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Kentucky Press

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Kentucky papers use, pay of stringers varies widely

By JACINTA FELDMAN
KPA News Bureau

Susan Reed Lambert, editor of the LaRue County Herald News, uses freelancers every week to produce her newspaper.

A coach at the local high school covers all the sports, a freelance photographer takes pictures and two non-staffers write for the news section.

"I'm the only staff writer here. I'm the editor and the general manager, and without the help from my contributors, I honestly don't see how we could put out as good of a paper," she said.

But not everyone agrees that freelance writers are the best way to beef up local coverage.

Loyd Ford, who is owner, publisher and editor of The Lake News in Calvert City, said his paper hardly ever uses freelancers because it is too difficult to find people who are reliable. Freelancers don't

always come back with the stories they are assigned, he said. For his newspaper, it is better for just him and his wife to take care of everything.

"I would love to say, 'Lord, we use freelancers all the time, and boy we got some good ones,' but we don't," he said.

Across Kentucky, there are as many different policies, procedures and attitudes about freelance writers as there are newspapers. Pay for freelancers' sporadic work varies, ranging anywhere from \$5 to more than \$100 per story depending on the size of the paper and the complexity of the article they write.

At most newspapers, freelancing is not a lucrative career opportunity.

"Generally, when people call, I tell them ... if they're looking for money, they're going to have to

See **STRINGERS**, page 12

Lottery advertising rules relaxed by USPS

The Postal Service has relaxed its rules governing "prohibited mail matter" and the rules now allow newspapers to publish lottery advertisements in their mailed newspapers as long as the lotteries are legal under state laws. The National Newspaper Association (NNA) and its community newspaper members have been urging the Postal Service for decades to loosen the regulations on one of the most labyrinthine rules in the U.S. Postal Service's Domestic Mail Manual.

"NNA has long been working towards a better solution for the rules governing mailed distribution of lottery ads in newspapers. NNA

is pleased that the Postal Service's legal department reviewed its rules in light of recent Supreme Court precedent. The Postal Service's amended rule opens more advertising opportunities for newspapers in line with what other media can do," said Max Heath, NNA's Postal Committee Chairman and executive editor, LCNI.

The Postal Service was urged by NNA to reconsider its lottery rules in light of the 1999 Supreme Court decision, Greater New Orleans Broadcasting Association (GNOBA) v. U.S. The Court held a federal statute prohibiting the

See **LOTTERY**, page 9

The 'new' Appalachian News-Express



News-Express photo by Melissa Cornett

Gov. Paul Patton christened the newly renovated Appalachian News-Express building with a bottle of champagne during the newspaper's open house ceremony Dec. 2. (See story on page 6.)

First-ever annual session begins

The first annual session of the Kentucky General Assembly has already started, and the KPA News Bureau is again providing coverage for member newspapers interested in the service.

Last year, House Speaker Jody Richards, D-Bowling Green sponsored House Bill 936. The bill put a constitutional amendment on this year's ballot that would revamp the General Assembly's schedule from

biannual to annual sessions.

In November, voters approved the amendment.

During odd years, legislators will meet for a shorter, 30-day session. In even years, they will hold their traditional 60-day session.

The first of the new shortened version started Jan. 2.

By the end of December, there were already prefiled bills touching

See **SESSION**, page 6

What's Ahead

Jan. 18-19: 2001 Winter Convention, Galt House East, Louisville

Inside

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Kentucky people, papers in the news

Maddox named to top spot at Madisonville

Tony Maddox has been named publisher of The Messenger in Madisonville.

Maddox will succeed Bob Morris, who has been named publisher of The Daily Star in Hammond, La., after five years with The Messenger.

The Messenger and Star are two of 29 daily papers owned by Paxton Media Group of Paducah.

Maddox said he will follow the lead of Morris.

"I quickly saw how Bob has been a positive influence in the community, and the leadership he has given The Messenger," Maddox said.

"It will take some time to familiarize myself with the company and the community. I want to be a good

listener."

Maddox, 49, was born in Muhlenberg County and grew up in Owensboro. Since October 1997, he has been general manager of The Henderson Gleaner.

Maddox was employed by the Owensboro Messenger-Inquirer from 1974 to 1985 and from 1991 to 1997 as circulation manager.

The Messenger-Inquirer was recently purchased by Paxton Media.

Harrodsburg paper wins Business Equity awards

The Harrodsburg Herald was presented with the Business Equity Award from the Kentucky Business and Professional Women's Club Nov. 11.

The award is given to a compa-

ny that has made significant contributions to the advancement of women in the workplace.

A committee from the Lexington area selected the Herald from eight nominees. Tommie Middleton, vice president of the Fort Harrod BPW and chairman of the state National and Professional Woman's Week activities, said the committee was pleased with the encouragement and advancement of women within the company.

The paper also won the Fort Harrod Business Equity Award.

News Journal has two new editorial staffers

The Somerset-Pulaski News Journal has added two new members to its staff - Doug Eads as a sports writer and Dennis Bolton as a photographer.

Eads, a native of Somerset, is a graduate of Eastern Kentucky University with a degree in broadcasting. After graduation, Eads worked for First Radio, Inc. and South Kentucky RECC.

In 1995, he started working at the Pulaski Week as a sports writer. Since then he has also worked at The Commonwealth Journal, where he was sports editor earlier this year.

Bolton is a newcomer to the newspaper business. Since 1995, he has worked as a professional driver for the motion picture industry, including "The Chamber," "Ghosts of Mississippi" and "My Dog Skip." He moved to Somerset from Alabama.

Mitchell joins staff at Henry Co. Local

Angela Mitchell has been hired by The Henry County Local as an office/editorial assistant. She is a

native of Henry County. Her duties include writing some articles, taking photos of events, typing, answering phones and covering sports events at the schools.

Boggs named sports editor at Harlan Daily

Jerry Boggs has been named sports editor at The Harlan Daily Enterprise. Boggs is a Bledsoe native who joined the staff late this summer after a two-year stint at The Middlesboro Daily News. He attended Lincoln Memorial University and majored in English. Boggs began his career with the Enterprise in 1997 as a staff reporter while he was in college.

Spencer hired in new position at Carrollton

Rachel Spencer has been hired as the new editorial assistant at The News Democrat. She is a junior at Carroll County High School and plans to major in either print or broadcast journalism at Western Kentucky University. Spencer is also a member of Carroll County High School's volley ball and dance teams.

Lawhead named city editor at Herald-Leader

After nearly two years as editor of The News Enterprise, Deedra Lawhead left the paper in November to become city editor at The Lexington Herald-Leader.

At the Herald-Leader, Lawhead will lead the city desk, and will coordinate the efforts of two assistant city editors and about 15 reporters in covering

See PEOPLE, page 10

— The Kentucky Press —

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Deaths

Samuel Adkins

The Rev. Samuel C. Adkins, a former newspaperman and television moderator, died Nov. 23 at Wesley Manor nursing home after a short illness. He was 90.

For more than 30 years, Adkins was assistant Sunday editor for the Courier-Journal and Louisville Times Co., where he also worked as a war correspondent. He was one of the first journalists to accompany troops during the invasion of Normandy.

His writing skills also landed him a spot in a journalistic pool that covered the first atomic bomb test in the Pacific before the end of World War II.

Adkins, who taught journalism at the University of Louisville's University college, had a news analysis on WHAS radio and was the moderator for a WHAS-TV program that discussed trends in religious thought.

After his retirement from the newspaper in the 1970s, Adkins entered the full-time ministry and pastored churches in Louisville, Owensboro, Hodgenville and Harned, Ky.

He is survived by his wife, Martha Martin Adkins; sons Michael M. and Gerald S. Adkins; and daughter, Martha Lynn Adkins; four grandchildren and six great grandchildren.

Newsprint prices set to increase

North America's largest newsprint manufacturer plans to raise its prices by 8 percent on March 1, the fourth increase since last fall.

Newsprint maker Abitibi-Consolidated Inc. said Dec. 4 it began informing publishers of the increase the previous week.

If the increase occurs, newsprint costs would rise from about \$610 to about \$660 per metric ton.

"It's the continuing strength of the world newsprint market," said Denis Leclerc, director of Montreal-based Abitibi. "We feel it's in the long-term interest of all stakeholders to take this step in returning prices to a level consistent with the reasonable return for both parties."

The increase had been widely expected, given limitations in newsprint production and supply and relatively high demand, said economist Andrew Battista of Resource Information Systems Inc., a consulting firm focused on the forest products industry.

"It's no secret right now that the market is very tight and is expected to be very tight through-out 2001," he said.

