

Per. Rom.  
PN  
41700  
.K460  
vol. 66  
1995  
no. 7

Periodical  
Room  
Does Not  
Circulate

# P THE KENTUCKY PRESS



King Library

AUG - 1995

Periodicals/Newsprint  
JULY 1995

Volume 66--No. 7

The official publication of  
the Kentucky Press Service

F (UK) SCF LEX 405  
CENTRAL SERIALS RECORDS  
MARGARET KING LIBRARY  
UNIVERSITY OF KY LIBRARIES  
LEXINGTON KY 40506

## On the Other Side...



A cameraman from Morehead State University's communications department focuses his studio camera on Ken Metz, managing editor of the Bath County News-Outlook, who is working on the front page of his newspaper. MSU has been commissioned by the Kentucky Press Association to make a video of the newspaper profession to be shown to prospective journalism students. The News-Outlook is one of eight papers, ranging from small ones up to the Cincinnati Enquirer, to show the operations of all size publications. A first of its type, the video will also be made available to all press associations in the nation to promote journalism in their states. Photo courtesy of Russ Metz, Bath County News-Outlook.

## Life on the globe's other side

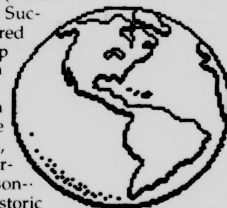
Want to visit Russia? This may be your big chance

Russians from all walks of life are facing great challenges as their country moves into a new era of democracy and a free market economy.

They are eager to establish direct ties with their American counterparts.

Gov. Brereton Jones invites the people of Kentucky to join this A.R.M.S. (American-Russian Mutual Success) exchange sponsored by The Friendship Force, a leading citizen exchange group.

By taking part in this Friendship Force delegation to Moscow, you will have the opportunity to become personally involved in this historic tradition.



Here's what you will do:

- Attend pre-departure workshops presented by Russian specialists and your exchange leader, Jim Newberry. Hear firsthand reports from previous Friendship Force Ambassadors who have been home hosted in Moscow.

- Fly direct from Louisville to Moscow via Delta Airline.

- Live for a week with a Russian family matched with you according to profession and interests. Share their everyday life.

- Tour the historic sites in and around Moscow, including Red Square, the Kremlin, and the museums.

- Meet Russian counterparts in your special field of interest: explore joint projects and areas of further cooperation.

- Host your new Russian friends in your own home during the return exchange from Moscow to Kentucky.

- Exchange fee is \$1,750 from Louisville. All travel, lodging, meals and tours are included. For more information, please call Judy Clabes at the Kentucky Post at (606) 292-2600.

## Meadows leaves KPA

The Kentucky Press Association's news bureau director has resigned, effective July 14.

Becky L. Meadows, who has been with KPA since September 1992, gave up her position as news bureau director for the organization to accept a position as editor of the Delta Evening Star, a new newspaper in Carrollton, Ky.

"I'm leaving behind some of the best friends I've ever made in my life," Meadows said. "I hate to leave KPA, but this is an opportunity I can't pass up."

"I also hope to attend KPA's winter and summer conventions each year to keep in touch with the friends I've made all across the state," she added.

As of press time, the KPA Board of Directors had made no decision on whether to hire another news bureau director to replace Meadows.

### Inside This Issue...

Meet KPA's summer interns

.....See Pages 6-7

Gettin' down in Gatlinburg

.....See Pages 8-9

Lawyers bash media

.....See Page 12



## What's Up?

### AUGUST

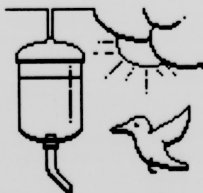
- 2-5 Newspaper Association Managers Convention
- 16-20 National Association of Black Journalists Convention, Marriott Hotel, Philadelphia
- 24 KPA Board of Directors meeting, Central Office, Frankfort
- 23-26 Asian American Journalists Convention, Hilton Hawaiian Village, Honolulu

### AD IDEAS, JULY

**KEEP COOL.** Advertisers need to promote swimming pools, cool drinks and tank tops during July. It's one of the hottest months of the year, so help your readers prepare for it!

**BRIDES.** Believe it or not, quite a few weddings usually take place in July. Check with your local florists, etc. to see if a sig page is in order.

**FUN IN THE SUN.** And hopefully, no boredom. But if there are any game arcade rooms in your area, they should advertise to attract those bored students who are on vacation from school.



# Paxton Media Group to buy more papers

New York Times Company decides to sell Madisonville Messenger, among other papers; Paxton Media Group continues efforts to increase number of acquisitions

Paxton Media Group Inc. and the New York Times Company announced July 10 that they have signed a letter of intent relating to the acquisition by Paxton Media Group of four daily newspapers and one weekly newspaper from the New York Times Company.

The daily newspapers are the Madisonville Messenger, Kentucky; The Lenoir News-Topic, Lenoir, N.C.; State Gazette, Dyersburg, Tenn.; and The Daily Corinthian, Corinth, Miss. The weekly newspaper is The Banner-Independent, Booneville, Miss. The transaction is expected to close on or about August 1.

"These acquisitions are consistent with our strategy of buying daily newspapers and related weekly operations in small to medium size cities in the southeastern United States," said Fred Paxton, president and chief executive officer of Paxton Media Group.

"These newspapers are well-run, and are located in attractive markets which complement our existing newspapers very nicely. We believe our experience owning and publishing similar newspapers will enable us to provide a commitment to editorial excellence and to a level of service to readers and advertisers that these communities have come to expect from the New York Times Company," Paxton said.

Paxton Media Group is a family owned company, founded in 1896 and owned and managed by third and fourth generation members of the Paxton family. Upon completion of the acquisition of the New York Times newspapers, Paxton Media Group will own 12 daily newspapers.

In addition to the newspapers being acquired, Paxton Media Group owns The

Paducah Sun in Kentucky; The Courier in Russellville, Ark.; The Henderson Daily Dispatch in Henderson, N.C.; The Daily Citizen in Searcy, Ark.; and The Paragould Daily Press in Paragould, Ark.; as well as three daily newspapers acquired June 1 from Worrell Enterprises, Inc.

The newspapers acquired by Worrell are: The Times-Georgian, Carrollton, Ga.; The Douglas County Sentinel, Douglasville, Ga.; and The Mountain Press, Sevierville, Tenn. The 12 newspapers have a total daily circulation of about 135,000.

Paxton Media Group also owns WPSD-TV, an NBC affiliate, which serves the Paducah-Cape Girardeau (MO)-Harrisburg (IL)-Marion (IL) market, 12 paid and free distribution weekly newspapers, and Sun Publishing, a specialized printer serving customers nationwide.



## Kentucky Press Association, Inc.

### 1994 KPA Officers and Board of Directors

<b>President</b> Dorothy Abernathy <i>The Oldham Era</i>	<b>District 4</b> Charlie Portmann <i>Franklin Favorite</i>	<b>District 15A</b> Tom Caudill <i>Lexington Herald-Leader</i>
<b>President-Elect</b> John Del-Santo <i>Ashland Daily Independent</i>	<b>District 5</b> David Greer <i>The News-Enterprise</i>	<b>District 15B</b> Guy Hatfield <i>Citizen Voice &amp; Times</i>
<b>Past President</b> Steve Lowery <i>The Kentucky Standard</i>	<b>District 6</b> Merv Aubespain <i>The Courier-Journal</i>	<b>State At-Large</b> Russ Powell <i>Ashland Daily Independent</i>
<b>Vice President</b> Gene Clabes <i>Recorder Newspapers</i>	<b>District 7</b> Kelley Warnick <i>Gallatin County News</i>	Chip Hutchesson <i>Princeton Times-Leader</i>
<b>Treasurer</b> Marty Backus <i>Appalachian News-Express</i>	<b>District 8-9</b> Ken Metz <i>Bath County News-Outlook</i>	Jerry Lyles <i>Benton Tribune-Courier</i>
<b>Board of Directors</b>	<b>District 10-11</b> Marty Backus <i>Appalachian News-Express</i>	Jay Fritzo <i>Paducah Sun</i>
<b>District 1</b> William Mitchell <i>Fulton Leader</i>	<b>District 12</b> Louise Hatmaker <i>Jackson Times/Beattyville Enterprise</i>	<b>Associates Division</b> Bob Adams <i>Western Kentucky University</i>
<b>District 2</b> Jed Dillingham <i>Dawson Springs Progress</i>	<b>District 13</b> Glenn Gray <i>Manchester Enterprise</i>	<b>Advertising Division</b> Teresa Revlett <i>McLean County News</i>
<b>District 3</b> Teresa Revlett <i>McLean County News</i>	<b>District 14</b> Stuart Simpson <i>Palaski Week</i>	<b>News-Editorial Division</b> John Nelson <i>Palaski Week</i>
<b>Executive Director</b> David T. Thompson	<b>Clipping Service Director</b> Rachel McCarty	<b>Circulation Division</b> Todd Rainwater <i>Appalachian News-Express</i>
<b>Business Manager</b> Bonnie Howard	<b>Bookkeeping Assistant</b> Buffy Johnson	<b>Mail/News Release Service</b> Nancy Peyton
<b>Advertising Director</b> Gloria Davis	<b>Advertising Assistant</b> Sherry Harper	<b>Clipping Assistants</b> Linda Slemp, Carol Payton, Holly Stigers
<b>News Bureau Director</b> Becky L. Meadows	<b>Secretary</b> Sue Cammack	<small>The Kentucky Press (ISSN-0023-0324) is published monthly. Second-class postage is paid at Frankfort, Ky., 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, Ky. 40601, (502) 223-4821.</small>
<b>Research/Marketing Coordinator</b> Reba Lewis		



## Our News For You: KPA Nuggets

# How to make your small weekly survive

Only you can decide what makes this week's newspaper

**Editor's Note:** The following remarks were taken from a speech given by Tom Gish, publisher of the Whitesburg Mountain Eagle, to a group of newspaper people at the Montana Press Association convention June 17.

