Lexington Herald-Leader* and was a correspondent for *Time* and *Life* magazines. He had been an elder and Sunday School teacher at the Paducah church.

Two more Kentucky papers have joined those raising the single copy price to 50 cents. *The Tribune-Courier* in Benton made the move Oct. 1 and *The Manchester Enterprise* on Oct. 17. Rising costs were cited in announcements by both papers.

The News-Democrat and *Logan Leader* in Russellville invited community members to the newspapers' office on Oct. 12 in observance of National Newspaper Week and the local Tobacco Festival. The staff served up popcorn and let readers rummage through and claim old photographs. The staff prepared a festival tabloid for the Logan County Chamber of Commerce.

The Commonwealth-Journal in Somerset cosponsored the Southern Living Cooking School on Oct. 3, with part of the proceeds going to the local Extension homemakers program. The event also gave participants a chance to donate food to Operation Food Basket.

Receiving the Outstanding Media Presentation Area Award at the recent Spirit of Special Olympics banquet in Lexington was *The Harrodsburg Herald*. Sports editor Gary Moyers accepted the award on behalf of the paper.

The Bourbon Times has relocated to downtown Paris. The newspaper staff occupies offices at 417 and 419 Main St., but the mailing address remains the same.

In Memoriam

Brady Black

Brady Black, longtime editor of *The Cincinnati Enquirer*, parent of *The Kentucky Enquirer* in Covington, died Oct. 9 at the age of 83.

An Ashland native, Mr. Black began his career with the *Cincinnati paper* in the 1940s. Before his term as editor, he served in a variety of posts, including covering state governments in Columbus and Frankfort.

After retiring as editor and vice president in 1975, he taught journalism at Ohio State University.

Local news

Who is the Kentucky Press Association?

By Pam Shingler
Press editor

The Jackson Times
&

Beattyville Enterprise

In 1887, itinerant preacher Dr. J.J. Dickey stopped, perhaps to save a few mountain souls, in the town of Jackson, then a thriving railroad terminus.

Before he could leave, so the story goes, his horse went lame, and, for whatever reason, he decided to plant himself and bloom in Jackson.

What came of Rev. Dickey's sojourn were two Breathitt County institutions, Lees College and The Jackson Hustler, a weekly paper that eventually became the more staid-sounding *Jackson Times*.

"I sometimes wish they hadn't changed the name," says publisher/owner Louise Hatmaker, with a rather wicked gleam in her eye. You believe her.

A KPA board member, Hatmaker presides over the two oldest papers in the Kentucky River Valley — *The Times* and *The Beattyville Enterprise*, established four years before Rev. Dickey began the Hustler.

"We're really big on community service," says Hatmaker, the 1987 winner of the Edwards M. Templin Award. "If a paper is not serving its community, it has no business being there."

A continuing series about Kentucky newspapers and the people who produce them.

Drive into downtown Jackson on a Thursday afternoon and you'll be convinced the community appreciates the effort. Drivers stop in the middle of a narrow street to buy a copy of the latest edition — still 35 cents — from middle-aged hawkers.

Hatmaker takes time to talk with a woman who's stopped by to complain about a column. "I've been so mad and hurt I haven't bought the paper in three weeks and I miss it," the woman tells the publisher. Feathers somewhat smoothed, the woman accepts a free copy.

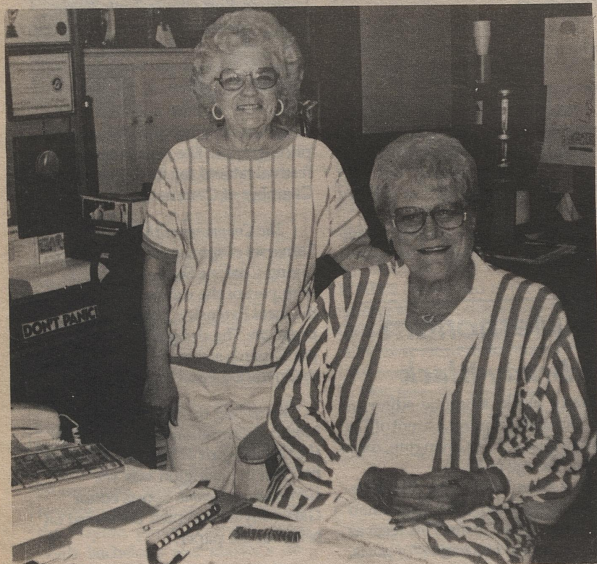
Hatmaker came to Jackson 26 years ago from the *Hazard Herald-Voice* where she did advertising, reporting and editing. At the time, both papers were owned by a group of Jackson businessmen. "I said I would come, but not to stay," she remembers. "I was hooked the first week. I just loved it here."

The editor then was Dave Collier,



On schedule

Jerlene Rose, publisher/editor of *The Clay City Times*, and her staff know that a calendar is part of a newspaper's lifeline. She's living a dream of owning her hometown paper.



A dynamic duo

Publisher Louise Hatmaker, seated, and ad manager/Lady Friday Jeanne Dzierzek take a breather on a recent Thursday as their papers hit the streets in Jackson and Beattyville. Note Hatmaker's message to herself on the typewriter: "DON'T PANIC!"

who died a few years after she joined the Jackson staff. One of the owners told Hatmaker he needed "some smart young man" to run the papers. "I said 'I'm not a young man, but I could do it,'" she laughs and adds, "The gall of me to think I could!"

She bought both papers in 1976. "The newspapers do not belong to me," she hastens. "They belong to the people they serve. The true purpose of a paper is to reflect what happens. Fifty years from now, if someone wants to know what happened now, they can read about it."

The Jackson Times, with a circulation of about 5,700, employs about a dozen workers. *The Beattyville Enterprise*, which shares some of the Times staffers, has two full-time and two part-time employees and a circulation of about 2,800. Most of the advertising is sold locally, with some coming from Hazard.

The Clay City Times

When *The Clay City Times* was started in 1896, the Powell County town was home to one of the largest lumbering operations in the world.

Today, the lumber industry is gone and the town at the foothills of the mountains has become somewhat of a bedroom community for folks who work in the Lexington area.

That evolution is reflected in the paper's advertising base which now stretches to Lexington, Winchester, Richmond, Irvine and Mt. Sterling.

Publisher/owner Jerlene Rose has been with *The Times* during much of its modern history. She joined the staff in 1965 when it was owned by W.C. Cawood, a former publisher of the *Winchester Sun* and University of Kentucky professor.

Rose remembers Cawood as a "stickler, a perfectionist." When each edition was printed, he read it cover to

cover, clipped the errors and tacked them to the bulletin board, she recalls.

Then-editor Barbara Scott took Rose under wing, tutoring her in every phase of newspapering, from reporting to selling subscriptions to printing.

Shortly after Cawood died, his family sold the paper to Bill Matthews and Jack Thomas, and Rose was appointed editor in 1968. The paper went through a series of owners during the 1970s, with Rose leaving for a time.

She returned as editor when *The Mt. Sterling Advocate* bought *The Clay City Times* and kept it for about five years. Rose, a KPA board member, then bought the paper herself.

With a circulation of about 3,650, *The Clay City Times* employs three full-time and three part-time employees.

"I feel we're a living newspaper," says Rose, who was born in Clay City. "The community is supportive and I feel I'm contributing something to it."

The Winchester Sun

Longevity is a hallmark of *The Winchester Sun*, a 7,200-circulation daily in Clark County, just east of Lexington.

The paper traces its origin to 113 years ago, it has been in the same historic building since the 1920s, and the average tenure of its 48 employees is 15 years.

Betty Berryman, a past president of KPA, has been with the paper for 36 years, starting as assistant to the publisher and moving to general manager and then publisher in 1988. She is also executive vice president of the corporation owned by the family of longtime publisher James S. Tatman.

Editor Bill Blakeman was graduated from the University of Kentucky on May 30, 1960, and has been on *The Sun* staff since May 31 of that year.

While the majority of KPA papers could boast being in a one newspaper county, *The Sun* is a "one county newspaper," Berryman stresses.

"Our forte is local news, everything from the library board to the city commission," she says. "We are surrounded by good weekly papers and a large daily, so we concentrate on local news."

The formula is a successful one. *The Winchester Sun* tied for General Excellence honors in its category during the 1991 KPA Better Newspaper Contest, and the stairwell of its building is papered with plaques and certificates.

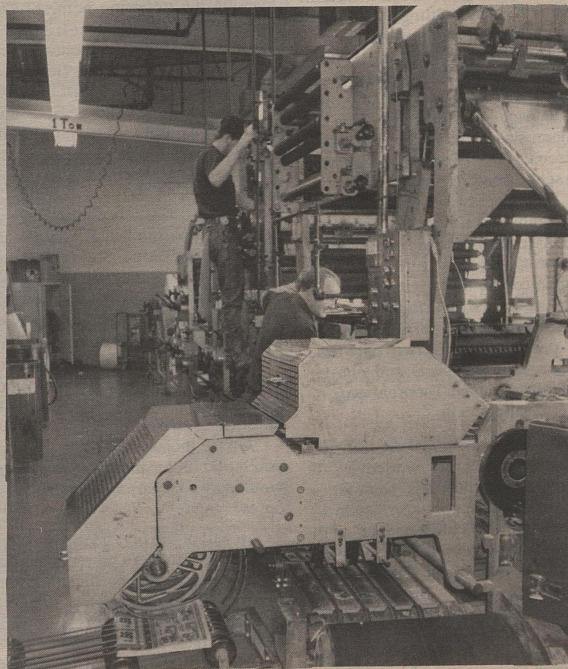
Local people apparently appreciate the effort. *The Sun* randomly surveyed its readers recently, and a whopping 80 percent responded. The results please Berryman.

"They consistently read the front page and generally the editorial page. About 90 percent said they read our special sections," the publisher rightfully boasts. "And everybody loves



What's in a name?

Editor Bill Blakeman and publisher Betty Berryman always get a chuckle out of seeing copies of *The Winchester Sun's* forerunner, the miniature 1878 "Smooth Coon," a Whig Party publication.



The Winchester Sun's press shop runs practically 24 hours a day, printing not only its own daily, but also a number of other area newspapers.

our Neighbor section."

Berryman was also pleasantly surprised at the high number of persons who "faithfully" read the business news page. "We had questioned several years ago if anyone but business people would read it."

The biggest surprise from the survey was the finding that few people read the some of the highly touted, syndicated editorial columnists carried by the paper. Changes are most likely due in that regard.

To serve the community even more completely, the paper is starting a School Page on Nov. 1, with most of the stories being written by local students.

What also endears readers to *The Sun* is that nearly everyone on the staff is active in community groups. The editor and publisher help to staff at least a dozen volunteer organizations.

Blakeman has also made a name for himself as a community and newspaper historian. He's frequently called to make presentations to school groups and civic clubs about the paper's colorful past.

On his spacious office wall is one of the visual aids he uses in these talks. It's a framed copy of *The Sun's* ancestor, a 4x5-inch mini-tabloid called *The Smooth Coon*.

Blakeman hastens to inform that the reference is to a nickname for the Whig political party, which was still in existence in 1878 when the publication appeared.

Among items in Vol. 1, No. 2, Sept. 9, 1878, was: "Winchester has two lively enterprises, the City School and THE SMOOTH COON. The City School opened with 113 pupils and the Coon with 800 subscribers." Fitted in with news and jokes were ads, such as "There's music in the air, there is music everywhere, but for the latest sheet-music go to the Post Office News Stand."

The editor says Winchester and Clark County have witnessed 26 newspapers since 1812. And *The Sun* has carried a number of different names on its flag since the 1878 version. In fact, when it became a daily in 1908 after a local leader proclaimed that what the city needed was a daily newspaper, it was called *The Winchester News*.