Newsprint supplies have stayed in check because producers are switching some mills over to manufacturing other types of paper that net larger profits, and retiring some older mills, Battista said.

Increased spending by advertisers for pages in the nation's newspapers has also fueled the demand for newsprint, allowing newsprint producers to gradually raise their prices from about \$480 a metric ton last September to \$610.

However, forecasts of slower advertising growth could curtail newspapers' demand for newsprint in the near future.

Did circulation grow in '00? It all depends...

On Second Thought

By David T. Thompson
KPA Executive Director



When is a loss a gain? Is the cup half-full or half-empty?

Depending on how you look at things, you could say Kentucky newspapers showed a very slight circulation decline in the past year. Or you could say Kentucky newspapers showed a very slight increase.

Both could be correct statements.

According to USPS Statements of Ownership filed by state newspapers, the total circulation in October, 1999, was 1,199,595. A year later, the October statements show a total circulation of 1,197,131.

But that's with one less newspaper that had a circulation of 3,950.

The Garrard County News merged with the Central Record during 2000 and with it went its 3,950 circulation. Put that number into the 2000 figure and we actually have a circulation increase this year. I'm an optimist and would argue that Kentucky newspapers had an increase...

If a frog had wings, it wouldn't go hopping around all day wearing out its rear end.

As of October, Kentucky had 127 weekly newspapers and 24 daily newspapers. There's been no change in the number of Kentucky dailies in several years, and even the number of Kentucky weekly newspapers has remained constant.

The breakdown shows weekly newspapers, though decreasing in number by one, had a net gain of 2,154 circulation in 2000 with the 24 Kentucky dailies down 4,618. The 127 weekly newspapers had a total of 517,262 subscribers on the October statements while daily newspapers had 679,869.

Sunday circulation figures were down 651 in 2000 over the previous year. Fifteen Kentucky daily newspapers have Sunday editions. In

2000, the total Sunday circulation was 726,517 (727,208 in 1999).

On average, Kentucky weekly newspapers (we define weeklies as ones published one to three times a week) had a circulation of 4072 subscribers.

What does remain fairly constant, however, is readership. And that's what we need to look at and what newspapers need to push.

Circulation figures are one thing, but readership shows the true story.

We could learn from the electronic media and their 'listenership' figures. They don't tell you how many radios are turned to their station, they tell you how many people are listening. The same is true for newspapers — it's not just how much circulation your newspaper has, it's how many people read it.

Readership studies conducted by the Kentucky Press Association from the late '80s until the late '90s showed that on average 2.33 people read each copy of a newspaper. That figure remained constant through all the studies. National readership studies have shown higher numbers of readers and newspapers could use 2.7 to 2.8 readership per copy totals.

But with our studies, it's at least safe to say 2.33 persons read each copy of Kentucky newspapers.

Using that safeguard, the 1.197 million paid circulation totals out to about 2,789,315 readers.

I thought maybe I was the only person questioning the industry's move to 50-inch web widths.

I know, it's a cost-saving measure. That's the ONLY reason I've heard.

Save newsprint, save dollars. I'm just afraid in the long run it might end up costing a lot of dollars, as in advertising dollars. Makes sense to me.

Not long were the days when newspapers and advertising agencies worked together and came up with a great idea — something called the Standard Advertising Unit (SAU). It was designed to

standardize newspaper column widths.

Back then (the late '70s, early '80s), column widths varied. Advertisers might have to design three or four sizes of any one ad just because newspapers couldn't get together on how wide to make columns. Much less, how many columns to have.

So SAU's came along. It wasn't easy at first to get newspapers to change to SAU's but we at least convinced them over time to make the change. Of the 150 or so Kentucky newspapers, all but three did so.

It was an easy process to explain to advertisers. Even to the point that we memorized "one column is 2 1/16 inches; two columns are 4 1/4 inches; three columns are 6 1/2 inches; well, you get the picture."

In the broadcast media, 30 seconds is 30 seconds. It's not 27 seconds at one station, 29.5 seconds at another. 15 is 15, 30 is 30, 60 is 60.

Now comes the 50-inch web widths. And it's back to being different.

There are at least three column widths being pushed for newspapers going to 50-inch widths. Slight variations, granted, but still it's not advertiser friendly.

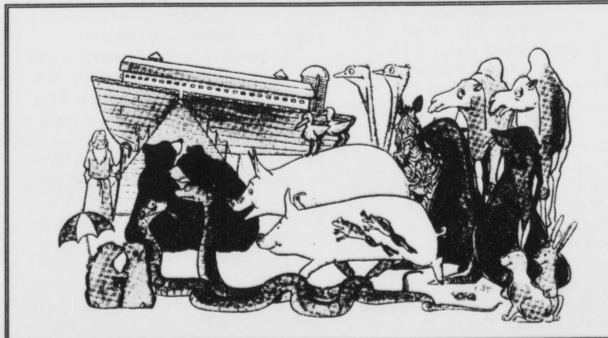
So we're back to the '70s and before. Agencies could have to create at least five different ad sizes to truly fit the column widths. There are those who didn't change with the SAU agreement. There are those that are still SAU and have no plans, at least immediate, to change. And there are those adopting one of the variations suggested for 50-inch web widths.

I thought I was the only person questioning this. The subject came up in several telephone conversations last week. I didn't bring it up, I just listened. And agreed.

"We're shooting ourselves in the foot. Again."

PREDICTION: Headline in December, 2017, Advertising Age:

AAAA, Print Media Agree on Standard Column Widths



Get on the ARK!

Ads Reaching Kentuckians

KPS' 2x2 display network!
Let us show you how to get additional revenue for your paper!

Call KPS Marketing Director Reba Lewis for details!
800-264-5721 or (502) 223-4150

Journalism education offers multiple benefits

By **JESSICA WHITE**
Editor, *The Tribal Tribune*
(Editor's Note: At the 2000 Kentucky High School Journalism Association (KHSJA) State Convention in Louisville, Montgomery County High School won the Grand Champion Award. The honor is bestowed on the school with the best all-around journalism program in the state. Editors with the the state Department of Education's publication, *Kentucky Teacher*, invited Jessica White, editor of the school's student newspaper, to submit this article at the end of her senior year. She is now a freshman majoring in journalism at Western Kentucky University.)

In the past 15 years, in various competitions, Montgomery County High School's Tribal Tribune has won 13 awards for best newspaper. We have built a tradition of taking newspaper production seriously. This year, for the first time, we added a broadcast division to the department, and we have tried to make it as good as our newspaper.

Our school's student journalists have gained more than trophies and accolades. We have developed as researchers, writers and reporters, and have learned that democracy is based on the rights and responsibilities inherent in the First Amendment.

Publishing a high-quality newscast or newspaper involves hours of work. We must prepare background information and set up interviews with students, administration, faculty and people throughout the community.

One of the most important things we have learned is to gather more notes, information and photo or video shots than we think

we are going to need. Research is the heart of writing, and most important portion of any written work taken places place before the writer writes the first word. We sometimes write as many as six drafts before an article, radio broadcast or video feature is finally ready to distribute to the school and community.

At many high schools, journalism is an extracurricular activity that is not part of the core curriculum. At Montgomery County High, adviser Kenn Johnson, maintains that journalism is one of the most important classes a high school can offer.

"Journalism is a valuable component of the state's core content and provides and excellent opportunity to improve students' communication skills," said Johnson, who has at the school since 1986 and worked nearly 20 years for newspapers.

"Any kind of journalism, whether print or broadcast, help you dead with people," said senior broadcast anchor Michael Clark. "Journalism also helped me with portfolio entries [in classes other than journalism]. My English teacher told me my writing improved significantly in just a few months."

Many of the seniors took as many as eight journalism courses in three years as part of our school's block schedule. Senior page editor Diana Ballestero said the classes helped her more than any other class. She said journalism should be a required class.

"Journalism is a great factor in developing writing skills, and broadcast experience is a great way to help students who are shy about talking in front of large

High school newspapers boost other student skills

Critical thinking, test scores higher among student journalists

By **KEVIN HARTER**
St. Paul (MN) Pioneer Press

Forget football, marching band, chess club and debate. Beyond going to class and studying hard, the most important high school activity — some experts believe — is working on the student newspaper.

Local and national scholastic press experts said working on a student newspaper is beneficial

not only for students, but also for the school and community.

"I think the opportunity to participate does so much for students and is the reason, I believe, if all other programs were cut, it would be the one to keep," said Linda Putney, director of the Journalism Education Association.

"In publishing a newspaper, students put social skills, time management, writing, design, and technology to use in a product that serves the community."