I had grown up in the mountains and went to the Bluegrass to attend the University of Kentucky, where I majored in journalism. I went from journalism school to a job with United Press International. My wife, Pat, was also into journalism as a career. She became a general assignment reporter

Tom and Pat Gish of the Whitesburg Mountain Eagle address a group of journalists in Montana.



for the Lexington afternoon daily after college. We have never been able to offer any good explanations as to why we left those jobs to purchase a small week paper in a small mountain town. We know now that we did not know then what we were doing, although we both think we made the right career choice.

We probably thought we were overworked and underpaid and were looking for a more laid-back, less stressful lifestyle. Neither of us—not even for one moment—thought we were heading into several decades of deep involvement with community problems

that in many ways have been the pacesetters for trends nationally: Problems of the environment, problems like what happens when the entire economy of a region collapses, what happens when half your people are on welfare, what happens when you have the nation's highest high school dropout rate, the nation's lowest educational level. If you believe, as we did, that the problems are beyond local abilities to cope, how do you get outside help? And how are you going to cover a school board meeting, a city council meeting, and take pictures of three high school games tonight?

I wish I could tell you we developed a master plan and that all has gone smoothly. But mostly, we put the paper to bed every week with the feeling—in fact, the knowledge—that there were at least three to four important stories we didn't get done, and we had left out some pictures that really ought to be in. It has taken us many years to accept the fact that what you don't get done this week can go in next week's paper.

Always remember that it is your newspaper and it is your responsibility to decide what events affecting your community will be in this week's news. Only you can make the decision as to how to best spend your time and energies; no one else can make those decisions for you.

## Should draft of budget be open?

By Rick Baker  
Somerset Commonwealth Journal

Is Somerset's proposed budget not a public document until it receives final approval?

Mayor Jim Williams said he was advised it isn't.

A Kentucky attorney general's opinion says it is.

Reporters for the Commonwealth Journal and WSEK requested copies of the proposed budget from the city prior to a June 14 meeting. Mayor Williams refused, saying that the city doesn't have to release the copies to the public until after it receives final approval.

Williams said he based his decision on the recommendation of an attorney for the Kentucky League of Cities.

That recommendation contradicts state law, according to an attorney for the Kentucky Press Association.

"I don't know of any law that indicates that (the budget) can be closed," said Bill Hollander, an attorney for Wyatt, Tarrant and Combs in Louisville, and the KPA's Freedom of Information Hotline. He referred to a 1982  
Continued on Page 16

## Saying goodbye

Longtime Kentucky Standard editor moves on up career ladder

**Editor's Note:** The following is a farewell column written by Tim Ballard, former editor of The Kentucky Standard of Bardstown. He has since been named general manager of papers in Springfield and Lebanon.

Well, I'm gone.

I never really thought I'd be writing those words in The Standard.

In one of my annual reviews one time, publisher Steve Lowery asked me my goal in life.

"I want to be the J.S. Moran of The Kentucky Standard," I replied.

J.S. Moran, in case you don't remember, was The Springfield Sun. He worked there something like 80 years, until he was 100 years old, still writing a weekly column.

That's what I wanted to do at The Standard.

But Landmark came along and, like Marlon Brando said, made me a deal I couldn't turn down.

The biggest question in my mind, believe it or not, was not the money or

the responsibilities. It was The Kentucky Standard.

The Standard is my newspaper, not because I worked here for 12 years (counting my college intern days), but because I grew up in Nelson County, because my mother wrote for The Standard when I was young, because I subscribed to The Standard when I was at college in Lexington and Princeton.

Ah, those Ivy League days. Reading photocopies of handwritten Arabic manuscripts from 800 to 1,000 years ago, learning to decipher individual scribes' handwriting just like I had to learn to decode notes from Ron Greenwell and Steve Lowery.

Heady stuff. But once a week, The Standard would come, and no matter what the snooty Ivy League professors thought about anything west of the New York-New Jersey-Washington megalopolis, I could get in touch with the real world.

I say this, in all sincerity: If I had not been certain in my mind and in my heart that I was leaving The Standard

in good hands, I would not have gone.

Teresa Rice, my successor, is a consummate journalist.

OK, she's not from Nelson County, but the days when you can expect a homegrown product to be editor are gone. The business isn't like that anymore, except in the few places—and they get fewer every year—where there are family owned newspapers.

I leave knowing that what will always be my newspaper—no matter where I go or how long I am gone or what I do—is in good hands, hands that will continue a tradition of excellence established by the Wathen family and, I hope, carried on in my tenure.

I'll miss the kind folks here in Nelson County, even the Republicans who won't believe it when I admit that I voted for Ronald Reagan (twice!) and for whoever ran against Bill Natcher and runs against Wendell Ford.

It's been fun. I wouldn't have missed it for the world.



# Papers show traditions of excellence

**Editor's Note:** Our series of profiles of KPA-member newspapers continues.

By Becky L. Meadows  
KPA News Bureau Director

## Mt. Vernon Signal

In 1966, a dream came true for James and Perline Anderkin. They got the chance to take over the Mt. Vernon Signal.

They bought a building, which also used to have a printing press, and set out telling Mt. Vernon residents what was happening every week in their town.

Now, the printing press is gone, but the Mt. Vernon Signal building still stands to remind residents of the dream that James and Perline built.

And Rick Anderkin, their son, continues the tradition of bringing Mt. Vernon people what they need to know.

"We've had offers, but we plan to keep the newspaper," Rick Anderkin said with a smile. "My parents raised seven children out of this place."

Now that the job of informing

residents has fallen on his shoulders, Anderkin says he concentrates on providing local news for residents.

"We have a lot of murders and mayhem around here for some reason," Anderkin said.

You wouldn't think so by looking at the town as you drive through. Mt. Vernon has its share of fast food restaurants like McDonald's to give parts of the town a modern look. But downtown, the buildings look like those in just about any "Small Town U.S.A."

Anderkin said the county is growing. It has lots of "good-paying" industries, such as the local hospital which houses the largest respiratory care center in the state. Another company, Mt. Vernon Plastics, employs more than 400 people. And tourism is big, because Renfro Valley is only a stone's throw away from Mt. Vernon.

"Our unemployment rate is always the lowest in the Cumberland Valley Area Development District," Anderkin said. "It's a good place to raise your kids."

People in the county are very conservative. The county is dry, and a wet-dry election has not been held for years.

Nevertheless, Anderkin believes it is the newspaper's responsibility to keep an eye on things and make sure everyone gets a fair shake.

"We're the watchdog of government," he said. "We try to put everything in perspective."

## Breathitt County Voice

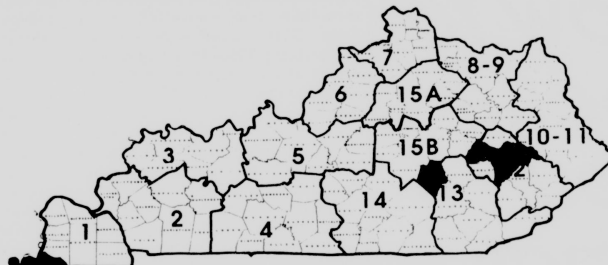
When you look in the Kentucky Press Association Yearbook and Directory to see who's responsible for what at the Breathitt County Voice, one name pops up over and over: Delores Chandler.

Advertising Manager. Editor. Publisher.

Delores Chandler wears all the hats, and rightly so: the Breathitt County Voice is her newspaper.

For years, Chandler worked at

## Where They're Located...



**'Once we started working, well, we both fell in love with journalism. It's like it was what we were meant to do.'**

--Linda Smith

## ROCKCASTLE COUNTY

Population ..... 15,300

No. Households ... 5,700

Retail Sales ..... \$41,528,000

EBI per Household ..... \$24,921

## BREATHITT COUNTY

Population ..... 15,100

No. Households ... 5,300

Retail Sales ..... \$93,735,000

EBI per Household ..... \$20,332

## LEE COUNTY

Population ..... 7,600

No. Households ... 2,700

Retail Sales ..... \$31,938,000

EBI per Household ..... \$22,082

## FULTON COUNTY

Population ..... 8,000

No. Households ... 3,300

Retail Sales ..... \$65,726,000

EBI per Household ..... \$28,269

The Jackson Times, formerly owned by KPA board member Louise Hatmaker. But after a while, Chandler realized a wonderful opportunity was staring her in the face—the chance to start her own newspaper.

So she rounded up a business partner and, on Sept. 2, 1992, went about the business of telling Jackson residents what was going on in town. After a while her business partner decided she needed more time to spend with her family, so she sold out to Chandler and continued to work part-time at the Breathitt County Voice.

After that, she found David Strong, the current sports editor of the newspaper. Strong worked part-time at the paper until Chandler had enough money to pay him full-time.

It took a while to build it, but it was all worth it and there is no doubt in Chandler's voice when she says she would do it all over again.

"We're just down-home country people, and that's the people we appeal to," she said with a smile.

She added that having a competing newspaper in the same town keeps her hopping, but that's good for the community.

The newspaper has grown from 0 subscriptions to about 600.

"We're trying to build that up so we can get the legal advertising," Chandler said with a laugh.

She works hard to attract and keep readers. One feature of the newspaper is "A Piece of Your Mind," which is a tape-recorder where people can leave one- to two-sentence opinions about anything they wish. People love to read this every week, and sometimes people leave good news tips on the recording, Chandler said.

It's all part of covering the news and providing entertainment to keep readers interested—just a few of the goals of the Breathitt County Voice.

## Three Forks Tradition, Beattyville

Linda and Bob Smith often work seven days a week, for what sometimes seems like 24 hours a day.

The owners of the Three Forks Tradition, a weekly newspaper in Beattyville, don't seem to mind putting in long and hard hours to put out their product. After all, the newspaper belongs to them, and they take pride in that.

Linda and Bob Smith began their journalism careers at the Beattyville Enterprise, the competing newspaper in town formerly owned by KPA board member Louise Hatmaker. After they quit work at the Enterprise, they started their own newspaper.