The evolution continues.

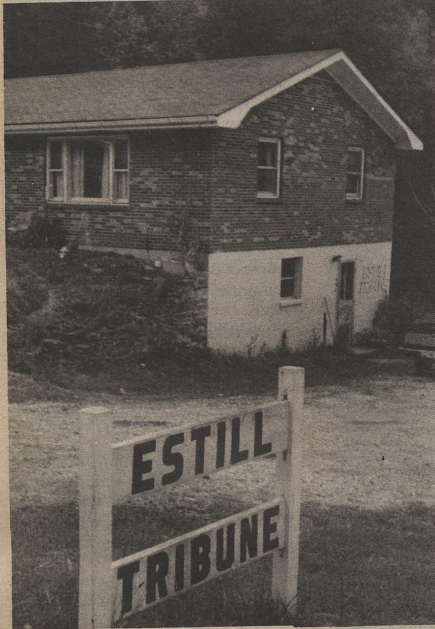
Estill County Tribune

Any paper that calls itself a family operation will have to go a long way to top this one.

The Estill County Tribune's publisher is Tracy Patrick. His sister, Delores Patrick, is editor, and John Patrick, a brother, does design and paste up before going to his regular, second shift job. Another brother,

See *Local News*, page 8

Local News: Who is KPA? from page 7



All in the family

The Estill County Tribune, headquartered in the basement of a family home, is produced by a sister and brothers team, from left, editor Delores Patrick, layout specialist John Patrick and publisher Tracy Patrick. Each does double, triple, even quadruple duty in putting out the weekly.

Charles, used to do the darkroom work (now Tracy's task) before ill health forced him out.

Ah, but that's not all. The newspaper office is located in the basement of their parents' house, a brick ranch house on Winchester Road about six miles north of Irvine.

(For an extended family connection, Debbie Wright, a niece, worked for the paper when she was in high school and is now editor of *The News-Democrat* in Carrollton.)

The publisher says he got into the business almost 10 years ago because "somebody talked me into it." He adds, "I went in with some others, but after a few days they couldn't take it and got out."

Admittedly naive at the beginning, the family learned the basics of publishing a weekly newspaper on the job and out of necessity.

For instance, when the old Itek typesetting equipment broke down, they couldn't afford a commercial software package for their computer. Not to worry. Tracy, a former teacher with bachelor's and master's degrees in mathematics, wrote his own program. Delores, also a former math teacher who still frequently substitutes, avows the homemade program, though not as flexible, is easier to use than Pagemaker.

John, who was editor of his high school newspaper and a college art

major, easily adapted to the demands of a larger newspaper layout.

They all laugh when describing how brother Charles used a vacuum cleaner hose in building a direct process system for photo printing.

The Patricks' father and a friend built the light tables used for the weekly layout. The tables allow work on 10 pages at a time, which is the general size of the paper. Tracy says persons at other papers have requested the set up specifications.

Estill County is the clear thrust of the family paper. About 90 percent of its 1,800 copies circulate in the county and nearly all its advertising comes from in-county trade, with a smidgen from nearby Powell County.

In addition to the family members, the paper supports two part-time writers — one for sports and one for general assignment. There's also a part-time ad salesperson.

The bulk of the paper's content falls to Delores Patrick, who covers all governmental meetings, sometimes two in one evening. She also likes to do features and "to oblige people" with pictures that enliven most weekly papers — the largest ginseng root, first deer bagged in the season, intriguing Halloween displays and the like.

Tracy stresses, "We're not political. We generally try to serve the people."

Citizens Voice & Times

Driving through downtown Irvine, you cannot help but be bowled over by the imposing home of *The Citizen Voice & Times*. There it is on the left at a road fork, symbolically and actually overshadowing the more modest Estill County Courthouse.

The newspaper is housed in a four-storied, three-bricks-thick hotel, built in 1920. The name, denoting past mergers, stands out above massive columns.

Walk up the concrete steps into the lobby and the feel is very much that of an old hotel. Sturdy antique furniture, an ancient "square" grand piano, polished hardwood floors, ceiling fans, large ferns in old fashioned stands, and a long wood registration desk would have looked familiar to the coal and railroad barons who traveled to Irvine to oversee their holdings or strike a deal.

Go up the angular stairway and you'll find rooms in use much as you would have 70 years ago. But that's as far as it goes.

In half of the first floor and basement are the modern newspaper and job printing offices, sporting the latest in computer equipment, text scanner, direct printing darkroom gear and other technical gadgets.

Owner/publisher Guy Hatfield is very much at home in the contrast — very much at home, since he, wife Teresa

and family live in the other spacious half of the two bottom floors.

Hatfield's passion for newspapers is reflected in the hallway on the newspaper side of the building. Walls are covered with framed front pages from first and last editions of papers that have come and gone in the area (one or two of them his own).

An admitted newspaper junkie, the publisher devours books and tapes with tips on improving content and revenues. He frequently takes advantage of training opportunities offered by the many newspaper organizations of which he's a member, including KPA where he's a board member, and Kentucky Weekly Newspaper Association over which he presides.

Hatfield's college political science major and lifelong interest in politics (His office is filled with elephant figurines.) have contributed to the paper's reputation as a voice, to be reckoned with in Estill County.

"I don't know of any local elected official who's left office who hasn't been mad at the newspaper," he boasts. "We've never backed away from a story."

"Readers deserve to know the truth. In a small town, they know what the news is," he adds. "We try to be up front with telling readers how it is."

His own tenacity and his ability to pick editors who don't back away from investigation and confrontation have

earned the paper numerous awards, including 11 General Excellence and four second place certificates from KPA and KWNA since 1974.

His instructions to editors, including current editor H.B. Elkins, who's been at the editorial helm for four years, are clear: "Tell it like it is and don't get me sued."

The CV&T and the Mountain Eagle in Whitesburg are "as upfront as any newspaper in the state," he says. "The paper is strong enough financially that we can take chances that others can't."

The paper, with its conglomerate name, traces its lineage to two politically affiliated papers established in the 1920s: The Irvine Times, a Republican paper, and the Democratic Estill Herald. The two merged along the way and were owned for a time, as the Irvine Times-Herald, by a forerunner of Landmark Community Newspapers.

Always a renegade, Hatfield started the Citizen Voice in 1973. ("We

intended the first paper to be eight pages, but by 10 that night, it was 10 pages and by midnight it was 12 pages.")

In 1975, Hatfield bought the Times-Herald, dropped "Herald" from the flag, and The Citizen Voice & Times was born.

A fire in 1980 destroyed the paper's former home. That's when Hatfield bought the hotel, a small motel behind it and an apartment building next door. The sale of the two smaller buildings allowed him to pay off the mortgage on the hotel.

Hatfield's emersion in the business has brought success. The nearly 5,000 circulation weekly operates with a relatively small staff — eight full-time staffers, including Teresa Hatfield and a print shop employee, and two part-timers.

His formula, other than fiestiness and fortitude? "I've always tried to operate with fewer employees, with better equipment, and pay the employees more."



Column rules

Dwarfed by the columns of the old hotel that doubles as home to *The Citizen Voice & Times* in Irvine are, from left, publisher Guy Hatfield, all-round staff member/partner Teresa Hatfield and editor H.B. Elkins.

Toward better editing

By Laurence O'Donnell, president, Dow Jones Newspaper Fund

△ Get involved with your writer as early as possible. Try to do this as a coach and collaborator. Try to help him or her early on when the idea is being refined. Gently put weak ideas to sleep.

△ Seek to get your writer to reduce to a sentence or two what he or she thinks the story is about.

△ Encourage your writer to think about the information-collecting process before starting the article. Think about the building blocks of the story and what is needed to make it complete.

△ In the collaborator/coach role, help your writers stay focused and help them to revise their plans as information comes along that will challenge them. Help your writers to be skeptical and analytical. You can't do this at the tail end of the process.

You are in the business of coaching your writers — as an editor you will perform roles for which you are neither paid nor trained. You are also a cheerleader — writers need and thrive on praise. (The rule is public praise, private criticism.) The editor is a moral compass, ethicist and rabbi-priest whose writers are continually invading people's privacy, dealing with sensitive areas and making judgments.

Much editing has nothing to do with copy. The editing role is best performed early in the process, not on deadline. Copy editors can't do much compared with editors at an early stage.

Editors should become skilled at pencil-editing, taking words out of stories. Done well, this encourages writers to do self-editing. Editors should also impose deadlines and length restrictions. Trying to meet those demands creates an adrenalin flow that brings out the best in writers.

Remember, your role as an editor is to serve as the reader's advocate and protector! (New Jersey Press Association)

Stops & starts for classifieds

Stop looking back and start looking ahead. That's the advice given to classified managers by Helen Cochran during the summer management conference of Suburban Newspapers of America.

Cochran, product development director, Urban & Associates in Sharon, Mass., presented 10 items newspapers should stop doing in their classified sections and 10 things they should do, according to a report in Publishers' Auxiliary, Sept. 30.

She said papers should **stop**:

1. Beginning sales calls with billing information versus sales.
2. Asking "How many days do you want to run your ad?"
3. Underpricing one day insertion.
4. Selling days or weeks, not frequency.
5. Quoting minimum days, lines and prices. (If given the minimum, people will buy it.)
6. Offering too few classifications.
7. Publishing classifications in random order versus alphabetically.
8. Buying editorial in your paid-to-print.
9. Focusing primarily on inbound telemarketing.
10. The "Ads in the Back Syndrome."

Papers should **start**:

1. Publishing a complete classified index every day.
2. Publishing coupons every day.
3. Anchoring classified on a section front or back.

4. Offering key word sorting.
5. Writing classified ads that sell.
6. Promoting results daily in ROP and classified.
7. Offering aggressive private party rates.
8. Offering photo ads in all classifications.
9. Providing editorial support of major classifications.
10. Compensating for sales, not order taking.

Cochran added that the classified section can be enhanced by prominently listing office hours and promotional rates of the newspaper. She also said that errors policies should be written with a positive tone, rather than the standard negative; that is, lead with what the newspaper will do for customers, not what customers must do.

If there is any principle of the Constitution that more imperatively calls for attachment than any other it is the principle of free thought — not free thought for those who agree with us but freedom for the thought we hate. —Justice Oliver Wendell Holmes Jr.

W. B. GRIMES & COMPANY
Media Brokers/Valuation Consultants
Over 300 Sold Since 1959
Dick Smith -- Broker
Clarksdale, Mississippi (601) 627-7906
Larry Grimes -- President
Clarksburg, Maryland (301) 507-6047

KPW recruiting

Kentucky Press Women is looking for new recruits. Advantages of membership, according to president Cathie Shaffer of *The Daily Independent* in Ashland, are professional enrichment sessions, networking, three publications (Kentucky Communicator, Press Woman and Agenda), contests, and special events. The annual fee is \$34. For application forms and information, call Shaffer at 1-800-955-5860 between 8:30 a.m. and 4:30 p.m. EDT.

Ammo for broadcast war

Ad salespersons might want to hear some good news behind the bad news that broadcast researchers put out about print media. Miles Turnbull, Washington Newspaper Publishers Association, says there's more to the story than how much time consumers spend with television, radio and newspapers. Research by Audits and Surveys and SMRB shows that 86 percent of adults exposed to advertising are fully attentive to newspaper ads, compared to 79 percent for TV commercials and 51 percent for radio. Plus, listening and watching are passive, not active as is reading. In terms of interest, an Audits and Surveys study shows that 44 percent of adults look forward to newspaper advertising, while only nine percent look forward to TV commercials and 10 percent to radio ads. Then there's coverage to consider. One paper, Turnbull says, figured that counting classifieds, the average reader was exposed to 1,851 ads in a single issue. In 196 minutes (average viewing time per day), the TV viewer is exposed to 85 commercials — one at a time over the total viewing time, on all stations at all the times involved in that viewing time. To be exposed to 1,851 commercials a viewer would have to remain fully attentive through 71 hours of uninterrupted programming. The radio listener would have to remain attentive through 102 hours. In addition, Turnbull says, broadcast media do not offer the opportunity to comparison shop as do newspapers.