Students also practice criti-

See **NEWSPAPERS**, page 11

groups," Ballestero said. "It helped me become a better writer and become more aware of mistakes while writing in all my classes. I have learned to edit my work more than I ever did in the past."

Through her journalism skills, Ballestero recently had a change to help herself as well as the school in testing and portfolios.

"During our [core content] testing, we had to write either a letter to the editor or an editorial. I chose to write an editorial. because of my journalism experience, I was able to write a top-notch editorial. I also used two newspaper stories in my portfolio, which was a great help toward [achieving a proficient rating]."

Many students also focus on journalism outside of the class-

room as a way to improve their awareness of the media.

"Every time I watch the news and read newspapers, I find myself critiquing," said senior page editor Katherine Kennedy. "I find good things about them and catch the bad things and then use this to improve my own work at school."

The journalism class has not only allowed us to develop as students in high school, but also opened many doors to the future.

"Since I am considering journalism as a career, this program is very beneficial to me," said junior Sarah Mitchell. "Even if I don't choose journalism as a career, this class has helped me to improve my skills and prepared me for college and the workplace."

Prepare now for the 2001 Periodical postage rates

By **MAX HEATH**

Newspapers need to take steps now to prepare for implementation of the 2001 Periodical postage rates, which could take effect as early as Jan. 7. Publishers need to be in compliance with rule changes to ensure their ability to save money. Here's how:

Walk sequence ALL copies sorted to carrier routes (six of more on a city, rural or highway contract route, or post office box section). A new requirement for that rate in 2001 is that some form of sequencing be used, and updated every 90 days. Unsequenced copies (or more than a 5 percent error rate) could be charged at the 5-digit rate of 8.3 cents per copy instead of the new 4.7-cent piece rate for basic carrier route mail.

The sequencing date is to be

written on lines 73-74 of Postal Statement 3541-R for in-county mail, and on lines 22-23 for out-of-county mail.

Submit your list on cards to delivery post offices under Domestic Mail Manual A920.2.9, which provides for free walk-sequencing. Some offices prefer to work from a list. Many papers sequence larger routes for high-density rate, but not all routes, or at some small offices.

The National Newspaper Association has obtained a form from USPS Business Mail Preparation allowing post offices to approve sequencing if still correct, and no changes in route sequencing since last sequenced. That form, and the letter authorizing its use, should be submitted every 90 days to each office.

The National Customer Support Center in Memphis has proposed to provide free electronic sequencing of an ASCII file on diskette, but that service is unlikely to be operational until later in 2001. Watch Pub Aux for details of this program when final.

Another option for papers using electronic CASS-certified list processing of their carrier-route mail is to rely on Line-of-Travel (LOT) sequencing, which is also acceptable for the carrier route rate. Most CASS programs, such as the popular Mailers+4, install LOT in the carrier-route field.

I recommend walk sequencing, which is in precise delivery order. Why? Because NNA obtained a rule change effective in January 1999 that allows the much cheaper high-density piece rate (3.2 cents in

2001) for in-county with just 25 percent of the active possible deliveries on a route. Ask your postmaster for the Delivery Statistics Report showing "active possibles" then compute your subscribers as a percent of those on each route.

In many cases, this will lower your piece rate from 4.3 cents now (4.7 next year) to 3.2 cents. That 1.5 cents is big money when multiplied over the course of a year. (You still need 125 pieces on out-of-county routes for high-density rate, but again, walk sequencing is required for the rate.) This alone could mitigate the increases in 2001.

The sequencing requirement kept the carrier route rate lower than it would otherwise would have been, and will hold down future

See **PERIODICAL**, page 11

Technology Today



Internet art services effective (and fast) for papers

By Kevin Slimp
 UT/TPA Institute
 of Newspaper
 Technology



Greg Sherrill ran into my office yesterday afternoon in a panic. He realized there was a blank space in the newspaper where a full-page, full-color ad was supposed to be. With a crazed look in his eyes he asked, "Kevin, can you design an ad for me fast?"

Enter AdBuilder.com

It seemed like the perfect time to test a new website I've been hearing about called AdBuilder.com.

AdBuilder is Multi-ad Service's answer to newspaper clipart on the Internet.

Similar in theory to Metro's MetroCreativeGraphics.com, AdBuilder.com allows the user to search ten years worth of artwork, photos and ads from Multi-ad's AdBuilder and Scan CD artwork subscription services. In addition, artwork is included from MacDonald's Classified Services, Nova Clipart and Adlife Food Images.

AdBuilder works like this. I enter www.adbuilder.com and am greeted with a personal greeting (today's was "Happy Holidays Kevin!"). I then select a category from the following: Adlife Food Images, Classified Art & Ads, Crosswords, Digital Used Cars, Just Kidding, MacDonald Classified Services, Nova, Retail Art & Ads, and Web Graphics. I selected "Retail Art & Ads" and entered "Happy New Years" in the search window. I was immediately taken to a screen filled with 99

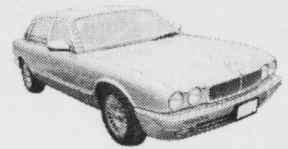
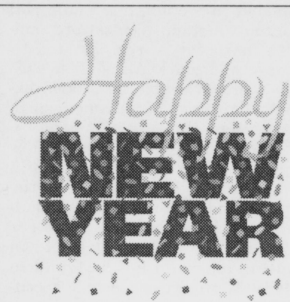
pieces of "Happy New Year" artwork. I found a beautiful full-color piece of artwork which worked beautifully for the ad Greg needed. Five minutes later the ad was finished and sitting on Greg's desktop as an EPS file. I was sold on AdBuilder.

Today I decided to go back to AdBuilder.com and see what else I could find. I entered the Digital Used Cars area and searched for photos of Jaguars. There were 63 different photos of Jaguars available. I chose a black & white photo of a Jaguar and clicked on the appropriate link (downloading a file was as simple as clicking on a link under the photo).

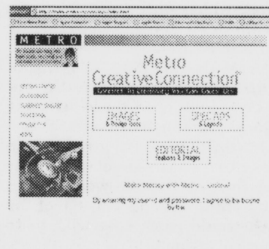
Next I went to the Crossword Puzzle area. I entered "January" in the search area and puzzles (and solutions) for each day in January appeared on the screen. I downloaded an eps version of one of the puzzles and it printed perfectly from Quark, PageMaker and InDesign. I also decided to look for clipart of Santa. I entered "Santa" in the search window and hundreds of pieces of color and black & white artwork appeared on the screen. I selected one (in EPS format) and downloaded it to my desktop.

For a final test I went to the Food section. I entered "croissant" in the search window and several photos of croissants appeared. I selected a photo (in EPS format) and clicked on the download link.

Ads are also available in Creator format which can be downloaded and edited for use in a newspaper. A nice feature of AdBuilder is the ability to download filters which allow the user to open these same Creator files in Quark, InDesign and PageMaker. I was testing a beta version so there



Left and above: Two examples of artwork found through the website: AdBuilder.com. Below is an example from another site, MetroCreativeGraphics.com or (MCG).



still a few bugs to work out, but most of the time these filters worked surprisingly well.

New users can try out the AdBuilder site by clicking on the "Guest" link upon entering. This offers a very limited amount of artwork which can be searched and downloaded.

MetroCreativeConnection Also Offers a Nice Alternative

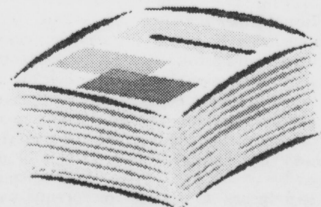
After my success with AdBuilder I decided to take a look at MetroCreativeGraphics.com (MCG). Boy, am I glad I did.

Although similar to AdBuilder, MCG has some features which set it apart in some areas. Upon entering the site, I noticed that the home page offered entry through three areas: editorial, images, and spec ads. Lisa, the representative from Metro who walked me through the site, explained that this allowed folks in editorial departments to jump right into an area specifically designed for them. By the same token, users looking for clipart or photos could go right to the images area. If it's a spec ad

See ART, page 6

Looking for an employee?

Check out www.kypress.com
 for the latest resumes or to post
 available jobs at your newspaper



*(click on Members' Area, then Job and Resume Bank.
 You can post your Help Wanted under the Job Bank,
 or see current resumes under Job Bank.)*

Art

Continued from page 5

you're looking for, head to the spec ads section.