"Once we started working, well, we both fell in love with journalism," Linda said. "It's like it was what we were meant to do."

They even had the local fire department selling subscriptions for them when they first started the newspaper, Linda said with a smile.

Linda admitted having your own newspaper means harder work than when you work for someone else.

"This morning Bob got up at 4 a.m. to go on a drug raid," she said, explaining why Bob was not around for this interview.

The newspaper's staff is mostly made up of Bob and Linda, which makes for even longer hours than usual.

Continued on Page 5



## Newspapers continue traditions

Continued from Page 4

"We pretty much work seven days a week," she said. "Tuesday nights, we work all night."

Bob writes editorials and historical articles for the newspaper. He also sells advertising, and makes trips each week to Richmond and Irvine to see if he can round up more advertisers. Beattyville, with a population of 1,100, doesn't have much of an advertising yield.

Bob does most of the writing for the newspaper, while Linda keeps track of the books and does paste-up.

It sounds like a good mix of duties for each, but sometimes it's difficult to get the more meager tasks accomplished—like cleaning up the newspaper office.

"Last week I divided up the office between us. We each had rooms we were responsible for cleaning," Linda said with a wry smile. "We never got to it."

### Hickman Courier

John Jones sat alone in his newspaper office, the lights out, sunlight streaming through a window in front of his desk.

The Hickman Courier had gone to press, and this was Jones' down time.

At least, so it seemed.

Rrrringgg!

"Hello?" Jones said into the telephone handset. "What time? Tuesday? Sure I'll be there. Thanks for calling."

Work on another issue has already begun.

The weekly newspaper, owned by the Paul Westpheling family, has a reputation for being spunky and persistent. Those qualities are also exhibited in Jones, who is editor of the newspaper.

The newspaper was started in 1859. In 1861, the building which housed the paper burned to the ground, but it was rebuilt by the paper's owners, the Warren brothers. Then the brothers closed the newspaper to fight in the Civil War, and returned upon the end of the war to re-open the paper, and it has survived ever since.

"Hickman is like any other small town," Jones said. "The business community is striving to make ends meet."

Although there are some indus-

trial companies to keep some residents employed, most people are farmers. The crops of choice are soybeans, corn and wheat. Tobacco is not the main crop.

Covering the lives of these people is Jones' job, and he admits sometimes he takes flack for stories he writes.

"From time to time I really expect people to be madder at me than they are," he said with a smile.

With only two full-time employees, it's impressive the paper is able to cover as much news and events as it does. City and county government is covered, along with school news and other events. Of course, there are several part-time people who help, such as a typesetter who works two days a week and one part-time person who sells advertising.

The paper's editorial cartoonist is

**'Although our circulations are different, our ethics should be the same.'**

—John Jones

a local man who is an Emergency Medical Technician on the ambulance service.

"We're lucky," Jones said with a smile. "Most small papers don't have an editorial cartoonist."

He strives through the paper to provide news to people of Hickman and Fulton County that isn't covered in the major dailies distributed there.

"Inform, entertain, be a platform for opinions, to be a watchdog," Jones said. "And to take up for the little guy, and make sure people are treated fairly. That's what I think newspapers are all about."

Sometimes Jones is asked to speak to local high school classes about journalism. Whenever he is called on to do so, he takes a copy of the Hickman Courier and The Courier-Journal, the state's largest daily newspaper.

"I hold the papers up and say, 'Now, what's the difference?' And then I say, 'Although our circulations are different, our ethics should be the same.'"

## Win A Fun-Filled Family Weekend!

### Ask A Friend to JOIN NNA

And one of you could win an unbelievable experience at the 1995 NNA Convention in St. Paul, Minn.!

There's never been a better time to show your support for the National Newspaper Association!

Last year your newspaper association saved every community weekly \$3,000 to \$7,000 dollars in increased postage costs. This alone should justify the small cost of membership. But if friends need more encouragement, just mention the NNA efforts to assure access to N11 numbers, the many NNA educational seminars, the outstanding Government Affairs Conference and the wealth of material published regularly in Publishers' Auxiliary.

And to top it off, some lucky person will win this great weekend!

- Radisson Hotel/St. Paul, Minnesota, 4 nights, single or double occupancy, Sept. 20-23
- Nordstrom (Mall of America) \$500 shopping sweepstakes
- Mid-America Renaissance Festival, four tickets
- Mystic Lake Casino, 1 night gaming package
- Minnesota Zoo, four tickets
- Children's Theatre, family four pack of tickets
- Camp Snoopy Amusement Park at Mall of America, 4 100-point passes

For more information, call NNA at (202) 466-7200



## HAVE WE MISSED YOU?

The Kentucky Press will finish profiling newspapers across the state this fall. If your paper has not been profiled yet, please call the KPA Central Office at (800) 264-5721. We want to make sure everyone gets a chance in the spotlight!

# Meet KPA's & associates' interns



**Bethney Jo Foster**

**School:** Campbellsville College

**Major:** English & Journalism

**Host newspaper:** Russell Springs Times Journal

**What she learned:** How important advertising is to a newspaper and respect for the work ad reps do; that journalism is not a 9 to 5 job; how cool it is to watch something you've worked on run off the press.

**Is the real world like the classroom?** Many of the things I learned in the classroom and working on the college's newspaper and yearbook are very applicable in the real world of journalism, but even though the importance of deadlines was stressed, they never seemed so important until my internship at the Times Journal.

There are two parts of my internship that stand out in my mind as very exciting. The first was when I wrote a story about the new parasailing operation at the Jamestown Resort and Marina. I actually got to go parasailing, 300 to 500 feet above Lake Cumberland, and take pictures for the vacation guide. The second thing about my internship that was especially exciting was actually getting to watch the newspaper I had worked on run off the press. It seemed as if thousands and thousands were printed. It was exciting to me to know that there would be that many copies of what I had written going to readers.



**Michelle Rae Stinnett**

**School:** Murray State University

**Major:** Print Journalism

**Host newspaper:** Maysville Ledger-Independent

**What she learned:** I have learned to make sure to have all of the facts for a cutline when I take a photo, and how to be more responsible. Also, I learned to always make sure that your film is advancing.

**Is the real world like the classroom?** The classroom has no way of teaching you the unexpected things that happen daily, or how to react to things.

My internship experience has been very educating. I have been away from home for the first time. I have learned how to work on my own and how to be more responsible. No one stands over my shoulder to tell me where to go or when to go there. It is up to me to get my assignments. I have done a lot of feature assignments since the beginning of my internship. These assignments are left up to my judgment for the content. That is a big responsibility, to make sure that I have enough content to choose from to be able to print five or six photos. Also, I have the opportunity to work with technology that I don't have access to at school. This, I hope, will help me to be more productive when I graduate.



**Tonya Renee Root**

**School:** Western Kentucky University

**Major:** Print Journalism, Advertising and Sociology

**Host newspaper:** Corbin News Journal

**What she learned:** I have learned something about every aspect of producing a newspaper. This ranges from writing and editing stories, to designing and laying out ads, to putting together an eye-catching design on some of the more overlooked pages.

**Is the real world like the classroom?** I would say the classroom has some similarities of the real world, but not many. For instance, the world will not come to an end if the class ends before you get your story completed in Public Affairs Reporting class, but if you are two minutes behind schedule at a real newspaper, your editor will make your fate sound worse than death if a story isn't completed promptly.

I have had many interesting experiences as an intern, but I would say the best have occurred while I worked on a series with one of my co-workers. The series, "Wandering Around Whitley," was a feature series on different recreational and educational places for people living in the area to do during summer. We traveled to many different places and met a variety of people who were included in the stories.



**Katriesa Waters**

**School:** Western Kentucky University

**Major:** Advertising

**Host newspaper:** Lexington Herald-Leader

**What she learned:** I've learned a lot about the sales part of advertising, the processes of newspaper advertising and the make-up of a corporate office.

**Is the real world like the classroom?** The real world is not like a classroom in many ways. Often the sales reps are on their own and come up with money-making strategies that work best for them. There is no instructor. In some ways, this is possibly like a classroom, because you control your own outcome, good or bad.

The most interesting event of my internship happened on the second day, before work. I did what any normal person in a city might do in the mornings—catch the bus to work. I had even visited the bus station to verify times and locations for the buses. To make a long story short, the bus never came. I was half an hour late to work and an employee in the advertising department had to miss a meeting to come pick me up on the corner of a road I still don't know the name of! I was embarrassed, but she made me feel really comfortable. From then on, my co-workers were always helpful and understanding. As for the bus, I have not seen one yet and I've been here for more than a month!



**Erica L. Arvin**

**School:** Western Kentucky University

**Major:** Advertising

**Host newspaper:** Madisonville Messenger

**What she learned:** People are mean to you.

**Is the real world like the classroom?** No. There is no teacher in the world that can teach someone how to deal with the public. As students, we are taught about creativity, but what our teachers forget to tell us is that half of the job is making the sale.

Being an intern is like being slapped with a taste of reality. There is no such thing as sleeping in late or throwing your hair up in a ponytail because you overslept and didn't have time to fix it. In the real world, people notice things like that. There is the pressure to make your sales goal and the stress of getting your ads in on time. People yell at you because their ad didn't run right. While I was working in classified, I once put a herd of cattle under "Good things to eat"—the owner didn't think it was very funny. And, of course, there's always that person that you have been trying to get hold of for a week because they wanted to run an ad, and as soon as you find them, you also find out that their credit is no good. So, if I have learned one thing, it's this—selling advertising is not for the faint of heart, but with the awful lows it also brings on tremendous highs. There is a rush of excitement when you make a sale.



**Scarlett A. Husbands**

**School:** University of Kentucky

**Major:** Journalism

**Host newspaper:** Garrard County News

**What she learned:** My internship has taught me how to deal with the public in a more professional fashion, and what kinds of information to look for while covering a story.