Teen readership up

Teen readership of newspapers has increased by five percent since 1990, according to the latest Gallup Youth Survey. Other findings: (1) 75 percent, 16 or older, said they read the newspaper, compared to 64 percent in the 13-15 age group. (2) Newspaper readership is stronger among teens who do above-average school work. (3) Fifty-two percent of teens surveyed said they read newspapers every day; another 36 percent read newspapers at least once or twice a week. (4) Teen readership of magazines dropped

from 71 percent in 1990 to 58 percent in 1991. (5) Teenagers in the East and Midwest were found to read the newspaper (74 percent each) more often than teens in the South (66 percent) or the West (60 percent). (SNPA Bulletin)

Another Mac attack?

Apple was scheduled to come out in October with two new laser printers, a new scanner and six new computers, while dropping two computers and two LaserWriters, according to Macnewspaper News. The two printers, LaserWriter IIf and IIfg, can spit out eight pages per minute, the IIf operating at 20MHz speed and the IIfg at 25 MHz, and both reportedly are capable of producing halftones that are acceptable in newspapers. The new Apple OneScanner is cheaper (\$1,399 to \$1,499) and more powerful, producing 256 levels of gray, capable of operating at three different speeds and handling resolutions from 72 dpi to 300 dpi. It comes with Ofoto software, which automatically makes many adjustments for brightness and contrast. Three models of "notebook computers," called PowerBooks, are on line, each said to be lightweight, powerful and competitively priced. Plus, they're compatible with "everything in the field and back at the office," and have a battery life of two to three hours. Also on the market now are two models of the new MacQuadra, 900 and 700, the biggest and most powerful Mac computers ever built, running from 25 to 100 percent faster than the current MacIIfx. The sixth new computer is the Classic II, an improved version of the Mac Classic. Dropped from production are the SE/30 and the original Mac Portable, along with LaserWriter IINT and IINTX.

Better halftones promised

Digital Technology International is marketing a new "high-end, integrated publishing system" for

the MacIntosh for faster, higher quality halftones, called PhotoSpeed. Features promoted by DTI include linear transfer function, non-linear dot gain correction, standardized output sizes for trader magazines and real estate guides, gamma correction tool with shift and stretch values, resolution shedding option, edge tracing and streamline options and use with any scanner or still video camera with an Adobe® compatible plug-in module. Contact Kathleen Bray, DTI, 500 W. 1200 S., Orem, Utah 84058; phone 801/226-2984.

Items

Healthy worker\$

The 14th annual mid-year symposium and exposition of the Kentucky Safety and Health Network is Nov. 11-13 at the Hyatt Regency, Louisville, with the theme "Health Care \$\$\$ in the Workplace." For registration information, contact Donald Cooke, 502/564-6895; fax 502/564-6103.

Carrying a dream

The Beatrice (NE) Sun has experienced an increase in paper carrier applications since it ran a story on one of its young carriers who bought a red Porsche with his route earnings. Mark Feit bought the 1972 Porsche 914 two years ago for \$3,400 when he was only 14. He applied his route earnings to repay a family loan by last summer when he turned 16.

In house



Linda Slemp

- Linda Slemp has joined the KPS Clipping Service as a clipper. The Frenchburg native has spent most of her career in the food service business, where she earned the nickname "Shortcake." She is married and the mother of two, grandmother of three.
- Clipping service coordinator Rachel McCarty set a record recently by reading/clipping 3,453 clips in one week. The previous record was 3,240 — her own.
- Reader/clipper Kim Cox bested her own record for reading recently by reading more than 3,400 clips in three

days.

- Another significant record was broken in September when KPS advertising sales topped \$1 million. Ad director Gloria Davis has surpassed the million mark for the last two years, but this was the earliest in the year to hit it. KPS broke the million barrier in Davis' first year here and does better each year.

- Condolences to mail/news release coordinator Nancy Peyton whose husband Hollie died in October after a long illness.

What's in a winning ad?

- ADWEEK contributing editor Mark Dolliver listed several characteristics of a successful ad for members of South Carolina Press Association.
- The best color ads use small doses of color — a logo, a few words, some artwork. Color is used to enliven the ad.
- Borders help a small ad take charge of its space. Example: a checkerboard tablecloth for an Italian restaurant.
- Ads can be "service journalism" that give readers information to use. Example: a dress shop ad that also lists formal events coming up in the community.
- Easy legibility is crucial. Poor leading, too many type faces and poor letter spacing can kill an ad.
- Black is still the color newspapers are best at printing. Use it.
- Use "fail-safe" colors that don't have to reproduce perfectly.

Group seeks legislation on electronic records

By Pam Shingler, Press editor

Open records legislation can be fairly cut and dried when we're talking about paper copies of documents, statistics, letters and the like.

But the computer age has greatly complicated the issue. What if the letter discussing an important city council matter was sent by computer mail, and, if it was saved at all, it's buried on a disk that's filled with non-public financial records.

What if the analysis of a set of hot statistics was done with a program most of us don't have access to and wouldn't understand if we did?

What if a recordskeeper tells you that water quality monitoring reports are kept on computer and that to get a printout will cost you \$35 or \$40?

Convinced that these and other nagging questions are not addressed fully by present and proposed open records laws, members of the Kentucky Information Systems Commission have submitted a bill draft to the Open Meetings/Open Records Task Force.

The proposal, they believe, goes much farther in clarifying — and assuring — public access to the electronic records of public agencies, the use of which will only grow.

The bill draft was developed by the Special KISC Committee on Infor-

•Emphasis on planning before implementation•

mation Policy, chaired by James Nelson, director of the state's Library and Archives Department and a member of the OM/OR task force. Bill Hollander, one of KPA's FOI Hotline attorneys, is also a member of the KISC committee.

Among the principles reflected in the bill, said KISC chairman Steve Dooley, is that public access to government records must be taken into account even before computer systems are designed and in place.

In a letter to OM/OR task force chairman Rep. Bill Donnemeyer, Dooley said, "Compliance with public records requests will be less burdensome if issues surrounding public access to information are dealt with during planning, rather than after systems implementation."

Dooley, also a task force member, added that the format in which the data is stored should not be an excuse to deny access to public records. But he contended that agencies should be able to charge a reasonable fee when requests involve "customization of the record or the format of a record," or when records requests have a commercial purpose.

Revisions to OR Law

The KISC proposal makes the fol-

lowing revisions to the present Open Records Law, which is already in process of being revised by the task force at the request of KPA.

- In the opening segment of the bill, the committee proposes the addition of language to cover "the coordination of strategic planning for computerized information systems in state government. . ."

- Under the definition of "public record," the committee recommends adding the term "software," which it defines as "the program code which makes a computer system function. Software consists of the operating system, application programs, procedures, routines, and subroutines such as translators and utility programs."

- The electronic records would be available for copying in any format requested as long as that format is available to the agency. If the agency cannot match the requested format, it

must make the record available for copying in a "flat file electronic American Standard Code for Information Interchange (ASCII) format."

- Copies of the records will be mailed, upon receipt of copying and mailing charges, if that's how the requester wants them.

- If the requested data are to be used for commercial purposes (excluding the media), the purpose must be stated.

Exemption added

The KISC bill agrees with present and proposed exemptions to open records access and adds another interesting closed record category — those records of locations of "rare, threatened, endangered or otherwise imperiled" plants and animals and of archeological sites which could be disturbed by unauthorized persons.

The bill draft incorporates comments of participants in an information policy conference sponsored by KISC in March for public agency officials, reporters and others interested in the subject.

It also addresses issues being debated at the federal level and in other states.

Ashland managers host readers' calls

By Kenneth Hart

The Daily Independent, Ashland

Complaints, kudos, criticisms and suggestions. Members of *The Daily Independent's* management staff got them all Tuesday evening (Sept. 24) during the newspaper's second call-in forum.

Staffers took phone calls for three hours to give readers the opportunity to voice their opinion of the paper and suggest ways to improve it.

Helding calls were publisher John DeSanto, assistant general manager E. Joe Vanderhoof, editor Wickliffe R. Powell, managing editor Mike Reliford, local news editor Paul Gottbraith, Today's Living editor Cathie Shaffer, wire editor Stan Champer, sports editor Mark Maynard, chief photographer John Flavell, editorial page editor John Cannon, retail advertising manager Kelly Voiers, classified advertising manager Skip Reinhard and circulation manager Don Shaw.

A total of 67 calls were received during the three-hour session. Powell

termed the evening a success.

"We're pleased that 67 of our readers were interested enough to call and tell us what they think about *The Daily Independent*," he said. "We appreciate the compliments and the suggestions and we also appreciate the criticisms. Responding to those will help us make *The Daily Independent* a better newspaper."

Shaw received the most calls with 15. Most were complaints over late or missed deliveries.

He said forums like Tuesday's were helpful tools in providing subscribers with the best service possible.

"If there's a problem out there, we want to know about it in time to take corrective action," he said.

Shaffer ran second with 10 calls. The majority of hers were compliments on her weekly column in the Local section of the paper.

One woman called to say Shaffer's column closely mirrored her own daily life.

"Every time I read your column, I swear you've been hiding in my house," she said.

Other things callers praised the newspaper for included:

- It summer reading contest.
- Reporting from its Morehead bureau.

- Cannon's columns, which appear on the editorial page.

- Its new emphasis on color photography through its recent redesign.

- Monday Profiles and carrying syndicated columnist Lewis Grizzard.

- Its coverage of the war in the Persian Gulf.

Callers complained about:

- The removal of "Snuffy Smith" from the comics page Monday through Saturday.

- The lack of a "Jumble" puzzle and manufacturer's coupons in *The Sunday Independent*.

- The newspaper's new look.

- Narrow margins in the Sunday TV magazine that the caller said were too small to write cable conversions charts in.

- The lack of a complete stock listing Tuesday through Saturday.

- The fact that the newspaper's editorials aren't signed.

Thumbs up
Cathie Shaffer's column



Thumbs down
Narrow margins in TV magazine



On tap . . .

- Nov. 1: KPA Moves!
- Nov. 1: Deadline for submission of photos for KPA exhibit.
- Nov. 7: KPA Board meeting
- Nov. 8: Deadline for submission of cover photo for KPA 1992 Yearbook & Directory.
- Nov. 14-16: KY Weekly Newspaper Assn., Richmond; 606/723-5161
- Nov. 17-20: Southern Newspaper Publishers Assn. convention, Boca Raton, Fla.; Dr. Ruth Westheimer headlines; 404/256-0444.
- Nov. 28-29: KPA offices closed for Thanksgiving holidays.

Short season

Retail advertisers, who've had a tough year anyway, face a "short" holiday period between Thanksgiving and Christmas this year.

Because Thanksgiving comes pretty late, Nov. 28, the traditional buying period between the two major retail holidays is pared to only four weekends and 26 days.

That also means retailers will need a lot of help from newspaper advertising — a good selling point.

Paper cleans up

The Winter Haven (Fla.) News Chief recently organized the clean up of a 25-year-old eyesore and improved its standing in the community, as well. With a front page editorial, the paper called for a community-wide "Let's Help Amos Robinson Day." A disabled veteran, Robinson was under a city order to clean up a two-block salvage yard, filled with 10,000 old tires, which he inherited last year. The paper's staff got a waiver of landfill fees, cut through other red tape surrounding tire disposal and enlisted 60 volunteers to do the work. Buoyed by the success of this project, the paper organized "Paint Your Heart Out, Winter Haven" for Nov. 2, designed to get volunteers to repair and paint 20 dilapidated houses.