I liked the search features in MCG. Users can specify a range of elements to include in a search by adding a "+" key or "-" key. For instance, when I wanted to look for bonus travel sections about Canada I entered "+bonus +travel +canada." When I wanted to look for bonus travel sections, without including Canada, I entered "+bonus +travel -canada." This made it easy to search for specific types of artwork and spec ads.

A nice feature of Metro's spec ad section is the ability to group elements in a particular ad and download them at one time. I selected a prom spec ad. The ad contained three elements, background artwork and two individual pieces of clipart. By clicking on the "v" button next to the spec ad I wanted to download, MCG collected all three elements and downloaded them at one time. If I had preferred, I could have downloaded the Quark ad without the individual elements.

Unlike AdBuilder, I didn't find a function which allowed guests to roam the site. Metro did, however, include a set of web graphics which can be viewed and downloaded by visitors. Metro also includes legal and other articles which can be accessed from the homepage by

daily (or weekly) by users to receive text files for editorial areas.

I found both websites to be well worth a visit. Both functioned very well and save significant time over searching through clipart and photo catalogs.

Each had its own strengths. MetroCreativeGraphics.com seemed to include more editorial content, including crossword puzzles, horoscopes, recipes, a kid's corner and more. All of their spec ads were available in Quark format, which would be beneficial to some users.

For InDesign users, Quark files open in InDesign (which would allow editing of the files). On the other hand, AdBuilder.com included artwork not found on MCG. For instance, the Jaguar I found in AdBuilder could not be found in MCG (Metro doesn't include specific auto brands).

In addition, MacDonald's Classified Services is available through AdBuilder. Spec ads in AdBuilder are supplied in Creator format, which works well for those newspapers using Creator or Creator 6 to design ads. Otherwise, when Multi-ad gets the kinks worked out of their filters, users will be able to open these spec ads in Quark, InDesign or PageMaker.

I would be hard pressed to choose one of these services over the other. My advice would be to visit both sites and get a feel for which would work best with your layout operation.

Session

Continued from page 1

On some of last years hot issues, including one that would allow a course elective to be taught on different religions in public school and that would use scriptural texts, a statewide referendum on deposits for beverage containers and a bill that would allow the parent of a newborn child to anonymously leave that child with certain designated people without criminal liability.

Some other bills that were filed even before this session started and will have an impact on readers all across the state include: changing the mandatory school age from 6-16 to 6-18 and increasing the speed limit to 70 miles per hour on interstates and parkways.

And Gov. Paul Patton told legislators before the session started he wanted to see workers compensation for coal miners and statewide mandatory garbage collection addressed by the General Assembly.

The legislators adjourned on Jan. 5 for about a month so committees can meet and more bills can be drafted. The News Bureau will cover the month-long intercession and file stories as they happen.

On Feb. 6, the first Tuesday in February as dictated by the state's

newly revamped constitution, the session will reconvene again. Legislators will work until March 10, which begins a 10 day period when Patton can veto any bills.

On March 21, the legislature will again reconvene for its final two days when it can override the governor's vetoes.

During the second part of the session, legislative roundups will be filed weekly by Friday at 4 p.m. and other stories, packages and/or photos will be filed in addition as key legislative initiatives move through the chambers.

Legislative stories can be sent by e-mail or fax. If you would like our stories and/or photos, please e-mail the preferred way of receiving them to: jfeldman@kypress.com or fax the information to: (502)226-3867. Photos can be e-mailed or sent via regular mail.

Keep in mind, the News Bureau can also fill such requests as: complete stories, a quote from your legislator to add to a local story or a photograph of your legislator in action.

As always, our coverage is on a first-come, first-served basis. To request any of our services, contact Jacinta Feldman at 1-800-264-5721, or e-mail: jfeldman@kypress.com.

The service is free of charge to you as a KPA member. The only cost involved would be if overnight shipping or one-hour photo charges are incurred.



News-Express photo by Russ Cassidy

Appalachian News-Express Head Pressman Dean Potter, Gov. Paul Patton, Publisher Marty Backus and first lady Judi Patton looked over the results of the newspaper's new state-of-the-art press at the paper's open house Dec. 2.

Multi-million dollar project completed

Gov. Paul Patton was on hand when the Appalachian News-Express in Pikeville marked completion of its multi-million dollar construction project with an open house on Dec. 2.

News-Express Publisher and co-owner Marty Backus estimated 250 people visited the newspaper during the four-hour event, in which Patton and his wife Judi toured the facility.

"This has always been a dream of mine, to be able to increase the size of the newspaper," said Backus, "and it's something that shows the rest of the state of Kentucky that to be in Eastern Kentucky you don't have to be behind the times.

"I think that the project the Appalachian News-Express just came through — despite the size of the market — shows that with a lot of luck and good people working with you, you can have as modern a newspaper plant as you have in

Lexington or Louisville."

"I believe very strongly in the area that the Appalachian News-Express is located in," said Backus.

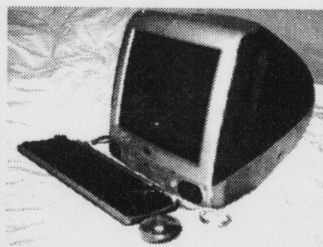
The expansion project increased office space and allowed for two employees who were stationed in the South Williamson Bureau to be relocated to the main office.

The new office structure, which is 26,000 square feet, now encompasses an entire city block in downtown Pikeville. The modern facility is an open design — no walls between departments — and all departments are on one floor.

The new DGM press features four ground units, two four-highs and two automatic splicing machines. It can print 30,000 copies an hour, two sections at once and doubled the amount of processed color that can be done in one issue. The paper's old press was sent to a sister newspaper in Arkansas.