**Is the real world like the classroom?** The real world is not like the classroom because it is completely unstructured. After two hours of class, whatever you are working on is done for the day. In the real world, your focus is what you are working on. It seems as though in the real world, you have to throw yourself into your work more. It's your job, not just a grade.

I liked working for a smaller paper because I was able to learn about more varied aspects of the paper rather than only a few that I might learn about on a bigger daily with more people. I was able to get to know more of the people in my community, which helped me know who to turn to for information I needed. I liked being able to call someone and joke with them, as well as receive pertinent information. My favorite activity on the job would have to be going out into the community to talk to people about stories. I liked the idea of getting away from the office; there was not as much of a structured routine.

# Meet KPA's & associates' interns

## Jessica L. Coleman

School: Centre College

Major: English

Host newspaper: McLean County News



**What she learned:** Since I began my internship, I have learned how to develop photos. I have always taken photos, but I have never known how to develop them. Our editor, Mark Chandler, has taught me to develop PMTs and regular prints.

**Is the real world like the classroom?** Because I attend a liberal arts college, I do not have the opportunity to take journalism-related classes. As an English major, I study British and American literature. However, my experiences covering controversial news items for the Cento (Centre's college paper) have strengthened my writing skills, and I apply those writing skills here.

During my internship, I have worked on three major projects: A Look at Yesteryear, a tab section about McLean County's history; Senior Living, a tab section honoring senior citizens; and a program for the latest production of our local acting company, Green River Players. As a history minor, I found the Yesteryear tab very interesting. The primary focus of the tab was the Battle of Sacramento, which took place in a small town in McLean County. In addition, I also interviewed several students from Ellis School, a one-room schoolhouse in McLean County which closed in 1941.

## Lori Becker

School: Western Kentucky University

Major: print journalism

Host newspaper: Franklin Favorite



**What she learned:** As an intern, I've learned about almost everything, from how a newspaper works to how crazy city officials can be. I've written stories, edited copy, designed pages, taken pictures and more. I can truly say I am a well-rounded intern.

**Is the real world like the classroom?** Working in the real world has little in common with the classroom. You may learn all your journalistic skills in school but at a real job, you've got to apply them. You're dealing with real people, real stories and real editors. The real world can be a lot tougher, but it's also a lot more fun and exciting.

My summer as a KPA intern has been eventful to say the least. I tried to be professional, to impress my editor I guess. But I quickly learned that a newspaper office, most of the time, is anything but serious. The Favorite staff works hard at journalism and even harder at having fun (to relieve stress, I think.) Jokes and wise cracks are a normal part of the newspaper business. I fully realized this when I was suckered into helping the editorial staff play a joke on the office prankster himself, a deejay for the radio station. I called him while he was on the air and pretended to be a lovesick fan. He fell for it.

## Mary Ann Lawrence

School: Eastern Kentucky University

Major: Journalism

Host newspaper: Grant County News & Express

**What she learned:** So far, I've learned that, at a small town newspaper, the editor and everyone else wear many different hats, and must know a little about everything and everything about a lot.

**Is the real world like the classroom?** I think the biggest difference is the pace of life here. Everything is a lot slower. I have a lot more time to work on assignments because I don't have classes to worry about. People just aren't as frenzied as students are.

The most interesting thing about my internship is getting to know how everyone works together, melting ideas and efforts into one outcome. It's very neat to see how it all comes together. I became interested in journalism when I worked on my high school's first real newspaper. Since attending college, I have been working at The Eastern Progress. I was activities editor my freshman year, and went on to be Sports editor my sophomore year. In the fall, I will be features editor.

## Kathryn Abney

School: University of Kentucky

Major: Public relations

Host company: The Preston Group

**What she learned:** The professionals at The Preston Group have taught me about the climate of a prestigious public relations firm and the level of excellence that clients expect. Mr. Preston and the other employees are a wonderful example of how PR professionals provide excellent problem-solving, crisis planning, writing, design and research to clients.

**Is the real world like the classroom?** No! After four years of college, I am convinced that the only way to understand the real world is by actually being in it. I learned a lot theoretically and from my professor's experiences in class, but one cannot learn how professionals communicate and the pressures they experience without internships or shadowing days with them. In the real world, you are "graded" on your ability to handle things and interact with people, as well as your performance.

I finally experienced the stereotypical PR day--running around frantically dealing with broken copy machines, typos and a last-minute notebook for a presentation to an important new client in three hours! We finished the 50 copies of the presentation, the services notebook (with colored dividers for a special touch) and the presenters arrived in record time. The presentation was successful, and they're our newest client!

## Rene Pulliam

School: Murray State University

Major: Public relations

Host company: Ky. School Boards Assoc.

**What she learned:** I have gained computer experience and had an article published, but the most important thing is that the internship reinforced my belief that this is the type of work I want to do when I graduate!

**Is the real world like the classroom?** The real world is completely different than the classroom. Doing school work is good practice, but in the real world writing an article or creating a brochure has a purpose beyond earning a grade.

As an intern at KSBA I was given the opportunity to write an article about the tornado damage at Jessamine County High School. I went to the school and interviewed the principal and superintendent and saw the destruction from the storm first-hand.

I have been interested in writing since elementary school. In high school, I was involved with the yearbook and I enjoyed it, so I decided to major in the communications field. At MSU, I have worked at the yearbook for three years, and I am editor of the 1996 yearbook.

## Todd Wetzel

School: Ball State University

Major: public relations

Host company: Jack Guthrie and Assoc.



**What he learned:** My internship has let me work with a number of "behind-the-scenes" people, such as printers, designers, video editors and publishers, that you don't get to work with in a classroom.

**Is the real world like the classroom?** No. You apply what you learn in the classroom to the real world, but it is not a mirror image. The classroom is a controlled setting with a lot of hypothetical work. You also answer to only one person (your professor), not the hundreds of thousands of people in your target publics (who are the most important judges of your work.)

I believe my internship experience at Jack Guthrie and Assoc. has been one of the most valuable I have had. Of all my internships, I have never done so much work in such a short amount of time, and I love it. It has not been busy work, however; each project has been meaningful and diverse. These projects are not just leftover work that the last intern didn't finish--they are assignments each account manager would normally do. I am assigned projects that allow me to fortify my strengths and overcome my shortfalls.



# Take a Look at What We Saw

Gatlinburg. Fun, frolic, excitement. Tourist traps. We found it all. And now, you can explore it through our eyes.



A good time was had by all who went to Gatlinburg (we assume. We didn't hear of anyone who had a bad time.) Above, Russ Metz of the Bath County News Outlook captured a bird's-eye view from the hotel where KPA members stayed. The other pictures on this page show KPA members involved in roundtable discussions of newspaper industry issues.



## What did you learn from the roundtable discussions?



**Stan McKinney, Campbellsville:** "I learned that other papers have scanners that I'm jealous of. I was most impressed with the guys from the tobacco companies. Tobacco is very important to this area. They were very open, which was a pleasant surprise. I think it was a good dialogue. In fact, I wrote a news story based on what they said. Any time we can bring in some people from various industries that are important to our areas, and sit down and talk with them one-on-one, that's excellent."

**Russ Metz, Bath County News-Outlook:** "One of the things that was brought up was this new idea of scanning pictures. That was talked about at great length. That created quite a bit of interest, because the papers are going in for scanning. We're going to start scanning both pictures that are brought in to us and negatives that we shoot. I don't think it's quite as high quality as doing your direct screen process, but we'll sacrifice a tiny bit to get out of the darkroom. We'll still have to go in the darkroom and develop our negatives."

**Jeanne Dzierzek, Jackson Times:** "All I attended were very informative. I picked up information from each one. I learned something from each one. I really did enjoy them. And I enjoyed seeing everybody, too."

**Charlie Portmann, Franklin Favorite:** "I sat in on the new ideas session, and Gloria's (KPS Advertising Director) session. I got the Shopper Attitudes Survey, and we went over that and found some good things to use as far as for our advertisers. We used some of that information. I thought the tobacco one was pretty interesting. Most of the roundtables were very informal, and I kind of moved from one to another."



## The Final Word: Writing News

# Life on the other side of the camera

*Getting around the polish of political candidates can be difficult, even for journalists*

By Becky Barnes  
Cynthiana Democrat

Politics has never been my bailiwick.

I cover it. I write about it. I photograph it.

But you can't make me like it—or so I thought until I began studying for a gubernatorial forum of which I would be one of only three Kentucky journalists on a panel to question four of the Democratic candidates for governor.

For weeks, I read everything in print about the candidates. I studied their printed opinions and proposals and formed a few of my own. I solicited help from the various groups in the county who would have input for my questions of the four issue side-stepping candidates.

I knew that Bob Babbage would steer nearly any question that was directed his way back to his scholarship proposal to offer any B-average high school graduate an opportunity for college without cash.

**'As I looked across the cold room at Hensley and Cross, I saw on their faces frustration at the side-stepping responses to the well-orchestrated questions.'**

I learned that Gatewood Galbraith is brutally honest about his past and his plans for the future.

Eck Rose is OK with the Kentucky Education Reform Act as it stands, but will be willing to look at any consensual changes.

Paul Patton is defensive about his incentive proposals for economic development and believes that any job is better than welfare.

These were little tidbits that were gleaned from other reporters and from the position papers that each candidate posted at the beginning of the race. They were used to help develop the questions to be used on KET's forum.

With the help and tutelage of Publisher George Jacobs, questions that would spew from the mouth of Becky Barnes, Cynthiana Democrat, were born.

Having been selected for the honor purely by the roll of the dice, I was afraid I might be out of my element with the likes of fellow journalists Bob Hensley of Lexington's WTVQ and the political powerhouse Al Cross of the Louisville Courier-Journal.

However, a two-hour session with Hensley and Cross before air time lent an opportunity to discuss questions and exchange ideas about the candidates and their potential responses.

Still, I was timid about the fact that

I had studied my questions for days. I had read them aloud and accepted criticism when my voice rose too high or when I failed to pause at a critical point.