Computer-generated revenue

You've invested in all this sophisticated computer equipment, and it's put to good use in producing a newspaper. But you can get more money back on the investment by finding other uses, according to a group of Minnesota publishers. Among their ideas for making money with computer systems: (1) Produce more spec ads for your sales efforts. (2) Produce statement stuffers for other firms to send with their billings. (3) Produce (write, layout, typeset, etc.) newsletters for organizations, local governments, etc. (4) Produce posters and flyers for groups, businesses and individuals. (5) Maintain mailing lists for other businesses and groups, and produce mailing labels for them. (6) Offer a resume typesetting service, with the added feature of updating as needed. (7) Prepare family histories. (8) Produce name badges for community meetings. (9) Maintain membership lists for various organizations.

Bloopermania

The Morgantown (W.Va.) Dominion Post attracted attention to its redesigned classified section with a "Classified Bloopers" contest. Every day for three weeks readers were asked to identify the bogus ad, with daily winners selected in random drawings of correct entries. Advertisers donated \$25 gift certificates as prizes. More than 8,000 entries were submitted, and callers are asking for a repeat of the contest. Sample ad: *Former chief executive officer seeking new position, experienced in entertainment, including starring roles in many high quality films including "Knutte Rocknet" and the "Bonzo" films. Directed 8 years of economic expansion for largest entity in public relations. Phone 1-800-555-Nancy, ask for Ron.* For more on this idea, call classified phone sales supervisor Sharon Doyle, 304/292-6301. (Metro Graphics Plus Business)

Selling real estate

A 20-page section on house buying, "Homebuyer's Workbook," boosted real estate ad revenues for Foster's Daily Democrat, Dover, NH. The tabloid featured a nuts-and-bolts information section and house hunting tips, with the lion's share of advertising from realtors, developers and banks. The evening section was published, the paper sponsored a "Homebuyer's Workshop," focusing on topics addressed in the tab with presentations by real estate professionals. Advertisers were allowed to distribute their own promotional packets during the seminar which attracted 135 people. Call special sections supervisor Tammy Rafferty, 603/742-4455. (Metro Graphics Plus Business)

Jumpin' geography

As part of its on-going Project Education, the Houston (Texas) Post has launched a monthly 16-page tabloid, called Jumping Geography, both for the fun of it and to help youngsters understand more about the world. A character named Rocket, a red kangaroo, hops around the globe, introducing readers to his friends ("mates"), exploring not only geography, but also history, customs and wildlife. The tab, sponsored by two businesses, features activities for young folks, celebrity and student profiles, a pull-out poster of a Great Mate of the Month, and other educational tools. In addition, the paper has a Rocket Hotline, special song, Great Mate merchandise and club, and full-size Rocket costume for public appearances. Materials are also available to area school libraries. The program promotion included a coloring contest and geography quiz in the paper's news section, with the winner and his/her family getting a trip to Australia. For information, contact public affairs manager Trish Morille, 713/840-5117.

Reporting guidelines

Deluged with calls over an accident photo, editors at the Iola (Kan.) Register devised and published guidelines for injury accident reporting. Among them: • Pictures will not be published of accident victims who die at the scene or before publication of the edition in which the accident is reported unless the victim is unusually prominent. • In every photo of accident victims, two members of the news staff and the publisher will examine negatives and decide together which picture to publish. • Sensitivities of the community will be taken into account.

Let 'em crow

The Fort Worth (Texas) Star-Telegram does a highly successful classified promotion called "Business Biography." One column wide, the ads are grouped by the year in which the business was established and is like an "honor roll" for businesses, says sales manager Betty Williams (817/390-7400). The promotion runs the first five Sundays of each year. (Metro Graphics Plus Business)

Idea exchange

Butter & egg money

An annual sig page called "A Salute to the American Farmer" has become the most successful and profitable ad promotion for The Galion (Ohio) Inquirer. Starting in 1986 with just farm-related businesses, the page now includes all types. "Who wouldn't support farmers if they stopped and thought about where their bread and butter comes from?" said ad director Sandra Butterfield. Call Dawn Clinger, 419/468-3233. (Metro Graphics Plus Business)

Encouraging reader writers

More reader involvement is the goal of several regular entries in the editorial section of the Orlando (Fla.) Sentinel. A Saturday slot is open to writing by readers on a variety of topics — career changes, hurricane experiences, etc. "Highway Hostage" solicits readers' reports on traffic snarls, which often leads to editorial comments. In a "sound off" segment on Sundays, readers are invited to call in and vote on a current issue. To recognize letter writers, the paper sponsors an annual banquet and a forum where they get to speak their minds. Associate editor Jane Healy says the viewpoint of the editorial page has shifted from government to people's lives. (The Bulletin of American Society of Newspaper Editors)

Kids & Christmas

For 20 years, the Mercer Island (Wash.) Reporter has successfully sold advertisers on using drawings from local elementary students in Christmas greeting ads. The idea is popular with readers and boosts revenues. Contact Virginia Smyth, Mercer Island Reporter, Box 38, Mercer Island, WA 98040.

We've moved
Cross out KPA's old address:
~~332 Capital Ave.~~
Change it to: 101 Consumer Lane
Frankfort, KY 40601
(But, don't touch those phone numbers!)

Ideas from Inland

(Reprinted from *The Inlander*, Newspaper of the Inland Press Association Inc., Sept. 19, 1991)

Carrier Incentives: The Watertown (Wis.) Daily Times offers an incentive for carriers in which the value for all of the carrier's orders increases for each new order he or she secures. The first new customer is worth \$2.50; the second, \$3; third, \$3.50; up to \$7 for the 10th new order and above. Promotion manager Mark Kuehl, 414/261-4949.

Color grouping: The Jefferson City (Mo.) News Tribune gets five small businesses to split the cost of a full page color ad that looks like a news feature on such topics as fathers, mothers, senior citizens, leisure, sports, etc. The paper runs one such page per month, charging each business \$240 and earning \$14,400 per year in new revenues. Ad manager Beth Chism, 314/636-3131.

Cookin': For its new Eatery and Entertainment section, Minnesota Suburban Publications sponsored a contest in which one winner and guest got to dine with the restaurant critic. Two other contestants won \$50 gift certificates to the same reviewed restaurant. Marketing director Tom Losey, 612/536-7550.

Annual reporting: The Dodge City (Kan.) Daily Globe published the city's annual report, with merchants sponsoring it through ads. Marketing director Terry Cochran, 316/225-4151.

Chamber co-op: The Joplin (Mo.) Chamber of Commerce had the Joplin Globe produce its promotional and informative publication, Building a Better Joplin. Ad sales supported a 12-page tab with about 50 percent advertising. The chamber mailed a flier created by the paper and a letter of its approval to all member businesses before sales began. Retail sales manager Laura Titus, 417/623-3480.

What's new: The Mt. Pleasant (Mich.) Morning Sun publishes an annual update on what's new or planned in the business

community. Overruns of the publication, Kaleidoscope, are made available to the chamber of commerce. Publisher Ray Pike, 517/772-2971.

From Ken Bronson of Stauffer Communications, these ideas: (1) In the fall or winter as people spend more time at home, do a section to help readers make their homes more beautiful and comfortable, featuring home improvements and decorating tips for various incomes. (2) "Frost Warning," a section to help readers get their homes ready for winter, with hints and ads on insulation, windows, woodburning stoves, fireplaces, and so on. (3) A "Report on the Family," taking a look at changes in the American family in your area. (4) Focus on civic clubs in your area featuring activities and successes; also a club directory, with meeting times and details about each, that can be easily done with a standardized form.

(From *The Inlander*, Sept. 30, 1991)

Budgeting: The Faribault (Minn.) Daily News produces a locally customized short-term advertising budget planner, printed on newsprint in broadsheet format and providing a calendar listing of special section opportunities, local market information, tips on producing an effective ad and reasons to advertise. Sales reps fill in blanks with information from clients regarding projected sales and advertising expenditures. Spanning 3-4 months, the planner supplements the annual budgeting process already used by some advertisers. Marketing director Steven Gall or publisher David Balcom, 507/334-1853.

Key words can leave you open

The following words in classified ads for housing can lead to a violation of the Fair Housing Act.

- **Adult** (adult building, adult park)
- **Bachelor**
- **Christian**
- **Couple** (couple preferred, only)
- **Executive, exclusive**
- **Family** (great for families)
- **Handicap** limitations
- **Mature**
- **Membership** approval
- **Mentally ill**
- **Religion**
- **Religious landmark**
- **No children**
- **Older persons, senior citizens**
- **One person**
- **Physically fit** person (ideal for)
- **Private**
- **Race**
- **Restricted**
- **Senior discount**
- **Sex** (except in ads for roommates)
- **Single**
- **Two people**

Explain to advertisers that the newspaper can be liable for a discrimination charge if these words are used. It's out of your hands as to whom the owner/realtor actually shows the property, but the paper can be held responsible for printing a discriminatory ad.

(Alabama Press Association)

Eddyville couple retires, from page 3

television screen in the home.
 "The newspaper that you read at the kitchen table will be a thing of the past," he says.

Charles Baccus can't point to a single highlight of his career. He says it has been "a continuous high. There was no one day like another and that's what made it such an enjoyable occupation. I would have done it if I hadn't gotten paid," he says with a chuckle.

I didn't know a linotype from a steam ship . . .
 --Charles Baccus

"Of course, I violated all the rules of journalism — always a spectator, never a gladiator. To me, the fundamental rule has to be violated if you are going to run a small town newspaper because the newspaper is a method of influencing people for good or bad. Therefore, you are right in the middle of everything whether you want to be or not," he adds.

On the other hand, Frances Baccus has no trouble citing two highlights in her career. One came in 1976 when the newspaper moved into its own building on Commerce Street. "That had been one of our goals."

(Desktop computers) made us so much more efficient in building our ads and setting type and whatever we had to do. --Frances Baccus

The other high point came two years ago when the Herald Ledger switched from photo typesetting to desktop computers. "They made us so much more efficient in building our ads and setting type and whatever we had to do," she says.

When Charles Baccus decided to go into the newspaper business, W.T. Davis owned the Lyon County Herald. Baccus was selling insurance in Bowling Green and attending Western Kentucky University.

"I had always wanted the paper. I came home one weekend and talked to W.T. and he agreed that he would sell it. I agreed to buy it and we agreed on a price.

"I went back to Bowling Green and had a lawyer draw up a 30-day option to buy. I had to convert some holdings to cash in order to buy it.

"I came back the next weekend and picked (Davis) up at the country club in Princeton. On the way to Eddyville in my car, I handed him the option to buy and it made him mad. He said, 'I'm not going to sign

that.' I said, 'Why not?' He said, 'My word is my bond and I'm just not going to sign it.'

"That put me in a conundrum because I had some property in Greenville I was going to sell. It was rental property and pretty good income and I didn't want to sell it unless I was sure I could buy the paper," Baccus recalls.

Davis refused to sign the option, so Baccus told him if he changed his

mind within a couple of weeks to let him know.

"I waited two weeks and then wrote him a letter and told him I was no longer interested," Baccus remembers.

Baccus then went to a small town outside Chicago and bought the equipment from a weekly newspaper that had gone out of business. He brought the equipment back to New Eddyville and rented a building from I.B. Hill and started the Lakeside Ledger.

Neither of the Baccuses had any newspaper experience. Charles Baccus knew he could write, but he had to learn to operate all the equipment.