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KPA 2001 Winter Convention

Thursday, January 18

8 a.m.	Trade Show setup	9:30 a.m.	KPA Advertising Division Seminar Creating Ads That Sell! Speaker — Robert Wilson Your clients are coming to you with dollars for retail advertising space, but with nothing budgeted for ad creation and design. They are looking to your staff for expertise and direction in how to promote their products and services in your pages. But, how prepared is your staff to help your client develop an ad that will really increase their business? With this program your account executives and design staff will learn how to create ads that will generate a better response for your clients. It will make your account executives more customer service oriented. It will help them develop better relationships with your clients. And, ultimately, help you SELL MORE AD SPACE! Your advertising staff will have fun learning as award-winning ad writer, Robert Wilson, teaches them the secrets to creating ads that work! Including: • The Nuts And Bolts Of Advertising Copy • A Foolproof Four-Step Approach To Ad Creation • The "Three" Most Important Words In Any Headline • The "One" Thing You Must Never Do In Advertising • What Causes Most Ads To Fail, And How To Avoid It (Session continues throughout the day. It's not required that an individual attend all five and one-half hours.)
10 a.m.	KPA New Media Seminar Creating Exciting Ads with Adobe Illustrator Russell Viers, Certified Adobe Expert (Session ends at 12 Noon) Lunch on your own		
10 a.m.	KPA/KPS Board of Directors Meeting		
11 a.m.	Convention Registration/Trade Show Opens (until 7 p.m.)		
11 a.m.	The Coffee House (at rear of Trade Show Hall) Sip a cup of coffee or a soft drink; play a game of Rook, Hearts or Gin Rummy, in a casual atmosphere, and enjoy the camaraderie of friends, both old and new.		
12 Noon	Adobe Illustrator Workshop Ends/Lunch on Your Own		
12 Noon	KPA/KPS Board of Directors Luncheon		
1:30 p.m.	Creating and Editing Portable Document Formats...Better Known as PDFs...for Newspapers Russell Viers, Certified Adobe Expert Russell has been training newspapers throughout the U.S. and Canada for several years, with an emphasis on newspaper and print production. As an Adobe Certified Expert, in PhotoShop, InDesign and PageMaker, he has to stay current on news technology. He started out in the newspaper business as a reporter/photographer at 16 years old and has been in the printing and newspaper business ever since. Since he saw his first Macintosh, his focus has been on using digital technology to its fullest for optimum workflow. (Session ends at 4:30 p.m.)	9:30 a.m.	KPA News Editorial Session Muckraking 101 (Investigative reporting) Journalists from the Herald-Leader, the Courier-Journal and the Kentucky Standard discuss the techniques they've used to report and write the sorts of investigative stories and series that have helped change public life in Kentucky. The discussion will be geared toward providing practical tips. Panelists include Herald-Leader projects editor John Voskuhl, Courier-Journal Frankfort bureau chief Tom Loftus and Kentucky Standard publisher David Greer. (Session ends at 10:30 a.m.)
1:30 p.m.	Key Strategies for Selling Ads on Your Paper's Web Page David Brown, former advertising director of the Arkansas Press Service, takes newspaper advertising staffs through the strategies of selling ads for a website. What works and what doesn't and how to position your web site with your newspaper to attract advertisers. (Session ends at 2:30 p.m.)	10 a.m.	KPA New Media Session Chicken Soup for PhotoShop Users Russell Viers, Certified Adobe Expert (Session ends at 11:30 a.m.)
1:30 p.m.	KPA Circulation Division Seminar Sustainable Numbers Through Sustained Efforts: Gaining Numbers That Won't Fade Building real readers now and for the future means tapping new demographics. In the current market, that means attracting young readers, not with flash-and-dash promotions whose numbers fade the next quarter, but with a genuine effort to serve a desirable market segment with money to spend, a segment that is building lifelong media habits right now. If you fail to get them on board today, and you'll never find them tomorrow. Mike Peterson, Educational Services Director for the Post-Star of Glens Falls NY, has a background in marketing and advertising as well as in newspaper and magazine writing. He has also worked in television and radio. He is a well known figure in Newspapers-in-Education, with a reputation for tough, practical, down-to-earth advice. His presentation will explain how you can achieve solid circulation numbers now and for the future through a sustained program using NIE and allied efforts to establish your newspaper as a community asset and a bridge between the business and education sectors.	10:30 a.m.	KPA Circulation Division Session/Max Heath "Maximizing Your Savings Under 2001 Rules" Our own Max Heath, long-time National Newspaper Association Postal Chairman, takes you through the new USPS rate increase and postal reform issues. (Session ends at 11:30 a.m.)
2:45 p.m.	Newspapers and the Internet: What's Ahead? David Brown, former advertising director of the Arkansas Press Service who is now Regional Affiliates Manager for the International Newspaper Network/townnews.com, takes a look at where newspapers are in relation to the Internet and what the future holds for newspapers who are website ready, and especially what's ahead for those who haven't given the Internet a second thought. (Session ends at 3:45 p.m.)	10:30 a.m.	KPA News Editorial Session "Getting Back to the Basics" James Kenney, WKU, and David Stephenson, Lexington Herald-Leader lead this session that will focus on the fundamentals of good photography.
6 p.m.	KPA Opening Reception/Vendor Showcase	10:30 a.m.	KPA News Editorial Session Sports Writing - Pat Forde, The Courier-Journal/Chip Cosby, Lexington Herald-Leader
7:15 p.m.	Opening Reception Ends/Dinner on Your Own	11:45 a.m.	KPA Luncheon/Changing of the Guard 2000 KPA President Teresa Revlett passes the gavel to 2001 KPA President Marty Backus Featured Speaker — Joel Pett, of the Lexington Herald-Leader, and Pulitzer Prize-winning editorial cartoonist
		1:45 p.m.	KPA Advertising Division Seminar (Continued from morning session) Creating Ads That Sell! (see 9:30 a.m. session description for details)
		1:45 p.m.	KPA Circulation Division Session Dueling Readership: How Can Newspapers Compete with Other Media (Session ends at 3:15 p.m.)
		1:45 p.m.	KPA New Media Division Session Quark vs. InDesign — Which is Better for Your Newspaper? Russell Viers is a Certified Adobe Expert and says the future of Quark is limited and the new layout software, InDesign, is where you need to be headed. InDesign is Adobe's new incredibly powerful and feature-packed software, and if you are using anything else, you may be working too hard. This class is appropriate for editorial staff, production staff and advertising sales representatives. Russell shows the features and high lights of both QuarkXPress and InDesign, and compares the two to guide you through the decision-making process — do I change to InDesign? (Session ends at 5 p.m.)
Friday, January 19			
8 a.m.	Convention Registration and Trade Show Opens		
8:30 a.m.	KPA Annual Business Meeting/Election of Officers for 2001 (Session ends by 9:15 a.m.)		
9 a.m.	The Coffee House (at rear of Trade Show Hall)		

LEGAL NEWS & VIEWS

Public hurt by 'confidential' court settlements

By **KIM GREENE**
KPA General Counsel
Dinsmore & Shohl



A recent article in the newsletter of the Libel Defense Resource Center (LDRC), reprinted from Business Week, highlighted a problem that is all too common in Kentucky. Time and again we receive Hotline calls concerning case settlements, or other court documents, which have been labeled "confidential" and sealed by the court. I'd wager each and every one of you has encountered this road block.

Other than offending our instinct to want to see what we've been told we can't, are there ramifications to this apparently growing trend to seal court records? Mike France, the author of the Business Week article, argues emphatically that there are. And we agree.

France uses the example of the Bridgestone/Firestone tires which have been the subject of so much media attention within the last few months. Those tires, when placed on certain Ford vehicles, appear to have been responsible for a number of blow-out related injuries. In the last several months, there has been much finger pointing, rationalizing and justifying going

on. But France argues that it's not just Bridgestone/Firestone, Ford, and the National Highway Traffic Safety Administration (NHTSA) who share blame for the tire debacle. He says that the American legal system also shares some responsibility for this public safety disaster. The reason? Long before NHTSA announced last summer that it was investigating the tires, there were more than 60 personal injury lawsuits arising from blow-out related injuries, according to an association of plaintiffs' lawyers who share information and documents among themselves. The earliest of these cases was initiated in 1991.

Why didn't these 60 cases make a bigger splash in the news? Why didn't these 60 cases alert the regulators and the public to the dangers of those tires well before the summer of 2000?

In many of those cases Bridgestone/Firestone and Ford won protective orders that kept much of the information generated by the cases from becoming public. In addition, plaintiffs and their lawyers signed confidentiality agreements which prohibited them from discussing details of the lawsuits, including terms of settlement.

Why is this practice so common? Many corporate defendants in product liability cases seek and obtain protective orders and confidentiality agreements. That keeps information about the

allegedly defective product and the terms of any settlement of the claim from the public.

Perhaps the corporate defense attorneys see it as their job to protect their clients' interests in any way they can. And perhaps plaintiffs' lawyers agree to confidentiality in settlements in order to hasten and maximize the monetary victory for their clients, thus doing their best to protect their clients' concerns. But what about the judges?

Court rules in every jurisdiction allow judges some discretion to seal records or grant protective orders. That discretion is not unfettered, however. There are standards which must be met to establish that withholding the information at issue from the public is a reasonable and well founded action. And, of course, there are the First Amendment interests which must be considered anytime an effort is made to close court records.

As the highest courts in Kentucky have recognized, the court's business is the people's business. Surely one of the functions of the judicial system is to help right wrongs, and that function is broader than any single case. Among those 60 cases involving Bridgestone/Firestone tires, was there no judge who recognized that a serious pub-

See SETTLEMENT, page 9

Kentucky Standard fights closure of charges against Bardstown police chief

The Kentucky Standard isn't taking a judge's ruling prohibiting the release of charges against the city's police chief laying down.

The newspaper filed an open records request for the documents regarding the police chief's alleged misconduct. The city was prepared to release the charges, which led to the suspension of then-chief Michael Shain, but Shain's attorney went to Nelson Circuit Court to stop the charges from being made public.

After the charges were filed and the chief was suspended, an agreement was reached which withdrew the charges against Shain and his contract with the city was terminated.

Shain's attorney contends since the charges against his client were withdrawn it's as if they were never filed. He said the court order was necessary to protect the privacy of Shain and others listed in the charges.

Although the nature of the charges against Shain wasn't released by the city, the newspaper did receive a copy of the contract settlement.

Under the agreement, the city will pay Shain four months severance, unpaid vacation time accrued and other benefits for a total of

\$21,594. According to the contract, it can be canceled for two reasons: mutual agreement or cancellation "unilaterally upon payment...of a lump sum equivalent to four months gross salary as severance pay."

However, under the terms of the contract, if the chief had been convicted of a "misdemeanor involving moral turpitude or a felony violation of any criminal statute...the city shall have the right to cancel this agreement without being obligated to pay" the severance package.

The newspaper's attorney, Kenyon Meyer, was successful in a Jan. 3 court appearance, with the judge granting his motion to allow the newspaper to intervene in the writ of prohibition.

"What the writ of prohibition does is, in effect, keep the city from fully honoring the newspaper's Open Records request," said Kentucky Standard Publisher David Greer. "We believe the Open Records Law does apply in this case and the residents of Bardstown have a right to know the circumstances that led to the chief's dismissal."

Both sides have 45 days to file briefs in the case. The next court date is March 7.