Cross came to the session loaded with questions that he would direct to the candidates. Hensley had none prepared, but had pointed, off-the-cuff questions.

After make-up and a briefing of the format for the forum, the three journalists were off to the studio.

Producer George Rasmussen opened the door to the studio and a burst of cold air hit me in the face as if to say, "Becky Barnes, what are you doing? Don't you know you'll be up against Murphy Brown for viewing audience?"

I was seated beside veteran broadcaster Steve Swift, the forum's moderator, and equipped with a microphone—one that I would have to talk into, that would magnify my voice and my born-in-Pulaski County, raised-  
**Continued on Page 16**



## The Buck Stops Here: Ad News

**Join the KPS  
STATEWIDE  
CLASSIFIED  
PROGRAM**

**You Don't Know  
What You're Missing!  
Call Reba Lewis at  
(800) 264-5721 for details.**

# Make your copy more readable

If an ad is not inviting in style, no one will read it—regardless of its content. The most readable type is that which is most familiar and comfortable to the reader. Here are a few simple guidelines:



1. Avoid using all-caps. SOME ADVERTISERS THINK THAT WORDS IN ALL UPPER CASE ARE MORE IMPORTANT THAN WORDS IN UPPER AND LOWER CASE. THEY BELIEVE THAT ALL CAPS GRAB ATTENTION AND MAKE PEOPLE READ EVERY WORD. BUT THE EFFECT IS JUST THE OPPOSITE. LARGE BLOCKS OF CAPITAL LETTERS ARE EXTREMELY DIFFICULT TO READ. SEE?

Capital letters are hard to read, because they are all the same height. They offer no visual profile and little

distinguishable shape. When readers are confronted with all-caps, they have to decipher each word, letter-by-letter (that is, if they want to go to the trouble.)

However, copy set in upper and lower case has shape and is more easily read at a glance. This is because the lower case alphabet features a variety of letter sizes. People are more accustomed to reading upper and lower case.

2. Understand the difference between serif and sans serif type. Serifs are the "feet" on the characters in certain typestyles. They provide visual handles, which help the reader pick up word shapes faster. "Sans" means "without." Hence, sans serif type has no "feet."

Serif styles are easier to read, particularly in longer text. This is why stories and features in most newspapers are set in serif type.

3. Use logical line breaks in headlines. Read these two headlines aloud—and pause at the end of each line. Which one sounds better?

When it rains,  
it pours.

The second one sounds better, doesn't it? It even looks better on the page! This is explained by the fact that we mentally pause at the end of each line. So, to make headlines easier to read, break them where natural pauses should occur. (Hint: If a headline has a comma, that's a good place to place a break.)

4. Avoid reverses. People are accustomed to reading black print on a white background. Reversing copy to white on black is a sure way to kill readership.

Following these simple guidelines can make your ads easier to read. And when your ads are easier to read, your advertisers' produces will be easier to sell.

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

When it rains,  
it pours.

*"It is the ideal program for small advertisers with smaller budgets."*

**Spectaculars**  
Jerry Lyles, Publisher  
Triune-Courier  
Benton, Kentucky

**GENERATOR**  
**SEVER**  
**MAKER**

Sales Spectaculars — the monthly ready-made spec ad service from Metro Creative Graphics, Inc.

**800-223-1600**  
Call for free spec ad sample kit!

# Around Town: Circulation News



## You might not know what you're missing

If you haven't mailed KPS your circulation information for your media kit, you could be short-selling yourself on advertising

The Kentucky Press Service Research/Marketing Department wants to do you a favor—if you'll cooperate. And what's at stake? Possibly thousands of dollars of advertising revenue—dollars few newspapers can afford to miss out on.

The Research/Marketing Department is in the midst of designing "media kits" for each Kentucky Press Association-member newspaper in the state. The first kit is free of charge, and contains valuable circulation information advertisers need at their fingertips to spend their ad dollars more wisely.

"The kit helped us a great deal," said Clay Warnick, advertising manager for the Gallatin County News.

Warnick explained Kroger is the newspaper's biggest advertising account. Every few years he has to meet with

**'It's something we couldn't have done ourselves, with limited resources.'**

—Clay Warnick

Kroger to re-present advertising and demographic information.

"All of the information they required was in the media kit," he said. "We didn't have to scramble and try to find maps of our area. Kroger was really impressed with it. It's something we couldn't have done ourselves, with limited resources."

The media kits could be at the fingertips of all KPA-member newspapers, except some newspapers have not sent the information necessary to build the kits to Reba Lewis, KPS research/marketing coordinator.

"If we don't have the information, we can't make the kits," Lewis said.

As of press time, Lewis said she has received circulation information from about half the newspapers in the state. The other half could be missing out on ad sales.

"It's a good selling tool for them," Lewis said.

The media kits are also a good selling tool for KPS Advertising Director Gloria Davis. Davis, who often has to present detailed demographic and circulation information to advertising agencies when she sells ads for newspapers across the state, also relies on the media kits, Lewis said. And if Davis does not have a media kit for a certain newspaper, she simply has to tell the potential advertiser that major demographic and circulation information is not available.

"Newspapers who have not sent their information in can call me if they need me to send out the information forms to them again," Lewis said.

To the right, an actual media kit for the Gallatin County News is pictured.

**Gallatin County News**

Media package provided by  
Kentucky Press Association • Kentucky Press Service  
Serving Kentucky Newspapers Since 1969

### Gallatin County News

SERVING THE GREATER GALLATIN COUNTY AREA

Circulation	2650	Insert Rates Per Thousand (Net)
Readership	7063	Single Sheet \$40.55
TMC	9500	4 Tab / 2 Full \$60.55
		8 Tab / 4 Full \$70.55
		12 Tab / 6 Full \$80.55
		16 Tab / 8 Full \$90.55
		20 Tab / 10 Full \$100.55

Column Inch Rates

National	\$4.00
New Retail	\$3.65
Commissionable Classified Display	\$4.00
Net Classified Display	\$3.65
TMC	\$10.00

Address  
Gallatin County News  
P.O. Box 435 • 211 Third Street  
Warsaw, KY 41095

Contact  
Clay Warnick  
Telephone: (606) 567-5051  
Fax: (606) 567-6337

Call today to find out about other special rates, discounts and programs!

### Target Your Message

Serving the Greater Gallatin County Area  
Every Wednesday

Winner General Excellence Award  
Kentucky Press Association  
Gallatin County's Only Newspaper

•Business & Service	•Award Writing	•School News
•Classifieds	•Photographs & Writing	•Editorial Page
•Community News	•Sports	•Local News
	•Local News	•Much, Much More!

Special Sections • Pages • Features • Promotions

January New Year's Dining	July Fourth of July
February Valentine's Day	August Back to School
March St. Patrick's Day	September Labor Day Sales
April Easter	October Medical Tab
May Mother's Day	November Thanksgiving
June Father's Day	December Holiday Shopping

Closing Deadlines

Gallatin County News  
Next Tuesday  
The Rise Times  
Last Friday of  
Each Month

**Gallatin County News**

### Profile of Gallatin County

	TOTAL	% OF TOTAL
POPULATION	5193	
Population 1990	5000	+4%

SEX		
Female	2912	56%
Male	2286	44%

RACE		
White	5690	98%
Black	99	2%
Hispanic	2	0%
Asian	8	0%

AGE		
Age 0 to 5	544	9%
Age 6 to 11	522	9%
Age 12 to 17	691	10%
Age 18 to 24	508	9%
Age 25 to 34	1119	18%
Age 35 to 44	913	16%
Age 45 to 54	727	11%
Age 55 to 64	458	8%
Age 65 Up	718	12%

**Gallatin County News**

### Profile of Gallatin County

	TOTAL	% OF TOTAL
HOUSEHOLDS		
Households 1990	1341	
Households 1994	2000	+3%

1994 INCOME LEVELS		
Income \$ 0 - 10,000	247	12%
Income \$ 10,000 - 15,000	177	9%
Income \$ 15,000 - 20,000	179	9%
Income \$ 20,000 - 25,000	172	9%
Income \$ 25,000 - 35,000	306	15%
Income \$ 35,000 - 50,000	396	20%
Income \$ 50,000 - 75,000	374	19%
Income \$ 75,000 - 100,000	72	4%
Income \$ 100,000 - 150,000	50	3%
Income \$ 150,000 +	25	1%

EBI 1994 (2000) 24321  
Median EBI 1990 21454  
Median EBI 1994 32253

**Gallatin County News**

### Profile of the Circulation Area

ZIP	CITY	1994 HOUSEHOLDS	1995 CIRCULATION	1995 SINGLE COPY	1995 TMC	1995 TOTAL
41005	CARRICKVILLE	2787	42	0	2788	2788
41085	WARTSLOW	1413	35	1295	1152	2489
41088	WHEATVILLE	266	2	0	630	844
41046	CLINTON	300	0	0	336	636
41066	SPARTA	307	85	0	481	528
41082	VERONA	748	114	0	275	398
41083	SANDERSVILLE	171	36	0	340	378
41045	OPRY	268	29	0	390	390
40565	MILTON	808	1	0	190	196
41047	FLORENCE	1413	62	0	67	67
41017	CONNINGTON	12374	22	0	0	22
40508	CONNINGTON	2542	20	0	0	20
41035	CITY RIDGE	8198	18	0	0	18
41011	CONNINGTON	12983	19	0	0	19
41018	CONNINGTON	8008	17	0	0	17
41081	LAWRENCE	1754	15	0	0	15
41003	BARNETTONTON	3048	14	0	0	14
41084	WALTON	2414	13	0	0	13
41016	CONNINGTON	7668	10	0	0	10
41051	INDEPENDENCE	3251	7	0	0	7
40503	LEWISTOWN	13610	6	0	0	6
41087	WILLIAMSTOWN	1818	6	0	0	6
40501	LA GRANGE	4386	6	0	0	6
41014	CONNINGTON	3365	5	0	0	5
40601	FRANKFORT	18144	5	0	0	5
-	OUT OF STATE	0	303	0	0	303
-	MISC KENTUCKY	0	290	0	0	290

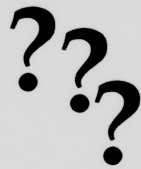
**Gallatin County News**





# The Right To Know: Legalese

## F.O.I. Hotline question of the month



By Kim Greene  
Wyatt, Tarrant & Combs

**Q:** Does the following scenario violate the Kentucky Open Meetings Law? A city council needs to replace one of its members. The information packet sent to council members prior to the regular meeting contains a ballot with three names on it. Once the council members mark their ballots, the votes are tallied and the winner is announced in open session. Neither the names of the other two candidates nor the votes of the individual council members are made public.