"I didn't know a linotype machine from a steam ship, but I had been a mechanic and an engineer long enough to know that whatever it did, it still had basic principles of any other machine. So I adapted to it and learned to operate it."

In the early years the newspaper was printed on a hand-fed press four pages at a time, called in the trade "four up."

"You bought the newsprint in four-up sheets. You'd flip a sheet up and run it through. Then you'd let it dry three or four hours, turn it over and print four more sheets on the back. So you wound up with eight pages printed four-up," he recalls.

. . . you are right in the middle of everything whether you want to be or not.
 --Charles Baccus

Baccus had never sold advertising, but he understood the fundamentals of selling.

"I never will forget the first call I made — Raymond Livers at US Royal in Princeton. I had 300 subscribers who had bought subscriptions in advance.

"I introduced myself and told him what I was doing. He said he'd heard about it. I said, 'I can't give

Reflections

By Frances Baccus
 The Herald-Ledger, Sept. 25, 1991

Charles and I moved from Bowling Green to Eddyville in 1962 and published our first paper on August 23, 1962.

I had lived in Old Eddyville during my teen years, and after graduating from high school there, I left in search of a better life and better future. Little did I know then that Lyon County held all the things I was looking for.

When we became owners of a weekly newspaper in Lyon County, the potential in this area seemed unlimited, everyone was excited about the growth of the area and the impoundment of Lake Barkley. I witnessed the moving of Eddyville and Kuttawa from the banks of the Cumberland to their present sites. For some residents who did not wish to give up their homes and rebuild, it was a very traumatic time, causing some neighbors to become bitter enemies.

The influx of tourists that was expected to begin immediately did not happen. But the people of Lyon County did not give up, and now after struggling for many years, we are all seeing the fruits of our labor materialize. Our area is now ranked as the number one "tourist attraction" in Kentucky. I am thankful that I remained in business long enough to be a part of this progress.

Charles and I always believed that a newspaper is a tool which belongs to the people and should be used for the betterment of its community. I hope that we have used our newspaper to create a better Lyon County for future generations. We have tried.

This is the last issue of the Herald Ledger with myself as publisher. The decision to sell has been a very emotional time for me.

You, my readers and friends, have been a part of my daily life for over 29 years. I have written articles and made pictures of your birthdays, school activities, weddings, etc., through as many as three generations. This is what I am going to miss. You have become a part of my family, and I am fortunate to have shared your happy times as well as the sad times.

I am not leaving Lyon County and will still be active in the community. I am planning on having more time for Lions, Chamber and politics.

So, goodbye my friends, you have given me 29 good years and I am grateful for the opportunity to have been your editor and publisher.

you a lot of coverage, but I've got 300 subscribers and I'm going to mail out another 1,000 papers."

Baccus sold Livers the first ad in the Lakeside Ledger, a vertical half page, for 50 cents an inch, a rate US Royal enjoyed until Livers sold the business.

Eventually the Lyon County Herald and the Lakeside Ledger merged, with both papers owned by the *Madisonville Messenger* and Baccus as editor. The Messenger owners later offered to sell the merged paper to Baccus.

He formed a corporation with four others and bought the paper, The Baccuses finally became sole owners.

Charles Baccus retired in 1981 but returned to help from time to time as needed. Frances Baccus then became the publisher and has continued to run the paper through this issue.

"It is, of course, hard to give it up, but there comes a time in your life when you have to go on," he says.

LASER CARTRIDGES RECHARGED

\$39

Fully charged -- post paid

Your HP, Apple, Canon, QMS (call for others), cartridge completely rebuilt and filled to capacity with high quality toner.
 New cartridges for Ricoh, Tandy, Okidata, just

\$19.95

LASER PERFECT INC.

404 Main St., Ste. 3
 West Liberty, KY 41472

800-782-1518

- New technology for longer cartridge life
- All work fully guaranteed
- Sealed in air-tight aluminized bags
- Shipped in our own custom designed cartons
- New high quality -- high resolution replacement OPC drums available
- Area trade references available

Moran will be remembered if Rep. Natcher has say so

By Ninie Glasscock, *The Springfield Sun*

US Representative William Natcher stopped by *The Sun* office a couple of weeks ago, doing his regular howdy-and-shake visit to the county.

The man who is legend in the halls of Congress can literally call thousands of his constituents by their first names — myself included. Even pronounced 9E correctly.

I was impressed.

For more than an hour, the man who chairs the powerful House Appropriations Committee sat in my office, weaving yarns about Washington and telling stories about famous people.

I could listen to the man all day long.

As expected, Natcher's monologue eventually turned to one of his favorite topics — the on-again, off-again, on-again Campground Lake project.

Most folks know that Campground was

Natcher's baby from the git-go, and he has done everything short of hand-stands on the House floor to have it built.

I don't imagine that he really holds much hope for the lake project, but he's still in there stroking.

But he did tell me something this trip about the project that I hadn't ever heard before. It's about the project's name.

Rep. Natcher said that if he ever manages to see the project built, it won't be called Campground Lake. He says he'll name it after a Washington Countian.

The Washington Countian in question is near and dear to the hearts of this newspaper. His name is J.S. Moran.

"If I ever see that lake built, it will be named after Mr. Moran," Rep. Natcher said. "It won't be

Campground Lake, it will be Moran Lake. I'll make that a part of the legislation."

Natcher said that the venerable former editor of *The Springfield Sun* had been an ardent supporter of the Campground Lake project for years. The editor, who died in 1988, was well known across the Commonwealth. He was a member of the Kentucky Journalism Hall of Fame and was listed in the Guinness Book of World Records as the oldest practicing journalist.

"I respected Mr. Moran very much," Rep. Natcher said. "If anybody deserves to be remembered, he does. Naming this project after him would be fitting. I'd be honored to do it."

Will there ever be a Moran Lake? Really? "Time will tell," Natcher said. "Time will tell."

Board decision looks like Open Meetings Law violation

By David Greer, editor
The News-Enterprise,
Elizabethtown

What is the Hardin County Board of Education doing?

Few people know the answer because board members didn't explain why they voted 3-2 at Thursday's board meeting to cut property taxes in the district by 2 cents — from 40.5 cents per \$100 of value to 38.5 cents. That represents a nearly \$400,000 cut from the district's budget. A new cable TV tax in the district — which will generate

So what's wrong with cutting taxes? Sounds like a great idea, right?

We don't think so. Consider these points:

- The tax cut conflicts with the intent of the Kentucky Education Reform Act, which has encouraged school boards to raise taxes to improve the quality of education.
- KERA mandates teacher raises.

How does a tax cut affect teacher raises? When teachers asked for larger raises several months ago, the board said it couldn't afford them.

It doesn't take a brain surgeon to figure out board members must have discussed a tax cut — perhaps even hotly debated it — somewhere, sometime. . . . But when was it discussed?

about \$100,000 — won't make up the difference.

There was minimal discussion from board members. The three who voted for the cut — Harold Miller, Kenneth Hayden and Jim Aldridge — didn't explain why. Members James Mayer and J.R. Cardin spoke briefly and said it was a step in the wrong direction.

It doesn't take a brain surgeon to figure out board members must have discussed a tax cut — perhaps even hotly debated it — somewhere sometime. It didn't just materialize from thin air. But when was it discussed? That discussion didn't occur during a public board meeting, which is precisely where state law says it must occur.

Exceptions to the Open Meetings Law are covered in KRS 61.810. Setting tax rates is not among the exceptions.

•The board said it couldn't afford to install air conditioning in older schools. Can it afford to install air conditioning with even less money to work with?

•The district faces some difficult decisions soon regarding the future of several older schools. At issue: Whether to renovate, replace or consolidate those schools. How does reducing revenue help fund those projects?

Kentucky educators have momentum on their side for a change. At last, other educational professionals nationwide are looking to Kentucky for innovation and inspiration.

By cutting taxes one has to wonder if the Hardin County Board of Education isn't turning back the clock instead of moving forward. It was a bad decision that should be reversed.

Kentucky views

Editorials from across the commonwealth

Open records requests aren't from 'nuts'

Lexington Herald-Leader

A couple of months ago, University of Kentucky legal counsel John Darsie went before a legislative task force to argue against a more liberal state open records law. There are "a lot of nuts" out there who drive UK "absolutely crazy" with information requests, Darsie said.

This week, legislators were given a different perspective on UK's approach to open records. And from the tale Davy Jones told, it looks as if UK includes its own faculty members in the "lot of nuts" category.

Jones, a toxicology professor and governance chairman of the UK chapter of the American Association of University Employees, filled in legislators on UK's frequent refusal to give employees access to their own personnel records. According to Jones, the university will not let faculty members see such items as job evaluation records, notifications of final personnel actions and recommendations used in salary decisions.

These are all records that any file clerk in, say, the state Transportation Cabinet can demand and obtain without problem. Like that file clerk, a member of UK's faculty — or any public university's faculty — is a state employee. But in the cloistered world of higher education, faculty members are not treated as such. They are treated with less respect than is given to that file clerk.

"We are not nuts," Jones told legislators. "We are public employees who need your help."

Jones and company deserve that help. Legislators drafting a new open records law need to ensure that faculty members at state universities have the same rights as other state employees.

Along the way, lawmakers need to make clear to state university bureaucrats that they, too, are state employees — public servants paid by the taxpayers — and that their arrogant approach to open records no longer will be tolerated.

Got a legal question? Try KPA's FOI Hotline, 502/581-5235.

A word to the wise . . .

The Woodford Sun, Versailles

Many public agencies seem to have trouble complying with Kentucky's open meetings law. From time to time we hear of members of such agencies meeting at restaurants or elsewhere, or immediately prior to a regularly scheduled meeting, to discuss public business. Often, such meetings involve enough members of the agency to constitute a quorum, and unless sufficient notice has been given that such a meeting is taking place, this is, in our view, a clear violation of the law.

The law defines "meeting" as all gatherings of all kinds of public agencies, regardless of location, whether the meeting is a regular or special one. As a general rule, the law refers to all meetings where a quorum of the public body is present and public business is discussed.

If the full agency or any committee which comprises a quorum of that agency meets outside the regularly scheduled meeting time, that is a special meeting.

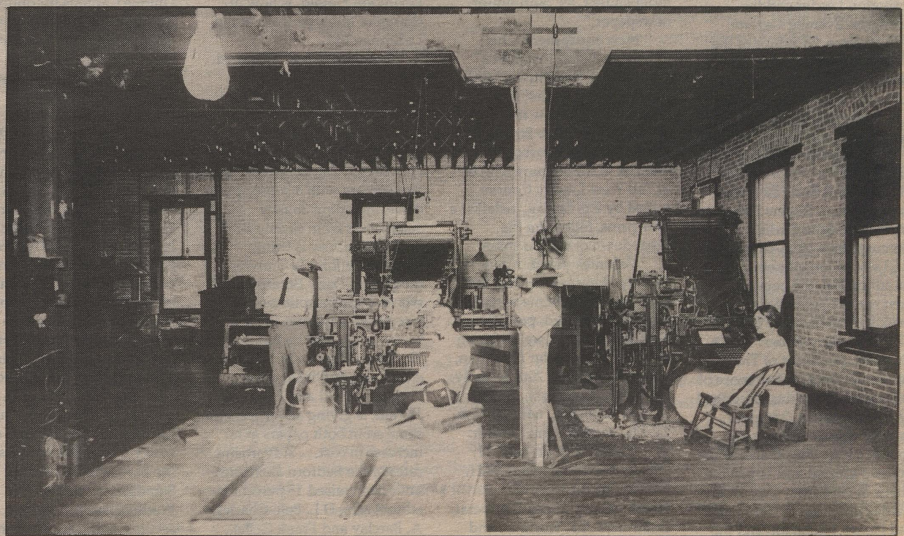
There are separate requirements for informing the press of those special meetings — requirements which are not always met.