AG Opinions

The Courier-Journal/ Department of Corrections

The Attorney General found last month that the Department of Corrections did not violate the Open Records Act when it partially denied Andrew Wolfson's request for various records about inmate Tommy Dozier's application for medical parole, even though Wolfson provided the department with a signed waiver from Dozier.

On July 21, Wolfson, a staff writer at the Courier-Journal, requested Dozier's application for medical parole and the Parole Board's response.

The Department of Corrections denied the request based on KRS 61.878(1)(a), saying the release of those records would be an invasion of Dozier's privacy. Wolfson later submitted another request, accompanied by a release dated July 24

from Dozier, waiving his privacy interest and authorizing the release of "any records reflecting [his] diagnosis, prognosis and treatment, and any records reflecting [his] request for a medical pardon and the Parole Board's denial of that request.

Dozier died on July 30.

Wolfson asked for records showing Dozier's applications for medical parole, including application made on his behalf by physicians employed by or under contract to the Department of Corrections or by anyone else, records reflecting the parole board's response, records about his diagnosis and prognosis, records naming who, if anyone, testified at the hearing, records showing the Parole Board's 144-month deferment of Dozier in January 1995, and records showing the reason cited for that deferment, as well as applica-

See AG, page 9

Got legal questions about
a story or ad?
Call the KPA FOI Hotline
(502) 540-2300

AG

Continued from page 8

tions or letters presented by Dozier at that time requesting parole and any non-exempt records showing the names on inmates for whom Corrections Department doctors requested medical parole from Jan. 1, 1995 to date.

The Department of Corrections agreed to release 3,000 pages of medical records generated by in-house health care providers, but refused access to records created by Tri-County Baptist Hospital, where Dozier was also treated.

Department of Corrections Staff Attorney Tamela Biggs said in a letter to the AG that those records did not actually belong to the department. She said copies of the records were given to the Department of Corrections for consultation and to ensure continuity of care. She said copies of Tri-County Baptist Hospital's records were with the departments records, but were not part of it. For that reason, she said, they did not have a right to redistribute them to a third party.

Assistant Attorney General Amye L. Bensenhaver wrote that while these records would normally be considered open records because they are in the Department of Correction's possession, in this instance it is only a "casual possessor" of them.

Bensenhaver said the records are governed by 902 KAR 20:016 Section 3(11)(c), which states that records of patients are the property of the hospital and shall not be taken from the facility except by court order.

"We continue to ascribe to the view that the concept of casual possession must be sparingly invoked, and that it is only available where

independent legal authority vests absolute custody and control of records, and that entity has made clear its intent to retain custody and control. This concept can not be invoked by a public agency as a means of avoiding its duties under the Open Records Act, and must be utilized in the rarest cases," Bensenhaver wrote.

Tri-City News/ Benham City Council

The Benham City Council both procedurally and substantively violated the Open Records Act when the City Clerk told Tri-City News reporter Faith Clark that she could not have access to a tape of the Council's Nov. 9 meeting, the Attorney General found last month.

Clark said she received no written response to her request for the tape. Instead, City Clerk Constance Owens told her that Mayor Betty Howard denied Clark's request, but would give her a copy of the minutes when they became available.

Assistant Attorney General Amye Bensenhaver wrote that the Council improperly denied Clark's request for access to the tape. Quoting an early decision by the AG, Bensenhaver wrote that a tape of a public meeting "falls squarely within the parameters of [KRS 61.870(2)], and must be treated as a public record if the tape is prepared, owned, used or in the possession of the public agency, and is made at the direction of the agency."

The Open Records Act requires a public agency to respond in writing to a request within three working days. If all or any portion of the request is denied, the agency must cite the specific exception that allows it to withhold the records.

Because the city council failed to do both of these things, it procedurally violated the act, as well.

Lottery

Continued from page 1

broadcast of radio and television advertisements for casino gambling violated the First Amendment. NNA participated in that case along with other major media organizations through a friend of the court brief, urging the Court to deny the federal advertising ban and uphold strong commercial speech protection.

Postal Service rules, which were not addressed in the GNOBA case, prohibited the mailing of lottery ads unless the lottery was a state lottery, gaming conducted by Indian tribes, a lottery run by a not-for-profit organization or governmental entity, or a commercial organization that did not normally conduct a lottery. NNA urged the Postal Service to review its rules to

ensure lottery information could be advertised.

Now a newspaper may include lottery advertisements if the lottery is sanctioned by the state in which the lottery is conducted. A lottery is defined as "any scheme or promotion, whether lawful under the laws of any state, which, on paying consideration, offers a prize dependent in whole or in part on lot or chance." With regards to riverboats, if the gambling activity is legal where the ship is registered, truthful advertising regarding such activity is no longer prohibited.

"The freedom to advertise legal products is a basic First Amendment principle that NNA heartily supports. We applaud the Postal Service's decision to support this basic principle. Newspapers need to pursue opportunities to grow ad revenue in this category, depending on what state laws allow," concluded Heath.

Settlement

Continued from page 8

lic safety might be involved and that secrecy would only delay efforts to correct it? There certainly was no judge who acted upon that recognition.

Closer to home, we see the same sort of inattention to the public's First Amendment right of access to judicial proceedings and records. For example, it was only after the Kentucky Attorney General instructed the City of Shepherdsville that its secret settlement agreement with the Reverend Abraham Lincoln Washington and Lisa Washington was improper that the City divulged the amount of money paid to the Washingtons.

The Washingtons had filed a civil rights lawsuit against the City of Shepherdsville, resulting from incidents that occurred as they traveled through Shepherdsville. The Washingtons had pulled off I-65 in Shepherdsville to make a telephone call at a gas station. While Reverend Washington waited for a call back, Lisa Washington went shopping.

Police received two 911 calls reporting a disturbance at the gas station. One said a woman in a van had tried to run over a man. When the Shepherdsville officers responded, Reverend Washington was sitting alone at a picnic table. Police said Washington refused to cooperate.

In their lawsuit, Reverend Washington claimed he was assaulted, falsely imprisoned, defamed and prosecuted with malice and without probable cause when he was arrested at a gas station in Shepherdsville. He claimed the arrest was based largely on the fact that he is African-American. The City denied all of the allegations.

Some months later, the parties agreed to settle the controversy. But the City extracted the Washingtons' promise not to talk about the settlement. Then the City refused to release the amount of money paid, claiming it had been paid by the City's insurance carrier and not directly by the City.

Is it nobody's business how much money is paid on behalf of the City of Shepherdsville to settle this lawsuit concerning alleged civil rights violations by some police officers? Aside from the fact that Shepherdsville is a public agency, accountable to its citizens, there are two reasons it's important to make this settlement public.

First, the public is entitled to know accusations about how public officers charged with maintaining public safety are doing their jobs. Of course, allegations in a lawsuit

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are just that — one side of the story. But we'll never know what really happened if we never know about the allegations to begin with.

Second, regardless of whether the Shepherdsville police officers acted inappropriately in their arrest of Reverend Washington, the public is entitled to know exactly how the City of Shepherdsville handled the Washingtons' allegations. How well is the City doing its job?

Sweeping information about the settlement of a civil rights suit, including the amount of money paid to the plaintiffs, under the rug undermines the manner in which our democratic society is supposed to work. There may be absolutely no threat to public safety from the Shepherdsville police. We assume and trust that is the case. But there may be some city or some county in Kentucky where police officers make a habit of violating individuals' civil rights based on some characteristic, such as their race, gender or sexual orientation. If the public is deprived of information about lawsuits challenging that governmental action, do we run the risk of allowing a full-scale public safety issue to develop?

The news media have a crucial role to play to prevent this scenario from occurring. News organizations must be extremely vigilant. Ask questions when court files are sealed or court proceedings are closed. Protest when a public agency refuses to provide you information about the settlement of litigation.

Two states, Texas and Florida, have tightened up their court rules about protective orders and secret settlements. Without depriving the courts of their discretion to approve such orders, the new Texas and Florida rules require judges to go on record about why those court pleadings should be kept secret. Is seeking similar changes something members of the KPA would want to advocate?

If you have questions about this subject or any other covered by the Hotline, we're standing by.

People

Continued from page 2

Lexington.

Lawhead, 32, has a bachelor's degree in journalism and political science from Southern Illinois University and a master's degree in public affairs reporting from the University of Illinois, formerly Sangamon State University, in Springfield.

She was a city and metro reporter at the Daily Herald, a large suburban Chicago newspaper, for about six years. She moved to Hardin County and The News-Enterprise in 1996 as a reporter. In 1997, she was named reporting team leader and editor in 1998.