**A: VIOLATION!!!** While the city council could have discussed the relative merits of the three candidates in closed session, when it came time to take their vote, the Open Meetings Law requires that they do that in open session. It is not enough merely to announce the name of the winner in open session.

The purpose underlying the Open Meetings Law is public accountability of public officials, such as city councils. This openness allows the public to assess the work of their elected officials--have they made decisions of which the voters approve? It is difficult, if not impossible, for the public to analyze the vote of this city council for two other reasons. First, the public has not been informed who the other candidates for the position were. Second, the vote was kept secret, so no one knows how any particular council member cast his or her vote. It's pretty difficult to hold your council member accountable for his or her decisions when the substance of the decision is secret.

## Lawyers bash media for wanting hearings open

From the Associated Press

Members of the Kentucky Bar Association bashed the news media and defended the state's secret system of disciplining lawyers in what has become virtually an annual rite at the KBA convention.

"If it isn't broken, it doesn't need to be fixed," Bar association President Stephen Wolnitzek of Covington said to considerable applause during a public hearing before the state Supreme Court June 7. The hearing was part of the KBA's annual convention.

Under current Kentucky Supreme Court rules, complaints against lawyers are made public only when certain forms of discipline are imposed. All hearings are secret.

Chief Justice Robert Stephens said more than eight years ago that opening up the disciplinary process "might be an idea whose time has come."

Since then the issue has been debated repeatedly, but without resolution. In 1991 an American Bar Association evaluation team recommended a more open system, as is the case in more than 20 states. But that same year a 23-member task force in Kentucky urged that the system remain essentially closed.

Stephens presided over the discussion June 7.

He favors public access to the process once a lawyer is formally charged, but he says he doesn't know the views of his Supreme Court colleagues, or whether the court would endorse any changes this year.

Louisville attorney Charles Ricketts, a member of the KBA's board of governors, urged the court not to bow to "outside pressure" for change.

Continued on Page 16

# FTC taking pot shot at newspapers

**Editor's Note:** The following is a guest editorial from the Winchester Sun.

Many newspapers are having a tough enough time staying afloat these days in light of declining circulation and a leveling off of daily readership. But now the Federal Trade Commission is threatening to make things even tougher.

The agency is in the process of devising telemarketing regulations that could drive some financially troubled newspapers out of business. Granted, our arguments on this issue are self-serving. But we believe a thriving newspaper industry is good for America, which is why we find the FTC's regulatory onslaught so troubling.

At issue are proposed FTC rules to implement a new law aimed at crack-

ing down on telemarketing fraud. Goodness knows relief is needed. But the problem is that the draft rules would treat newspapers like flimflam artists.

Disreputable operations that prey on unsuspecting consumers, most commonly senior citizens, certainly should be shut down. In fact, this newspaper from time to time has warned its readers about these fraudulent operations and of the need for caution. We've also applauded the efforts of state and federal law enforcement agencies to put those who would prey on others out of business.

But how can any reasonable person equate telemarketing fraud with a daily newspaper communicating with its readers about home delivery or classified advertising? And yet that is precisely how newspapers would be dealt

with under the FTC's proposed rules.

One regulation, for example, would prohibit newspapers from telephoning readers to offer them an opportunity to renew their subscriptions or to place classified ads. Under the proposed regulations, subscriptions and classified ads would have to expire before the customers could be contacted by the newspaper about continuing the service.

In addition, newspapers would be prohibited from telephoning customers more than once during any three-month period. And all calls made or received by newspapers would be closely regulated through a rigid record-keeping requirement. The FTC also would ban newspaper carriers from the time-honored practice of collecting at the doorways of their cus-

tomers. That's because some federal regulators view that as an "abusive" act.

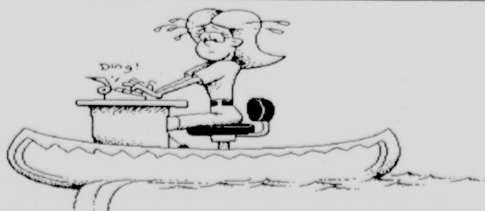
The FTC's regulations are supposed to be in place by Aug. 16. Between now and then, three congressional subcommittees that oversee the commission will have a hand in determining the final outcome.

Before issuing its final regulations, the FTC should do a better job of understanding the salient differences between legitimate and fraudulent telemarketing.

By casting too wide a net with its onerous regulations, the agency is jeopardizing newspapers and other reputable businesses that communicate with their customers by phone.

That certainly is not what Congress intended!

**Going over the edge**  
trying to give your classified clients the best deal?  
Join the KPS  
**STATEWIDE CLASSIFIED NETWORK**  
Call Reba Lewis, (800) 264-5721 for more details!



## Legalese

# Marina decision angers state committee leader

By Jack Coleman  
State Representative for Anderson,  
Mercer and Spencer counties  
From The Herald Leader, Lexington

The filing of a notice asking the Kentucky Supreme Court to reconsider its ruling in the Lake Cumberland marina case couldn't come at a better time. If ever the state's highest court were to modify an opinion, this is the one.

As chairman of the Legislative Program Review and Investigations Committee, I believe I have a good perspective on the Lake Cumberland case. As the opinion is now written, it complicates the state's efforts to address privatization issues and frustrates the public's right to know.

The court's decision will have an effect on the Program Review and Investigations Committee as it goes about its work, but it also will affect the legislature and ultimately, the citizens of Kentucky. My biggest concern is the opinion's chilling effect on the public's ability to see how its taxes are spent.

The decision forces the General Assembly to consider legislation that would ensure that these financial records be available to taxpayers. We should require the state government's private contractors to open up records to give taxpayers confidence in the programs they pay for.

Our committee began studying the state parks system three years ago. We wanted to determine whether the parks could generate enough money to cover the cost of their operations, and we wanted to know whether concession leases were negotiated in the best interest of the parks system. The bottom line was, we wanted to know whether taxpayers were getting a good deal with their state parks.

Many of the marina contracts at state parks were awarded 20 to 30 years ago on a no-bid basis to people with

political influence, and have been re-awarded without bids for another 20 to 30 years. Many people are wondering whether the operators are abiding by their contracts and whether the no-bid

private contractors, and it does not remove the legislature from its accountability to a public through legislative oversight of state agency programs. The court's decision makes that oversight more difficult and a lot less open.

As a businessman, I'm all for businesses being able to maintain a proprietary posture. But a person who does business with the government has an obligation to be more open to the taxpayers.

or those taxpayers will lose confidence in that operation.

The result of secrecy required by the state Supreme Court will be an absence of public oversight of the private contractor and public officials who award the contracts. The decision put the committee in a quandary as well. Because of the decision, is our committee now required to go behind closed doors when it discusses records of companies holding marina or other governmental service contracts? Further, will the legislature itself be hamstrung when it discusses businesses with state contracts? The questions are limitless.

In my view, the best opinion in the Lake Cumberland marina case was a dissenting one written by Justice Donald Wintersheimer.

Wintersheimer said it's unfortunate that the move toward privatization to improve efficiency, economy and delivery of services "might be tainted by a cloak of secrecy," and "information which had been available to citizens and taxpayers could be hidden from public scrutiny."

I agree when he said, "The result would be an absence of public oversight of both the private contractor and the public official who awarded such public contracts."

deals are still in the best interests of the state's taxpayers.

But the committee's efforts to review financial records and other documents related to the marinas, including state contracts and slip rental rates, were met with roadblocks all the way from the Tourism Cabinet to several contract marina operators, including Tom Moore, a Cincinnati businessman whose companies operate the marina at Lake Cumberland State Resort Park.

The Lake Cumberland marina case began as an open records question, and our committee won at every turn, from the attorney general through the state Court of Appeals, but the Supreme Court declared the audited financial statements we requested to be closed to public scrutiny. The Supreme Court's ruling gives legislators access to the marina records, but shields those records from public view.

I believe the court ruling does a disservice to our state by closing the door on public scrutiny of the records of private firms that make a lot of money by operating state services. The ruling effectively puts the private interests of these businesses ahead of the public interest. Privatization doesn't remove government officials from accountability for the delivery of services by pri-



## Metro SPJ awards given

The 15th annual Metro Louisville Journalism Awards were announced July 10. The event, sponsored by the Louisville Chapter of the Society of Professional Journalists, also honored the late Mary Caperton Bingham for her support of the society's aims, and her role in seeking and achieving a "superior and unflinchingly courageous quality of journalism" in the region.

**Metro Print Media:** Deadline: first - Staff, Louisville Courier-Journal; second - Grace Schneider, Scott Wade, Courier Journal.

Continuing Coverage: first - Deborah Yetter, Courier-Journal.

Enterprise: first - Gardiner Harris, Courier-Journal; second - R.G. Dunlop, Kay Stewart, Courier Journal; third - Rachael Kamuf, Eric Benmour, Business First.

Business: first - Greg Otolski, Courier-Journal; second - Tom Loftus, John Voskuhl, Courier-Journal; third - Roger Harris, Business First.

Features: first - Scott Wade, Courier-Journal.

Sports: first - Pat Forde, Courier-Journal; second - Mark Coomes, Courier-Journal.

Column: first - Linda Raymond, Courier-Journal; second - Al Cross, Courier-Journal.

Service: first - Ken Berzof, Courier-Journal; second - Andrew Melnykovych, Courier-Journal.