Still another requirement that is sometimes not met involves the advertisement of property tax rates if the compensating rate will be exceeded. Counties, cities, and other taxing districts proposing rates in excess of the compensating rate are compelled to hold a public hearing, and a 12-column-inch advertisement giving the rates and the date and place of the hearing is required in two successive issues of the local newspaper. The hearing must take place not less than seven nor more than ten days after the day the second advertisement is published.



The Sun comes up 60 years ago

Editor/historian Bill Blakeman of *The Winchester Sun* keeps copies of these vintage photos, above and right, on his office wall. He believes they were taken in the 1930s. Although *The Sun's* offices look much different, the building where these pictures were shot is the same one occupied by the daily today.



Excuse me, but . . .

AG's opinion prompts ire of KPA executive

The scenario where public officials meet privately to hash over public matters is alive and well and apparently sanctioned by the state Attorney General's office.

Tim Ballard, editor of *The Kentucky Standard* in Bardstow, questioned, in a letter to the AG, just such a scenario involving the Nelson County Board of Education.

Ballard contended the local superintendent had violated the Open Meetings Law by discussing a proposed employee salary increase in private meetings with individual board members. No surprises then when the board in public meeting approved the increase without discussion, even though employees came to the meeting prepared to participate in public discussion.

While Assistant AG Amye Majors agreed that "such a course of action is ill-advised," she said, in an informal opinion, that "... as a matter of law, such conduct is permissible."

The superintendent's actions, Majors concluded, "do not constitute a violation of the Open Meetings Act since the discussions do not preclude public debate, or finally dispose of the issues raised, and final action is reserved for scheduled meetings."

KPA executive director David T. Thompson didn't much like that opinion. He wrote the following response to Attorney General Fred Cowan.

Excuse me, but I am at a loss for words to describe my dismay with a recent informal opinion issued by Assistant Attorney General Amye Majors, as enclosed.

I see no way the Attorney General's Office could state that public officials can indeed hold private discussions and make commitments to vote on any given public issue. Under the definition of "action taken," KRS 61.805(3) states:

"Action taken" means a collective decision, a commitment or promise to make a positive or negative decision, or an actual vote by a majority of the members of a governmental body.

While I certainly understand that public officials cannot avoid informal discussion of public issues in casual or social gatherings, making a commitment or promise for a positive or negative decision is directly against the spirit and intent of the Open Meetings Law.

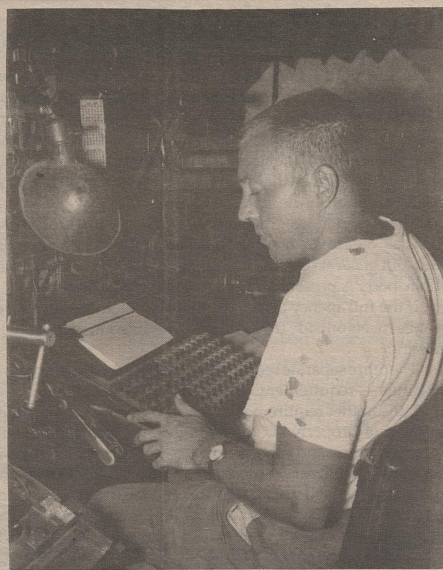
It is far more than the spirit of the law. It is the intent. If not, why don't we just tell public officials that any public issue, whatsoever, is to be discussed in private gatherings, on the telephone, or somehow away from the scrutiny of the public, and forego the Open Meetings Law? In essence, that is what the Civil and Environmental Law Division has endorsed with this letter.

Assistant AG Amye Majors quotes only previous opinions (no more recent than seven years ago) in her justification, but previous wrongs certainly do not mean these opinions are correct.

*I would have hoped that informal or formal opinions, issued in the 1990s by the Kentucky Attorney General's Office, would not rely solely on opinions made seven to 13 years ago. (References made in the letter to Tim Ballard of *The Kentucky Standard* are only to opinions issued between 1978 and 1984.)*

Those were the days, my friend

Filled now with computers and other electronic publishing equipment, the offices of *The Hancock Clarion* in Hawesville retain reminders of the old days in these pictures made in 1962. At far right, Sam Roberts, now news editor, runs a Model 14 Linotype. He started with the paper as a typesetter 36 years ago. Editor/publisher Donn Wimmer, immediate right, operates a Mehlie Press while daughter Linda watches. She got hooked early and is in the newspaper business in California.



Voices from the past

Excerpts from *The Kentucky Press, December 1937*

Press Editor Victor Portmann reported sadly on the deaths in December of seven Kentucky journalists. • Enoch Bacon Grehan, 68, Portmann's former officemate at the University of Kentucky. Credited with starting UK's journalism department, Grehan had headed the department for 23 years. He had also worked for *The Lexington Herald*, *The Lexington Evening Gazette*. • J.R. Wallace, 78, editor of the *Walton Advertiser*, just nine days after the death of his co-publisher R.E. Swamler. • Col. H.A. Sommers, 84, the "dean of Kentucky journalism." He and W.W. Anderson had bought the *Elizabethtown News* in 1882 and Sommers had run it since then. • Warren Rogers Fisher Sr., owner of the *Carlisle Mercury* since 1912, at the age of 53 after a long illness. Under his editorship, the paper had been named *Kentucky's* best weekly three times by KPA. • The legendary Robert Worth Bingham, publisher of *The Courier-Journal*, in Baltimore of abdominal Hodgkins, described by Portmann as a "rare and obscure disease." Bingham bought controlling shares of the *Courier-Journal* and *Louisville Times* in 1918 from Gen. W.B. Haldeman, Isabelle Haldeman and Henry Watterson and the

remaining shares in 1919 from Bruce Haldeman. He was US Ambassador to England at his death. • John Tevis Hearn, 94, founder of the *Shelbyville Advertiser*. He also started the *Knoxville (Tenn.) Sentinel* and was "identified" with the *Tampa (Fla.) Press*, *Moultrie (Ga.) News* and *Chesterfield (SC) Advertiser*. • Reformer William M. Likens, 66, in *Owensboro* where he was publisher of the *American Independent*, an "anti-liquor newspaper."

New equipment. The *Louisville Times* installed a Two-in-One Blue Streak Model 29 with self-quadder; the *Mountain Advocate* in *Barbourville* a Blue Streak Model 14, and *Bourbon Courier* in *Millersburg* a Model 8. The *West Liberty Courier*, edited by F.S. Strong, installed a new press, following the breakdown of the old press.

Volumes noted: *Adair County News*, editor Edward Hamlett, 41st volume on Nov. 10; *Stearns Record*, publisher Mrs. Rankin C. Powell, 18th on Nov. 23; *Manchester Guardian*, editor R.E. Miller, 20th recently; *Mt. Olivet Democrat*, publisher John W. Zolier Jr., 64th on Nov. 25; *Mt. Vernon Signal*, editor W.T. Davis, 50th on Nov. 11; *Albany New Era*, editor W.H. Nunn, 13th on Nov. 17; *Flemingsburg Times-Democrat*, publishers A.F. Hoffman and

Leland Ishmael, 70th on Dec. 2. **People:** Prof. Niel Plummer was appointed acting head of the UK journalism department following the death of Prof. Grehan. . . Lyda Messer Caudill is the new circulation manager at the *Morehead News*. . . Jack Durham, formerly with the *Danville Daily Messenger*, is employed as police reporter at the *Salt Lake City Telegram*. . . Lloyd Tinnon, former employee of the *Lexington Herald*, is now in charge of linotype work at the *LaGrange Era*.

Purchases: R.R. Pitchford, publisher of the *Scottsville Citizen-Times*, has purchased the *Auburn Times*. His son, R.R. Pitchford Jr., is manager.

Items: Mary Agnes Kelley, *Hawesville Clarion* editor, has had success with a subscription drive, including 35 new subscribers from seven states. . . A carrier service is being planned by John L. Crawford of the *Harlan Daily Enterprise*, who is taking applications from interested newsboys in all towns connected by bus to Harlan. . . Charles N. Wooton, editor and publisher of the *Hazard Herald* and *Hindman Herald*, is giving advertisers the same ad in both papers at no increase in cost. . . Advertising rates of the *Bedford Democrat* have been raised 15 percent by editors Mrs. D.L. Bell, Charles A. Barclay and Frank C. Bell,

excluding contracts renewed in 1937. . . When a newsprint shipment failed to arrive, W.H. Ward of the *Greenup News* had to print an inside supplement on pink stock. . . Otis C. Thomas, editor of the *Liberty News*, has adopted a strict cash-in-advance policy on subscriptions. . . C.H. Griffith, vice president in charge of typographic development with the *Mergenthaler Linotype Co.*, announces the completion of *Unique Capitals* for optional use with all three weights of the Erbar family and with Gothic No. 13.

Promotions: The *Paris News*, edited by Carl L. Johnson, issued a special tobacco edition on Nov. 26, and *The Paris Kentuckian-Citizen*, edited by A.S. Thompson, had one on Dec. 1. . . Other notable tobacco editions were run by the *Harrodsburg Herald*, D.M. Hutton, editor, and *Carrollton News-Democrat*, R.C. Smith, editor. . . Editor Herndon Evans of the *Pineville Sun* recently started a fund drive for a local woman whose law officer husband was killed. . . The *Three States* in *Middlesboro*, edited by H.C. Chappell, held open house for its new publishing plant. . . To take care of heavy Christmas advertising, the *Bardstown Kentucky Standard*, edited by A.S. Wathen, issued 18 pages, two sections and a supplement on

Dec. 9. . . Going one better, the *Cynthiana Democrat* appeared in 28 pages and three sections on Dec. 9. . . The *Elizabethtown Enterprise*, published by Wesley Carter, exhibited local high school students' handiwork recently in its windows. . . J.W. Hedden Jr., editor of the *Mt. Sterling Advocate*, outlined the Armistice Day message in a six-point black box.

Maybe we have come a long way!

The December 1937 edition of *The Kentucky Press* ran the following item from the *Versailles Leader*:

Girls are like newspapers because they are healthier and stronger than they used to be; they have many type faces; they are worth looking over; back numbers aren't in demand; they try hard to be up-to-date; they aren't afraid to speak their minds; they can make or break a man; they have much influence; they carry news wherever they go; if they know anything, they tell it; every guy should have one and leave his neighbor's alone.

Newshound or Robotmaster

Editors need to be managers, too

By Jim Milliken

New England Press Association

Hal, the editor, likes to roll up his sleeves and get right down into the biggest story available—to the mixed delight and consternation of the reporter who is “handling” it.

Frank, also an editor, never lets human weakness (at least anyone else’s) bend a deadline, and no story is very good if it doesn’t fit one of Frank’s categories.

Hal is a newshound. Frank is a Robotmaster.

Their types are familiar to anyone who has been through a few newsrooms. Both have good and bad points. The Newshound can be fun and exciting to work for, but can be an erratic supervisor and a “do-it-my-way” partner. The Robotmaster gets things done on time, but often is unimaginative and controlling.

When either is combined with the Boss syndrome, there is a tendency toward self-absorption, rank-pulling and pomposity. On the good side—from some employees’ standpoints—the Boss is quite vulnerable to manipulation through flattery.

Editors develop characteristic ways to survive and/or succeed in their stressful circumstances. The cases above describe some of the patterns.

But the problems of the newspaper editor are neither unique nor beyond solution. Similar realities in other fields have been discovered, examined and treated. The invented labels in this column have counterparts abounding in pop management literature.

An unusual blockage results from newspaper mythology, though: The delusion that newspaper editors should have nothing to do with management.