Bryant announces retirement from LCNI

Jim Bryant has announced his decision to retire from Landmark Community Newspapers, Inc., on Jan. 19. During Bryant's nearly 14 years with the company, he has had a number of different responsibilities in addition to serving as research director. His current responsibilities will be divided among several people.

Amy Collins, who has served as research project coordinator, will be named research director. Don Porterfield and Joyce Ford will assume responsibility for Internet strategy and coordination throughout the division, in addition to retaining their current responsibilities.

LCNI, Herald-News receive awards

The LaRue County Herald-News and Landmark Community Newspapers, Inc. were recently honored with the Spotlight on Children Award given by the Kentucky Baptist Homes for Children.

The award is given to reporters, publishers and others who demonstrate a commitment to issues that are important to the health and well-being of Kentucky's children and families.

KBHC's vice president for development and communications, Dr. Tom Townsend, said that most of Landmark's 17 Kentucky papers do an outstanding job of covering children's issues. But, he said, the LaRue County Herald News has stood out above the others.

Kellem promoted at Kentucky Standard

Amy Kellem has been named the newspaper design leader at The Kentucky Standard. Kellem will be responsible for the design of the tri-weekly paper, as well as the design and layout of special sections published by The

Kentucky Standard.

Kellem joined the Standard in October 1999 as a part-time paginator. In March, she became the full-time composition team leader. She is a 1999 graduate of Indiana University Southeast in new Albany, with a degree in communication.

PLG-TV broadcasts live election coverage

Bardstown television station PLG TV-13 made history in Nelson County by broadcasting its first live television coverage of Election 2000. News Director Tom Isaac and General Manager Kim Huston anchored the coverage that started when the polls closed at 6 p.m., and lasted until the last results were announced about 8:30 p.m. The evening was highlighted by live, on-air interviews with each of the successful Bardstown City Council candidates.

Former UK adviser named to new position

Nancy Green, a former adviser to the Kentucky Kernel, the University of Kentucky's student newspaper, has been named to the newly created position of director for circulation sales, distribution and marketing at Lee Enterprises Inc. in Davenport.

Green was the vice president for communication at Georgia Global Learning Online for Business and Education, or GLOBE, a division of the University System of Georgia in Atlanta.

Herald-Leaders' Green elected to MHRA board

Jim Green, vice president, Human Resources & Community Relations for The Lexington Herald-Leader, has been elected to the board of directors of the Media Human Resources Association (MHRA).

Green will serve as a MHRA Member-At-Large. The Media Human Resources Association is a Professional Emphasis Group of the Society for Human Resource Management.

MHRA, which celebrates its 52nd anniversary this year, represents HR professionals within the print, broadcast and communications industries. Formerly known as the Newspaper Personnel Relations Association, MHRA has more than 850 members and was the first of SHRM's five Professional Emphasis Groups to focus on a particular industry or HR specialty.

The Society for Human Resource Management (SHRM) represents more than 150,000 professional and student members throughout the world.

Good writers know how to weave a little magic

Coach's corner

By Jim Stasiowski



All excellent writers are part magician.

They have a few tricks they use to make their writing seem smoother than what the rest of us crank out.

Understand, I don't believe in writing gimmicks. Even excellent writers struggle when they ignore the basics of reporting aggressively, basing each story on a central conflict and creating a storytelling rhythm that keeps readers moving forward.

But when they're writing individual sentences, excellent writers know some tricks most of us ignore.

The verb-from-noun trick: This one is so simple, you'll probably give yourself a concussion slapping the palm of your hand against your forehead when I describe it.

The reporter wrote: "Company executives' first preference is to remain in the city."

Look at the word "preference." Do you see a verb there? Are you blind?

Here's a less complicated sentence: "Company executives prefer to remain in the city." That's only two words shorter, but it also looks simpler. Notice, I have been able to get rid of the possessive case, "executives'," and instead, I have made "executives" into a simple noun.

Furthermore, "first" was superfluous anyway, but it seems to fit adequately with "preference." When I turn "preference" into "prefer," however, "first" has no place to hide.

Look for ways to turn these ponderous nouns into verbs: "decision," "communication," "belief," "celebration," "payment," "notification," "recommendation," "sugges-

tion."

The dummy-subject trick: I'll read this sentence 1,000 times this year: "Officials say there is room in the country for more parks."

Of what value is the world "there?" Answer: none.

In that sentence, "there" is what we call a dummy subject, i.e., it is in the traditional place of the subject, directly in front of the verb "is," but it has no substance or meaning. When you use a dummy subject, the actual subject almost always is later in the clause.

For instance, in "there is room in the country for parks," the real subject is "room": "Officials say room is in the county for more parks."

But that's awkward phrasing, so I'll find a different way: "Officials say the county has room for more parks."

I saved only two words, but look what I got rid of: "There," which has no meaning, and "in" which is unnecessary in my revised sentence.

The touch-of-humor trick: A lot of writers want to show off how witty they are, so they will turn a lead into an elaborate joke. Often such a joke is funny, but is so far off the topic, the writer then has to struggle to regain control of the story and steer it properly.

Excellent writers know that sometimes a little humor is better than a lot.

If you try for a big joke, and it doesn't fit, or it falls flat, or readers don't understand it, you have wasted your lead. But if you settle for a little humor, a subtle but satisfying joke, you probably can keep your lead consistent with the story's theme.

In the weekly business journal Crain's Detroit Business, reporter Jennette Smith was writing about how the Roman Catholic Archdiocese of Detroit is making use of a former seminary.

Her lead said the archdiocese "is converting" the seminary into a

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Business meeting set

The KPA Business Meeting will be at 8:30 a.m. on Friday, Jan. 19, 2001, at the Galt House East, during the 2001 KPA Winter Convention.

The agenda includes approval of the 2001 KPA and KPA budget and election of vice-president for KPA for 2001.

Magic

Continued from page 10

for-profit conference center.

The fact "is converting" has both a religious and a secular meaning made its use there fun to read. Some readers probably didn't notice the religious reference, but so what? It's the perfect verb to describe the change, so the humor is merely a bonus.

Lucy Hood, an education reporter at the San Antonio Express-News, was writing about a middle school that needed extensive renovations, so the school district paved over the school's football field and plunked down 27 temporary classrooms.

Hood wrote in her lead that a student arriving for the first day of classes "looked over the field of asphalt ..." Well, by most definitions, a "field" can't be asphalt. A "field" is grass or crops or something done by nature. So by creating a mild oxymoron, Hood helped readers see that the disappearance of the football field slightly puzzled the boy.

Again, readers don't have to notice the humor, as "field of asphalt" works just fine on a literal level.

But Hood, like all good writers, enjoys performing a little magic. She no doubt even knows the trick of connecting the last paragraph back to the lead.

THE FINAL WORD: The reporter wrote: "For his entire 20 years in the factory, Swanson worked in close proximity to his two brothers."

The word "proximity" means the state of being near. So delete "close" in that sentence, as "close proximity" is redundant. You cannot have "distant proximity."

A lot of writers seem to think "proximity" is a much more general term, something along the lines of a mere state of existence. But if you recognize the similarities between "approximate" and "proximity" you will see the "proximity" has to mean closeness.

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

Kentucky New Era addresses readership, recruitment with special teen section

If newspapers need more readers and a future employee pool, Taylor Hayes of the Kentucky New Era in Hopkinsville says high school students are the target market.

"All the studies show, the teen demographic has been tough for the newspaper industry to break," Hayes wrote to SNPA. "In my small community, my newspaper is trying to do so by getting teens literally involved."

The newspaper has printed a "teen" page, the Spot, monthly for two years. While admitting that a page devoted to high school students isn't a new concept, Hayes said their pages are written, edited and designed by the teens with the guidance from an adviser from the local community college and a

review by a New Era editor.

The paper's goals for developing such page are:

- Offer content in the paper that would attract the teen interest the teen interest
- Offer opportunities for young people to get involved with the newspaper industry
- Develop better public relations with the youth and schools
- Offer the paper's staff and the community college a local opportunity to identify potential students, interns or part-time help

Nine high school juniors and seniors are on the Spot staff. Hayes believes the success of the project will depend on recruiting new juniors and maintaining consistency with the adviser.

The page is published monthly,

but the students would like to see it run more frequently. "If and when the process, the concept and the page mature," Hayes said, "I hope to see it published twice a month or even weekly. I know for a fact that the kids would love to see the Spot run more than once a month."

And what's the future for the page? Hayes said he sees Spot paying a role on the New Era web site, trade shows directed to the youth and the local Work Force Development Partnership. "What better way to get teens to receive a message than through their peers with their Spot?" he asked.