**Non-Metro Print Media:** Deadline: first - Amy Wolford, News Enterprise; second - Dave Baker, State Journal; third - Stan McKinney, Central Kentucky News Journal.

Continuing Coverage: first - Dave Baker, State Journal.

Enterprise: first - Mary Branham, State Journal; second - Dave Baker, State Journal.

Business: first - Cary Stemle, Corydon (Ind.) Democrat.

Features: first - Mary Branham, State Journal; second - Dave Baker, State Journal; third - Kit Millay, Oldham Era.

Editorial: first - Todd Duvall, State Journal.

Column: first - Kit Millay, Oldham Era; second - Rochelle Simpson, Central Kentucky News Journal; third - Stan McKinney, Central Kentucky News Journal.

Photography: first - John Roberts, Pioneer News; second - Chris Hamilton, Central Kentucky News Journal.

Sports: first - Charles Pearl, Lebanon Enterprise; second - Mickey Patterson, Oldham Era.

Service: first - Rochelle Simpson, Central Kentucky News Journal.

Criticism: first - John Roberts, Pioneer News.

Minority/Women: first - Mary Branham, State Journal.

Headline: first - Roger Harris, State Journal.

Have you sent in your information for your  
**MEDIA KIT?**

If not, call Reba Lewis at (800) 264-5721

# Goodbye!

Let's take this last moment to stroll slowly down memory lane and say our goodbyes

## By the Way

By Becky L. Meadows  
News Bureau  
Director



Goodbye is a very hard word to say.

It's also just as difficult to write it, except when it doesn't apply to you personally.

This time, however, it does apply to me. July 14 will be my last day as news bureau director for the Kentucky Press Association.

I'm excited, and sad. Happy, and remorseful. Joyous, and tearful. I feel about half psycho.

But I'm moving on to bigger and better things, so I have a lot to look forward to. That makes it easier for me to move on, but there isn't much to soften the blow for those I'm leaving behind.

I'm going to take this last bit of column space and say goodbye to some very special people I've met—people I'll never forget, and people I'm not really saying goodbye to because I'm sure I'll be seeing them, talking to them on the phone and bugging them in various other ways.

I must take the opportunity to say I've made one of my very best friends while I worked at KPA. Reba Lewis, the KPS research/marketing coordinator, has been the brightest spot at KPS since I arrived here wet behind the ears. It's a once-in-a-lifetime thing to make a friend you can say anything to, tell all your troubles to, share your accomplishments with, and that's how close Reba and I have become. And Reba, I'll say this especially for you—the best friendships in the world always survive time and distance. Besides, how far is 50 miles?

I'd also like to take this opportunity to share some of my fondest memories of KPA with you.

• As I struggled to get CommonNet connected during KPA's summer convention this year, sweat streaming down my brow, Stan McKinney of the Central Kentucky News Journal sauntered over my way and sat down. CommonNet became obsolete in our conversation as Mustangs took over. Stan, an avid Mustang fan, has a 1965 (I think) Mustang I would love to have. How about it, Stan? What a going-away present!

• I knew I shouldn't have worn those slick-soled flats to the KPA board retreat in Shakertown the first time we went there a couple of years ago. I slipped and slid and danced every which way on those cold cobblestone sidewalks, up and down the stone stairs and all over the wooden floors. If you

ever go there, take your tennis shoes.

And beware of Jerry Lyles, who loves to tell ghost stories that will keep you up all night, wondering where that little squeak came from.

Most of all, if you ever get the chance to go to Shakertown, don't let the height of the beds scare you. Hang onto the headboard, and you probably won't fall off.

• I just stood and looked at the small box inside the door of the Edmonson County News in Brownsville. A note on the box asked people to please drop money for their papers in the box. The whole system was set up on honesty, and that seemed pretty refreshing after I had read some newspaper carriers were robbed at gunpoint in Lexington, and that newspaper boxes in Scott County had been vandalized by people trying to get the money out of them.

• Eastern Kentucky has the most crooked roads of any other part of the state. Winding around those mountainsides will leave you with a horrible crook in your neck. On the bright side, the hotels are nice, so you have a good place to rest your crooked neck.

• I didn't dare tell the large man with a neck the size of my upper thigh that he had to stay around and wait for the police to get there after I had run into the back of his truck. After all, I was in Hazard. "My truck's OK," he said. "I don't see any reason to wait for

the police." I didn't argue. Sometimes you just have to play it smart, even if I was in the company van. Oddly enough, it was sold not too much after that.

• I watched with pride as Willie Sawyers of the Laurel News Leader stood with his KPA contest awards, including first place in General Excellence, in his arms. It's wonderful to see journalists putting everything on the line to serve the people of their communities. Willie started a weekly newspaper in London a few years back, and he went up against stiff competition from the London Sentinel Echo, a multi-weekly newspaper that has been in the town for many years. Apparently there is room in London for two newspapers, and that means better news coverage for London residents.

I've seen most of you all either at our conventions, or during my newspaper profiles, and I must say Kentucky has some of the finest journalists in this country. And they're not all at large, daily newspapers. Most of them are in small towns, fighting government corruption and sometimes winning, sometimes not, but they never give up. That is the heart of journalism, and it beats brightly in Kentucky's rural counties.

By the way—Goodbye, everyone. It's been fun. I'll never forget any of you.

I know I'm a better person for having met all of you.

## NNA Convention features national speakers

This year's National Newspaper Convention and Trade Show is to feature numerous "how-to" workshops on newspaper operations, as well as speakers such as Garrison Keillor.

NNA's 110th convention will be held Sept. 20-23 in St. Paul, Minn.

Professor Kathleen Hansen from the University of Minnesota will present, "How Your Newsroom Staff Can Make Use of the Internet & Other Electronic Resources." Why are reporters, editors and librarians clamoring to have access? What is it going to cost to get your staff on-line? These and other questions will be addressed in this introductory session, on Friday, Sept. 22 from 10-11 a.m. The needs of small and medium-size circulations will be of particular focus.

Ron Clark of the St. Paul (Minn.) Pioneer Press presents "How to Craft Better Editorials," on Thursday, Sept. 21, 2:15-3:15 p.m.

Gary Gilson of the Minnesota News Council presents, "A Public Hearing on a Complaint Against a News Organization." The 24 volunteer members—half media professionals, half lay persons—hear a complaint and a response, question both parties, then deliberate on the merits and vote either to uphold or deny the complaint, on Thursday, Sept. 21 from 11 a.m.-12:30 p.m. This process of promoting fairness through public accountability has been used here for 25 years, with almost unanimous media support.

Half the complaints heard have been upheld, half denied. Even in cases where a news outlet has prevailed, editors have—based on what they heard at the News Council—changed policies to increase fairness.

Michael Kienitz of DLM Imaging will show how to produce "Low Cost Editorial Color": Learn how to produce and use editorial color to generate professional, stylized newspaper at low cost, on Thursday, Sept. 21, from 2:15-3:15 p.m.

On Friday, Sept. 22 from 8-10 a.m. Michael Kienitz of DLM Imaging returns for "Electronic Pre-Press." Kienitz will discuss and demonstrate what publishers need to learn to electronically produce their newspaper.

Sharon Smith, national sales manager, and Kevin Hoppes, senior applica-

tions engineer, of the New Horizons Group will present, "New Media: Facts, Fallacies, and Finding the Cash Flow," on Thursday, Sept. 21 from 11 a.m.-Noon. Learn how electronic products such as audiotex, fax, searchable classifieds, and other on-line products can enhance your newspaper, create revenue streams and keep your newspaper competitive in an ever-changing market.

With the status of independent contractors affecting many newspapers, Mark Anfinson, general counsel for the Minnesota Newspaper Association will discuss, "Independent Contractors and Other Legal Issues Affecting Community Newspapers," on Friday, Sept. 22 from 10-11 a.m.

A demonstration by Phillip Ritzenberg on Thursday, Sept. 21 from 11 a.m.-12:30 p.m. shows, "When Bad Things Happen to Good Newspapers"—a discussion and a slide show presentation of how two otherwise good weeklies could be upgraded for improved reader appeal, legibility, access and organization, in ways any small paper could accomplish.

Max Heath, NNA postal chairman, will discuss in-county and regular rate second class mail, future prospects, and ways to hold down costs, during his presentation, "What Is the Future of Second Class?" on Thursday, Sept. 21, from 1-2 p.m.

Learn how a small weekly newspaper put together a subscriber benefit program to build subscriptions that turned out to be a successful revenue builder from Steve Messick of the Hastings (Minn.) Star Gazette on Friday, Sept. 22 from 8:45-9:45 a.m. The "Subscriber Benefit Program: Not Just for Big Boys" will let you learn from their mistakes and program enhancements that have helped improve both areas. You, too, can have fun with this promotion.

What you don't know about your broadcasting competitor can kill your business. Rich Nichols of the Town Planner in Springfield, Mo. presents, "How & Why Broadcast Outlets Print," on Thursday, Sept. 21, from 11 a.m.-Noon.

Nichols will also present, "Increasing Sales From A-Z," on Thursday, Sept. 21 from 1-2 p.m.





# In Your Headlines: Newspaper News

## Movers & Shakers

Who Went Where & What's Going on

### Landmark announces changes

Landmark Community Newspapers Inc. announced the appointments of general managers and an editor for weekly newspapers it owns in Owenton, Springfield, Lebanon and Bardstown.

Sabrina Olds has been promoted to general manager of the Owenton News-Herald, Larry R. Coffey, the newspaper group's president, said. Olds, who began work at the newspaper eight years ago, has been advertising manager since 1990.

Tim Ballard is now editor and general manager of both The Springfield Sun and The Lebanon Enterprise. Ballard joined the Landmark group in 1984 as a proofreader at the Kentucky Standard in Bardstown, and was most recently the newspaper's editor.

Teresa Rice has been named editor of The Kentucky Standard of Bardstown, succeeding Ballard. She has been assistant editor since January 1992.