“Managing the news” has a bad name, and that’s a shame. Every newsroom is chockful of people doing exactly that. Most baldly, news is what the news staff says it is.

The editor is supposed to direct that process. Like it or not, the whole enterprise is a complex and delicate management system. The editor-as-manager is key to it all. If unwary, the editor will fall too deeply into one set of habits or another.

Better to acknowledge that one has a “management style,” analyze it, learn the appropriate antidotes and use them. Even when they hurt.

Back to the fun side of this issue. Here are a few more “types.” We all

remember, with chuckles or flight/fight spasms, the editor who was:

Reporter. (“I might be running this 40-zillion-dollar communications conglomerate, but at heart I’m really just a reporter.” Yeah.)

Old Guard.

Company Man/Woman

Ruler.

Copy Cleaner.

Joiner (Socialite/Publicist).

Know-It-All.

Fill in your own definitions, pluses and minuses.

And don’t forget to take a look in the mirror. Ol’ Frank may have made a stronger impression than you thought.

Milliken, a former editor (and manager) is a trainer-consultant based in Ellsworth, Maine.



Designing man

Dennis Schick, executive director of the Arkansas Press Association, gives some visual tips during the 1991 Composition Seminar and Workshop in Lexington in early October.

Composition seminar draws scores

More than 60 representatives of KPA newspapers participated in the composition seminar, sponsored by the advertising division, in Lexington on Oct. 3-4.

Attending were Mary Dye and Teresa Fields Branham, *Appalachian News-Express*, Pikeville; Terri Dunnigan and Jerry Lyles, *Benton Tribune-Courier*; Suzie Akers, *Big Sandy News*; Jennifer Schmidt and Lisa Robinson, *Breckinridge County Herald-News*, Hardinsburg; Hank Bond and Pamela Bowles, *Carlisle Mercury*; Cathy Gilbert and Carrie Byers, *Carrollton News-Democrat*; Vickie Finn and Cheryl Wilcher, *Central Kentucky News-Journal*, Campbellsville.

Dana Estep, Jeanie McCormick, Carolyn Miller and Charlotte Dunaway, *Clay City Times*; Larry Stewart, *Courier-Journal*, Louisville; Marty Kares, *Crittenden Press*, Marion; Lucy Vanhook, *Cynthiana Democrat*; Lelia Graham and Paula Eaton, *Farmer’s Pride* (Associate), Columbia; Cindi Spencer, Jamie Imel and Sonya Dixon, *Hancock Clarion*, Hawesville.

Venetia Cornett, *Hazard Herald-Voice*; Carla Kidwell, *Henry County Local*, New Castle; Mary Ann Elliott,

Gaye Bradberry and Jennifer Cromika, *Hickman County Gazette*, Clinton; Sabrina Hall and Sharman Moore, *Interior Journal*, Stanford; Cheryl Lee, Debbie Hutchins and Mary Hagan, *Kentucky Standard*, Bardstown; Joyce Ford, *Landmark Community Newspapers*; Melissa Warren, Charlene Barrett, Glenn Gray and Missy Walker, *Manchester Enterprise*; Kami Collins, Dionne McCane and Angie Rushmeyer, *Maysville Ledger-Independent*; Teresa Revlett and Stacy Kassinger, *McLean County News*.

Doug Taylor, Lisa McNay, Peggy Stockdale and JoAnn Halsey, *Mt. Sterling Advocate*; Jennifer Benefield and Linda Carpenter, *Whitley Republican News-Journal*, Corbin/Williamsburg; Dorothy Abernathy, Cecle Ferrell and Connie Jones, *Oldham Era*, LaGrange; Troy McCracken and Roberta Chesser, *Sentinel-News*, Shelbyville; Shorty Lassiter, Kim Hupman and Kathy Young, *Springfield Sun*; Teresa Scott, Sharon Tuminski, Bonnie Ball, Walt Handy and Len Sweeney, *Winchester Sun*; and Pamela Jones, *Woodford Sun*, Versailles.

Does print pay?

A 104-year-old woman in Pensacola, Fla., reportedly was unable to find a doctor who would make house calls.

But she was smart and took an ad in the local newspaper seeking an MD willing to come see her.

More than 150 physicians responded! (From *Nebraska Press Association*)

Treating carriers as independents

Participants at a recent sales conference of the International Circulation Managers Association heard more on legal safeguards when working with independent contractors.

Attorney L. Michael Zinser presented eight elements to help maintain an independent contractor system of newspaper distribution, according to *Southern Newspaper Publishers Association Bulletin*.

^^Carrier Recruitment. Ads you run to attract independent contractors should emphasize signing a contract. Zinser suggests using the title “Business Opportunity.”

^^Application Form. Use a form separate from the one you use for regular employees. The attorney advises calling it an “Independent Contractor Information Sheet.”

^^Written Contract. Use the term “contractor” instead of “carrier,” and build into it as many indicators of independent contractor status as possible.

^^Carrier Handbook. If you use one, avoid turning it into a rules book, similar to an employee handbook.

^^Written Communication. When you communicate with independent contractors, write a personalized letter rather than the inter-office memo you use with employees.

^^Terminology. You do not “fire” contractors; rather, you “terminate their contracts.”

^^Company Brochures. If you have company brochures, take advantage of the opportunity to describe the independent status of your delivery contractors.

^^Training. Teach the independent contract concept to everyone who has any contact with the contractors, including customer service clerks, receptionists, zone and district managers, etc.

(The First Amendment) happens to be my amendment, too. It guarantees my free speech as much as it does (media leaders’) freedom of the press... There is room for all of us — and for our divergent views — under the First Amendment. —Spiro Agnew, former Vice President

**A problem with the law?
Call the KPA FOI Hotline.
502/589-5235**

Welcome, Associate

Steve Swift, new director of public information for the Kentucky Department of Education, has taken his department a step in the right direction by becoming an Associate member of KPA.

For your directory, Swift's address is Room 1913, Capital Plaza Tower, Frankfort, KY 40601; phone 502/564-3421.

Legalese

Recent legal issues involving Kentucky newspapers:

• A federal judge in September dismissed a libel lawsuit filed against *The Daily Independent* in Ashland in 1989 by a Boyd County school board member and former chairman. Bill Adkins and his wife, Nettie, claimed they were defamed in an article written by former Independent reporter Patrick Foose, also a defendant in the case. The article, which Judge Henry Wilhoit said was substantially true, was about a state Court of Appeals decision that found illegal a 10-year-old tax exemption given by Catlettsburg city council to Catlettsburg Medical Arts, of which Adkins is part owner. A former Catlettsburg mayor was also a defendant.

And elsewhere:

• An Iowa school superintendent apparently thought he'd found a way to keep the pesky public out of school board business. He started a "newsletter" for school board members that reportedly discussed future agenda items, counseled board members on how to vote and suggested that public discussion of the matters be held to a minimum. When a newspaper (unnamed in an Iowa Newspaper Association account) asked to see a copy, the superintendent said the newsletter was not a public record. Iowa's attorney general's office disagreed, citing a previous opinion involving a city administrator and city council.

• Ask for a public record in Utah and the person you requested it from will most likely call the official the record concerns and tell him what you requested. Government officials there have an unwritten policy of tipping off sister agencies about any requests for public records from reporters or other citizens, according to an Harrie of the Salt Lake Tribune. Harrie quotes a Utah Finance Division official as saying: "Why should we not tell somebody someone's looking for travel or other records?" A spokesperson for the governor termed the practice "a nice thing for agencies to do... It's more of a courtesy than anything else."

• A circuit judge in Arkansas has told the state attorney general that his office is not exempt from the state's open records act. Seems the AG's office refused to turn over documents about why it made a recommendation to the Public Service Commission about a gas company, saying the records were working documents and thus exempt from the law. The company filed suit.

• A change in South Dakota's juvenile justice code makes juvenile court hearings off limits to press and public. The code also gives parents the right to sue if a juvenile's name is published or aired.

• The Montana Newspaper Association and 24 media organizations are trying to get a new law declared unconstitutional by the state's high court. The law requires details of criminal cases to remain secret. All affidavits filed in support of criminal charges will be closed except by a judge's order, under the new law which was passed this year as part of a legislative reform of criminal procedures.

• The average libel award in 1989-90 skyrocketed to \$4.5 million, contrasted with \$432,000 in 1987-88, according to a survey by Libel Defense Resource Center and reported in Editor and Publisher on Oct. 12. Media defendants' loss rate rose to 69 percent in the last two years, from 58 percent in the two prior years. LRDC said there were only two known libel awards of \$1 million or more before 1980. Punitive damages have also increased significantly.

RETURN TO SENDER

That's the stamp you may be seeing if you don't change the KPA/KPS address on your mailing labels. If you need to mail anything to the advertising service, clipping service, news release service, News Bureau, Kentucky Journalism Foundation, bookkeeper, or other office staff, the new address is:
101 Consumer Lane, Frankfort, KY 40601

Databank

Environmental slicks?

Free ad slicks to help newspapers educate readers about newsprint recycling are offered by Scripps Howard. The ads are designed to present the realities of recycling today to clear up some common misconceptions. You can use the ads as they are, redo them for your own needs or get ideas for your own ads. The company asks only

that you send a tearsheet when you use the ads. Contact Scripps Howard, 1100 Central Trust Tower, Box 5380, Cincinnati, Ohio 45201; phone 513/977-3827.

Educators symposium

A 34-page booklet of the proceedings of the 1991 SNPA Symposium for Journalism Educators has been published by the Southern Newspaper Publishers Association. The symposium brought together journalism educators, publishers, editors and other newspaper executives to discuss mutual needs and cooperation. For a copy, call SNPA at 404/256-0444.

NIE/Literacy tapes

Cassette tapes of the ANPA Foundation's Conference on Newspaper in Education and Literacy last May in New Orleans are available for purchase through ACTS Inc., 14153 Clayton Rd., Ballwin, MO 63011; phone 314/394-0611; fax 314/394-9381. A complete set, covering general sessions, focus sessions, concurrent panels and Teachers Day concurrent workshops, is \$314. Most of the individual tapes are \$10 each. An order form listing the session titles is available from ACTS.

Puns, please

Robert Shipman, a lover of words, is the author of *A Pun My Word*, described as a simple and practical word guide to English. The book, according to Minnesota Newspaper Association, is a "concise refresher course to check your word skills and set you straight on commonly made grammatical mistakes." The book by the former professor is on sale in bookstores.

Get the story

A new software program designed to help small newspapers capture Associated Press is available from Graphic Lines, Suite 101, 2401 Tee Circle, Norman, OK 73069; phone 405/360-5554; fax 405/360-7859. Called wYred 1.0, it handles low-speed satellite transmission through AP's proprietary hardware. It provides capturing and auto-exporting of story files into category folders for network access through TOPS, AppleShare, System 7.0 and NetWare. The \$395 program runs on any McIntosh with a hard drive and at least one megabyte of RAM and it supports the Mac's built-in network capabilities. (Minnesota Newspaper Association)

Technology vs freedom

Freedom, Technology and the First Amendment by Jonathan W. Emord proposes a new course for challenging "regulatory impediments" resulting from new communication technologies. According to the publisher, the author relates the history of electronic media regulation and shows how the "regulatory pattern violates the intellectual foundations of the First Amendment." \$29.95, cloth; \$14.95, paper. From Pacific Research Institute for Public Policy, Suite 500, 177 Post St., San Francisco, CA 94108; phone 415/989-2411.

Featuring...