She is a graduate of Murray State University with a double major in journalism and political science. She first came to The Kentucky Standard in 1989 as a staff writer. Before that, she was a staff writer for the Cynthiana Democrat.

### Lane, Coleman promoted

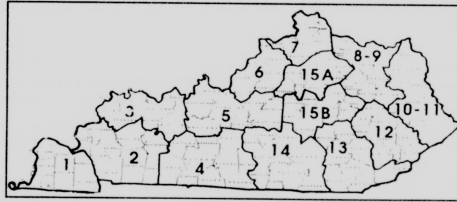
Glen Lane and Geovonia Coleman have been promoted in the Danville Advocate Messenger's circulation department.

Coleman has been named home delivery manager with responsibility for overseeing the newspaper's 70 delivery routes. Coleman joined the paper more than 13 years ago and has served as a circulation district manager since 1983.

Lane has been named one of two part-time circulation district managers, who will work under Coleman. He will oversee half of the newspaper's routes. He joined the paper in 1994 after a career as a Lexington police officer and an automobile salesman in Danville.

### Lowe interns at Lebanon

For the duration of the summer, Karin Lowe will be writing about and photographing news and



features in Lebanon as well as other newspapers owned by Landmark Community Newspapers Inc. in Campbellsville, Springfield and Liberty.

Lowe is the summer intern for The Lebanon Enterprise, Central Kentucky News Journal, The Springfield Sun and the Casey County News.

During her internship, she will spend several weeks at each of the newspapers learning more about the business and gaining experience in journalism.

Her qualifications include a position on the staff of the College Heights Herald, a twice-weekly newspaper produced by the students of Western Kentucky University. In the fall, she will be the newspaper's news editor. She plans to graduate from Western in December 1996 with a degree in print journalism and a minor in art history.

### Wohleb named special writer for Springfield

Jennifer Wohlleb has joined The Springfield Sun as a special writer, according to Richard RoBards, regional manager.

Wohleb, a May graduate of Murray State University, will work at the Sun on a temporary basis, RoBards said.

She has held a number of writing and editing positions on The Murray State News, the student newspaper at Murray. She has also served as a summer intern at The Paducah Sun.

### Elizabethtown reporter wins AHA award

Elizabethtown News Enterprise staff writer Colleen Steffen has won the American Heart Association's Jesse Stuart Memorial Media Award, the third consecutive year a News-Enterprise reporter has done so.

The AHA holds the contest yearly for print and broadcast stories dealing with the subject of cardiovascular disease and stroke. One winner was chosen in each category, and

## Mary Jane Smith retires after 27 years at Russellville paper

A door in the history of the News-Democrat & Leader of Russellville closed Friday, June 30 when Mary Jane Smith, general manager of the newspaper, retired.

As of July 1, Randy Fuqua was named the new general manager.

When Smith first started working for the newspapers, she was hired as assistant bookkeeper but because the staff was so small, everyone had to do all types of jobs.

Virginia Page, who worked with Smith for several years, said that Smith often typed copy because she was an excellent typist while Page and Al Smith would write.

"She could stay awake longer than anyone else so it was not uncommon for her to work the whole night, go home and change clothes and come back to work the next day," Page said.

Page had the following statement about Smith's retirement:

"I hope Mary Jane will enjoy her retirement. After all these years of work, she deserves some free time to

just rest and be lazy or to pursue other interests.

"The early days and months with the newspapers were hard and Mary Jane was around for most of them. Along with the rest of the crew, at that time, she did a little bit of everything, including stuffing papers, helping to mail, and typing copy but her real job was bookkeeping. This was her job for most of the years with the papers. It grew as the number of papers increased.

"In the later years, under new management, she became general manager. She has a talent for scheduling and organization, which she used well in all of her endeavors for the newspapers."

Smith, who is originally from Mississippi, relocated to Logan County with her husband, Marion Smith, who was a native of Adairville, after he retired from the Air Force. She has been with the newspaper for the past 27 years and has been general manager since 1987.

presented with a \$300 stipend at an awards luncheon in Louisville in June.

Steffen won the print media award for her March 8 feature about Wilma Cooley, a local woman who volunteers at Lakeview Rehabilitation Hospital where she was once a stroke patient. Judges looked for journalistic quality, accuracy of health information, and the story's consistency with AHA's mission to reduce disability and death due to cardiovascular disease and stroke.

The award is named for Jesse Stuart, a poet-laureate of Kentucky and longtime supporter of AHA.

Former News Enterprise staff writer Julian Shipp won the award the previous two years.

### Lawrence interns for Grant County News

Mary Ann Lawrence of Carlisle will be serving as an intern at the Grant County News for nine weeks this summer.

Lawrence will be a junior journalism major at Eastern Kentucky University this fall. At EKVU, she served as sports editor for The Eastern Progress, the campus newspaper. Next semester she will serve as the features editor for the paper.

### Shoulders named new writer at Providence

Elizabeth Shoulders, a native of Clay, is a new staff writer for the Providence Journal Enterprise.

She covers various meetings throughout the community, and also writes human interest stories and works in photography.

She attended Southeastern Illinois College in Harrisburg last fall, and also attended Madisonville Community College last spring, where she plans to receive an associate degree. Her major is English, with a minor in journalism.

Continued on Page 16

### The Richmond Register, a 9,000 daily is seeking an aggressive, experienced ADVERTISING MANAGER.

The successful candidates must possess the abilities to lead, train and motivate the ad staff while increasing lineage and revenue. We offer a competitive compensation package along with opportunity for advancement.

Send resume to:

David Harrison, publisher, P.O. Box 99, Richmond, KY 40475

# KPA's interns

## Stacy Williams

**School:** Western Kentucky University

**Major:** Public relations

**Host company:** Kentucky Lottery Corporation

**What she learned:** Working for the lottery has shown me how important it is to work as a team striving for a common goal. It has also given me an inside look at a quasi-government organization. Although the lottery is set up as a "corporation," it is owned by every citizen of the state. I see how hard lottery employees work to benefit the state, and that has helped to restore my faith in state government. The other thing that I have learned is the importance of editing. Good editors at the lottery have saved me from more than one embarrassing mistake. I have also improved my editing skills.

**Is the real world like the classroom?** The real world is similar to the classroom in that there are deadlines, goals and objectives that must be met. However, I find the real world more gratifying because my work benefits the organization and the other employees. It is not just being done to get a grade.

Since I walked in the door, I have been researching, writing and laying out the employee newsletter and press releases. I have been making media contacts, interviewing winners and in general being treated like a full-fledged employee. That is important to me because it has allowed me to learn more about the organization and it makes me feel like a real part of the team.

\* Three KPA interns did not submit their information by press time, and thus are not featured.



Now you can reach  
KPA  
**ANYTIME,  
DAY OR  
NIGHT!**

Just use our  
**Voice Mail**  
system  
when you call  
to leave a  
message for your  
favorite staff person!  
**(800) 264-5721**



## Life on the other side

Continued from Page 10

in-Boone County, graduated-in-Harrison County accent.

Across the room were Cross and Hensley. Directly to my left were the candidates, with Galbraith nearest.

He would be the first to respond to one of my questions in the debate that someone termed following the broadcast as "the one where the candidates didn't answer any questions."

"How will you make up the shortfall?"

"Where will the funds come from?"

As I looked across the cold room at Hensley and Cross, I saw on their faces frustration at the side-stepping responses to the well-orchestrated questions. This was evident through outstretched arms, smirks and rolling eyes.

It reminded me of a clip in "The Best Little Whorehouse in Texas" where the governor proudly did a side-step dance routine.

The camera also didn't pick up the perspiration on Galbraith's brow or his throat-clearing coughs. Viewers couldn't see the white and red lights going on and off to indicate when the candidates had talked their limits, or the 150 people in the audience who donned lapel buttons supporting their candidates.

It was a wonderful experience, one that may well have changed my opinion about politics.

I'll still cover it. I'll write about it. I'll photograph it.

But, perhaps now, I might even like it.

## Lawyers bash media

Continued from Page 12

Appeals for changing the system are driven more by the news media than the public, Ricketts said.

"Scandal, valid or not, sells newspapers," he said. "The media have always regarded us as a great fishing hole."

Ricketts said adequate knowledge of the disciplinary process is available through the Supreme Court's opinions. However, those opinions do not provide a full accounting of disciplinary cases.

Of the seven lawyers who testified about the disciplinary process, only Ann Oldfather of Louisville clearly supported more openness.

## Should budget be open?

Continued from Page 3

Kentucky attorney general's opinion that states that any current, past and most recent budget ordinance is required to be open to the public.

That opinion states that once a proposed budget is sent to a governing body from the budget commission, it becomes a public record open to inspection by the public under KRS 61.872.

In open records cases, an attorney general's opinion is considered the same as state law unless it is overturned by the courts.

Responding to the mayor's comment that an attorney for the Kentucky League of Cities advised him that the budget can be withheld at this stage, Hollander said, "I don't know what they're talking about."

After being read the attorney general's opinion over the phone, Mayor Williams said he will abide by the decision of City Attorney Joe Travis.

## Movers & Shakers

Continued from Page 15

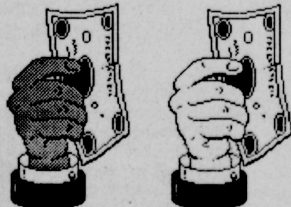
### Robertson promoted at Elizabethtown paper

Lisa Robertson, formerly of Princeton, has been promoted to marketing manager of the Elizabethtown News Enterprise.

She joined the staff a year ago to develop database marketing, and she is now circulation sales team leader.

She has a degree in public relations and print journalism from Western Kentucky University, as well as experience outside the newspaper industry in management, sales and marketing.

Her main responsibilities will be analyzing economic and competitive trends that will help in making strategic decisions, managing promotions and community service activities and continuing to develop database marketing.



Do you never get  
enough of  
**THESE?!!**  
Then...

**Use the KPS Statewide Classified Program!**