The Complete Book of Feature Writing offers pointers from feature writers and instructors. Pulitzer Prize winner Madeleine Blais writes, "The jobs of a feature writer and a fiction writer are not dissimilar." Don't go into a tizzy; she's referring, of course, to technique. \$18.95 from Writer's Digest Books, Cincinnati. (E&P)

Barbs & biases

Important stories often suffer because the media get tired of them, believes Martin H. Seiden in *Access to the American Mind: The Damaging Impact of the New Mass Media*. Although against government press control, Seiden says "there is a need for a standard that can be enforced, preferably by the industry, so that the lowest tastes don't determine the character of American culture." He also decries some journalists as "latter-day churchmen," who "are becoming lesser clergy, seeking to guide the public rather than being content to inform it. In a democracy a poorly informed public is the greatest threat to its own well-being." Provocative, huh? \$18.95 from Shapolsky Publishers, New York. (E&P)

A study of censorship

Information Freedom and Censorship: World Report 1991, edited by Frances D'Souza, looks at censorship in 77 countries, including 27 which use torture to deal with offending journalists. The introduction discusses the beginnings of censorship and how it grows. \$39 from American Library Association, Chicago. (E&P)

ASNE offers minority boost

The American Society of Newspaper Editors is sponsoring two programs to help minority students pursue careers in journalism.

ASNE Foundation offers 60 scholarships of \$750 each to high school seniors who are planning to attend college and are interested in newspaper careers.

To be eligible, they must be enrolled as college freshmen by fall 1992. Scholarship applications are available from high school guidance counselors or ASNE.

Project Focus is a summer employment program to attract minorities to careers in daily newspapers. College students who will complete their freshmen year in the spring of 1992 are eligible. Most will be placed in jobs at their hometown newspapers.

Earning a salary from the newspaper, students will work six to 12 weeks as clerks, research assistants or aides to reporters. On completion, they will receive a \$300 bonus from ASNE Foundation when they write a short essay about their experience.

Application forms for Project Focus are available from most college or university journalism departments or ASNE.

Applicants for either program must be black, Hispanic, Asian American or Native American.

For information, contact Neil Foote, Minority Affairs Director, ASNE, Box 17004, Washington, DC 20041; phone 703/648-1146.

This is liberty — when freeborn men speak free. —Euripides

Delivery form does double duty

Do you frequently get complaints from out-of-state subscribers who say their papers are a week or two or more late? A better question might be: Who doesn't?

The Groton (SD) Regional Independent runs a form that subscribers can return when deliveries are late. The paper uses the form not only to double check its own mailing records, but also to present to the local post office to ask for improved service.

Here's a small version of what the Independent publishes that you might want to adapt for your own paper:

Notice of Late Delivery

This is to inform you that we have been getting our newspaper late.

The _____ edition of the Groton Regional Independent should have been delivered by _____, but it was delivered on _____.

The address shown on our mailing label is correct.

Please attach mailing label here.

Signed: _____

Return to:

Groton Regional Independent, Box 508
Groton, SD 57445-0588 (Publisher's Note: You may send up to 4 notifications at one time, but keep returning forms until you hear from us or the problem is corrected. Your help is appreciated.)

'Gleaning' profits

Walt Dear of Gleaner Publishing in Henderson submitted the following idea to Inland Press Association's The Inlander, Sept. 30 edition.

Challenge: Develop new profit center in stagnant market.

Solution: Take our single sheet program onto our web press and print 8 up.

Results: Lower costs (price goes to a penny a flyer and we beat ADVO's price.)

Production: Printed 8 up on the web, using 40 lb. white offset (stock was not being used). We trimmed three sides on a stitcher and did the fourth side at our adjacent print shop. We cut the trimming process from 3 hours to 1-1/3 hour.

Customer Reaction: They like the price. We now have a competitive edge against ADVO and print shops. Consumers like it as well. A donut/sandwich shop was inundated with calls.

The Market: Smaller businesses such as pizza, air conditioning, water purifiers, political candidates, catering services, restaurant, carpet and dry cleaning, insurance.

The Price: We charge \$38 per 1,000 or 3.8 cents per piece. Our costs are 1.16 cents per piece.

Evaluation: We see this is as a single sheet program with a new wrinkle. Lower costs, higher quality newsprint, higher satisfaction levels for the advertiser and much stronger consumer response.

November 4: Another D-Day for postal rates?

Publishers' Auxiliary, Oct. 14, 1991

The Postal Rate Commission has recommended new postal rates that would increase regular second and third class rates but not affect second class, in-county rates.

The PRC's recommendation must be approved by the postal Service board of governors, which asked the PRC to reconsider its rate package that went into effect under protest earlier this year.

The board of governors had complained that the PRC had kept first class too low and third class too high, a situation the board said would result in inadequate revenue. The Postal Service had wanted a 30-cent first class stamp.

The PRC recommended a slight increase in postage rates for a variety of types of mail, but not the requested 30-cent price for letters.

The Postal Service, which can ac-

cept, reject or modify the PRC recommendation, has put the item on the agenda for its Nov. 4 meeting. To modify the recommendations, however, the board must vote unanimously.

Under the recommendations, second class, regular rates would increase an average of 2.9 percent, and third class, regular rates would increase an average of less than 1 percent (.7 percent.)

"Total satisfaction with your telephone service ... that's our goal."

Margaret Greene
President, South Central Bell — Kentucky



"There's a new era of competition in today's telecommunications world, where simply satisfying customers' needs is not enough to guarantee that they won't take their business elsewhere.

"So, as the new president of South Central Bell in Kentucky, I have a major responsibility.

"Because I've got to be sure you are so happy with the service South Central Bell is providing you that you wouldn't dream of doing business with anyone else.

"I'm not going to make an idle promise of total quality service — which sometimes can be more of a 'buzz' phrase than an action. Instead, I expect every employee of South Central Bell to give you tangible proof of our commitment ... a phone bill that's right every time ... service installation that's smooth ... account people who know your business so well that they can anticipate your needs.

"South Central Bell has always been committed to the customer. But now, we've turned our commitment to quality service into a never-ending quest. Because we've come to realize, until we can live up to your standards and meet your expectations every time, you might find someone else who will.

"So, my fellow employees and I pledge that we won't rest until we're the only telecommunications company you'd ever dream of using."

"You have my word on it."

Margaret Greene

On July 1, 1991, Margaret Greene became the president of South Central Bell in Kentucky. In this position, she directs the company's operations in 78 counties throughout Kentucky.



South Central Bell®

A BELL SOUTH COMPANY



A student's eye view

Owenton senior Jo Carole Peters reviews the layout of the Citizen Voice & Times with editor H.B. Elkins. Peters is a member of the Eastern Kentucky University community journalism class that's studying the Irvine paper this fall. (EKU photo)

EKU students learn about community journalism, from page 1

kind of focus than in the past," she says.

At the start of the semester in August, Hansen had the students spend time familiarizing themselves with the CV&T by reading it. Early in September, publisher Guy Hatfield and editor H.B. Elkins traveled to Richmond to introduce themselves to the class.

Throughout October the students have spent time at the newspaper office, "shadowing" the staff, in Hansen's words. Each is expected to put in at least eight hours at the newspaper and to attend at least one public meeting with a reporter, taking notes and sharing experiences.

In the meantime, the students are conducting five surveys. Besides questioning staff members and advertisers, they are administering on-the-street surveys to gauge reader perceptions and are surveying teenagers to see if they read the paper and how they rate it.

Students have also done an accuracy check on the Oct. 3 edition of the paper, sending clippings to persons mentioned in stories for responses on facts and fairness. (Hansen says the paper gets excellent marks in that regard.)

One student even traveled to London to interview persons who print the CV&T.

The observations and research will lead to a report organized by content of the paper. In the areas of news,

photography, layout, features, sports, editorial and inside pages, and advertising, the report will examine people (staff members, sources and the public), the process by which the section is produced, and the final product.

Hansen says she will let Hatfield and Elkins look at the rough draft of the report "to make sure we haven't totally misinterpreted." Then the final report will be presented at the end of the semester.

"All the students seem to enjoy the experience and to be learning a few things," editor Elkins says. "We hope to learn something too. Obviously, we want to see what we can improve."

**In the real world
not everything is done
the way they teach it in a
textbook or classroom.
—CV&T editor H.B. Elkins**

Importantly, the students are seeing differences between theory and practice. "In the real world not everything is done the way they teach it in a textbook or classroom," Elkins says. "Sometimes, the students may think we're violating every rule in the book, but it works. So you can't discount it."

The editor also believes the students are bringing "some fresh opinions, young opinions, unbiased opin-

New paper opens in northeast Ky.

Hank Bond, publisher of *The Carlisle Mercury*, has opened a new newspaper in his home area of Northeast Kentucky.

The Times, serving the communities of Flatwoods, Russell and Bellefonte, had its first run Sept. 18.

Originally sent free to 6,500 homes, the paper will convert to paid subscriptions this month, said Bond, who has applied for Associate membership for the weekly.

Bond is editing the newspaper. Other staff members are Kim Cochran, office manager; Deborah Virgin, sales manager; Terie Prince and DeWayne McGinnis, staff writers; Tina Craft, account executive; Kenny Cochran, dark-room/circulation; Nathan Andary, photographer; Terry Maynard, typesetter, and Lee Pack, circulation.

The address is 1112 Powell Lane, Flatwoods 41139; telephone/fax, 606/836-4039.

Weeklies . . . from page 1

"Kentucky's resident Mac guru," and from 2 to 4 p.m. by a photojournalism presentation by a WKU faculty member and Bert Scent of *The Mountain Advocate* in Barbourville.

At 4:15 p.m., columnist Bill Bishop of *The Lexington Herald-Leader* will lead an hour-long discussion on column writing.

Thursday evening is set aside for fun, with a bus trip to Renfro Valley. There, *The Berea Citizen* and *Mt. Vernon Signal* will host a reception, after which participants can enjoy the tourist spot's famed country music show.

Friday's schedule is more jam-packed. Jerry Gibson will repeat his computer session from 8:30 to 11:30 a.m., and the Arnold DeLuca ad seminar will replay from 8:30 to 11:45 a.m.

Earl Cox, retired sports editor of *The Courier-Journal*, will expound on sports writing from 9 to 10 a.m., and Associated Press Bureau Chief Ed Staats will follow from 10 to 11 a.m. with a news editing workshop.

In the pre-lunch hour, *The Courier-Journal's* Al Cross will discuss the Society of Professional Journalists, and Steve Lowery, publisher of *The Kentucky Standard* in Bardstown will talk about revisions to the state's open meetings and open records laws. Lowery is a member of the Legislative Task Force that has worked on the revisions for a year.

At the noon luncheon, the featured speaker will be Kentucky's new governor-elect. Both Larry Hopkins and Brereton Jones have committed to the engagement.

Following the luncheon will be a presentation of Metro Advertising Awards, courtesy of Metro Creative Graphics.

With the gubernatorial election still fresh on everyone's mind, Hatfield has planned a panel discussion to analyze it from 2 to 3:30 p.m. Panelists will be Al Cross, Bob Geiger of *The Herald-Leader*, Barry Peel of WKYT in Lexington, Jones' campaign manager Steve Miller, and Hopkins' executive assistant Larry VanHoose.

Don Howell, Kentucky district manager of retail giant Wal-Mart, is slated to discuss his company's strategies for the future, including newspaper advertising, at 3:45 p.m.

On Friday evening at 6:30, the Richmond Tourism Department will sponsor a reception, followed at 8 p.m. by a planetarium show at EKU's planetarium.

The KWNA board will end the conference with a meeting at 9:30 Saturday morning.

Registration is \$29, and the Holiday Inn special rate for the conference is \$39 per night. To register, call Hatfield at 606/723-5161; fax 606/723-5509.



*The Service
with a Flair*
FRAMEWORKS
For more info call your
regional manager
LouAnn Greedy
at
1-800-223-1600
Metro Creative Graphics, Inc.
33 W. 34 St., NYC 10001