(The adviser the the Spot is Sandy Cavanah, an English professor at Hopkinsville Community College. She can be contacted at sandy.cavanah@kctcs.net.)

Periodical

Continued from page 4

costs, just as it did in Standard Mail since required in 1996. If you have a shopper, you are already familiar with the requirement.

Check your software vendor to be sure rule changes are incorporated for low-volume carrier route sacks and combining packages for barricaded and non-barricaded mail in the same sack. Prepare your mail room or printing plant for these changes.

A new requirement to reduce sack handlings requires newspapers to combine carrier route packages of fewer than 24 pieces into a "Mixed Carrier Routes" sack to the 5-digit office. Software must also include 5-digit scheme USPS Labeling List L001 so that where appropriate, multiple 5-digits are further combined into one sack. This is difficult to accomplish manually, and some newspapers need to upgrade software to professional vendors serving community newspapers. Most of the vendors have advertised in Pub Aux.

At a minimum, newspapers need to discontinue making up carrier route sacks of fewer than 24 copies, and combine small packages into a 5-digit sack. All pieces are still eligible for carrier route rates (assuming sequencing is done, as above). The end result is fewer sacks for both the newspaper to make up and the Postal Service to handle, saving costs on both ends.

Note: The NNA-obtained exception to make up sacks of fewer than six pieces for service reasons to 5-digit or 3-digit is still intact in the new DMM M900.2.3.

A second sack-reduction change, also good for newspapers, will require that presorted non-automation and automation pieces in separate packages be combined into one sack to the 5-digit, 3-digit, ADC, or Mixed ADC levels. Again, software can handle this useful change, supported by NNA.

Use Exceptional Dispatch to deliver copies to offices in your area/ to get timely delivery for advertising, build circulation and earn the Delivery Unit entry rate. Effective in 2001, DU-entry rates will be extended to such mail without forced use of additional entry to

Plant-Verified Drop Shipment. This was the culmination of a decade-long effort by NNA, and should encourage expanded "drop-shipment" of copies.

Sweetening the pot is the fact the out-of-county DU pound rate (line 1) will drop from 15.5 to 14.8 cents, and the DU-entry piece rate deduction (line 27) has increased a full cent to 1.7 cents per piece. The saving from SCF zone to DU are 4 cents a pound. A four-ounce paper saves 2.7 cents per paper taken to an out-of-county delivery office.

Barcode all copies that are not sorted to carrier routes. Automation rates, extended to newspapers in October 1999, will lower out-of-county piece rates by an average of 3.3 cents per piece from much higher nonautomation rates effective in 2001.

Note: Sherry Suggs' letter and Sequencing Certification are available from NNA.

(Max Heath in chairman of the NNA Postal Committee, and one of two NNA representatives on the joint USPS-industry Mailer's Technical Advisory Committee. He is a vice president of Landmark Community Newspapers, Inc.)

Newspapers

Continued from page 4

cal thinking, learn responsibility, tend to be more involved and score higher on ACT and SAT college placement exams, Putney said.

Her view is supported in the 1994 book "Journalism Kids Do Better: What Research Tells Us About High School Journalism," by

Jack Dvorak, Larry Lain and Tom Dickson. While the majority of student scribes will never become professional journalists, they not only will have done better in school, they are better prepared for life after, including interpreting the ever-increasing flow of information, Putney said.

"A student newspaper is really a healthy and positive thing," said Julie Wikelius, Mounds View (MN) High School principal, a former

high school journalist and the mother of a former high school journalist.

"It is a chance to try out a real world experience," she said.

In these days of standards and proficiency testing, the student newspaper is the best learning lab possible for developing writing, communication and critical thinking skills, said Tom Rolinicki, director of the National Scholastic Press Association in Minneapolis.

Schedule

Continued from page 7

1:45 p.m.	KPA News Editorial Session Legal Issues and the 'Net: Do the Same Rules Apply? Kim Greene, Dinsmore & Shohl and KPA general counsel, looks at legal issues developing on the internet and whether they are the same as or different than legal issues newspapers face with print publication. (Session ends at 2:45 p.m.)	3:15 p.m.	KPA Advertising Division Seminar Speaker — Robert Wilson (Continued from 1:45 p.m. session) Creating Ads That Sell!
1:45 p.m.	KPA Associates Division Session E-Mail, Fax, US Mail or How? Ed Staats, Kentucky AP Bureau Chief, moderates a panel of public relations officials and newspaper editors about the many ways of sending and receiving news releases. Which way is preferred? Is ease the primary consideration? The question will long be asked, but will the answer ever be same? Panelists include Bill Blakeman, Winchester Sun; Mike Finch, Todd County Standard; Mark Neikirk, Kentucky Post; Bob Skipper, Western Kentucky University Public Information Office; and Jack Guthrie, Guthrie/Mayes Public Relations. (Session ends at 3 p.m.)	3:30 p.m.	KPA College Student/News Editorial Seminar "Sweating the Small Stuff" Kaiser's back in this session that focuses on how to write memorable stories on a tight deadline. (Session ends at 4:30 p.m.)
1:45 p.m.	KPA College Student/News Editorial Seminar "Storytelling and the Writer's Voice" Rob Kaiser, a reporter with the Chicago Tribune, has had an award-winning career with the Lexington Herald Leader and the Cincinnati Enquirer. Kaiser shares in this session tips on how to write vibrant narrative, from lead to kicker. (Session ends at 3:15 p.m.)	3:30 p.m.	KPA Circulation Division Session Austin (TX) Statesman Newspaper Readership Project (Session ends at 5 p.m.)
2:45 p.m.	KPA News Editorial Session Open Meetings, Open Records, Libel and Privacy: Never a Dull Topic Jon Fleischaker, Dinsmore & Shohl and KPA general counsel, talks about his favorite topics, and answers your questions about open meetings, open records, libel and privacy issues. (Session ends at 3:45 p.m.)	3:45 p.m.	KPA College Student Seminar Your First Job and Beyond A panel of newspaper recruiters talk about newspaper careers and what they're looking for in an interview, with suggestions on getting together a cover letter, resume and portfolio that will attract attention. (Session ends at 4:30 p.m.)
3:15 p.m.	KPA Associates Division You Can Do It, Too: Creating Your Company's Web "Newsroom" KPA Associate Division members Barbara McDaniel, with Toyota North America, and Stan Lampe, of Ashland, Inc., talk about their company's website "newsroom" and how to create and use one even on a shoestring budget. (Ends at 4 p.m.)	4 p.m.	KPA Associates Division PR Newswire/ProNet PR Newswire has developed services that provides convenient access to expert sources and assists newspapers with archive retrieval of stories, photos and logos; but through its ProNet, the company also has developed ideas to help PR professionals to work better with the media through technology. (Session ends at 4:45 p.m.)
		4:30 p.m.	KPA College Student Job Fair Kentucky college students are encouraged to bring their resumes and meet individually with newspaper representatives in an interview format. The Job Fair tables will be located in the KPA Trade Show area.
		6 p.m.	KPA President's Reception KPA's 2000 President Teresa Revlett is the honoree.
		7 p.m.	KPA Awards Banquet
		9:30 p.m.	KPA President's Reception KPA's incoming 2001 President Marty Backus is the honoree. Sponsored by Lancaster Management, Inc., owners of the Appalachian News Express, Pikeville; Murray Ledger & Times; Georgetown News-Graphic; and the Paintsville Herald.

Stringers

Continued from page 1

look somewhere else," said John Nelson, who is the managing editor at the Advocate Messenger in Danville.

He said the ones who write, don't usually do it for the money they do it for exposure.

"It is an opportunity for local writers to show their stuff," he said.

Some editors, like Lambert, say they rely heavily on freelance copy while others, like Ford, say their papers hardly, if ever, use them.

"I guess we are one of those middle ground people," said Somerset Commonwealth Journal news editor Carol Coffey.

Coffey said at the Commonwealth Journal, they do not use freelancers for main news, but they do use them in sports and features sections.

The Somerset Commonwealth Journal pays \$20 per story a stringer writes, Coffey said.

Coffey said the people who write for her newspaper are very good writers and very knowledgeable about the topics about which they write. She said the freelancers fill a void in the Commonwealth Journal staff.

"They are very important to any newspaper," Coffey said. "I don't think anyone can underestimate their importance."

Kelly Menser, editor of the Sentinel-News, a biweekly paper in Shelbyville, said she uses freelance writers about twice a month. She said the Sentinel-News puts out a special section about once a month, and she often uses freelancers to help with those stories.

The paper pays from \$5 to \$25 for a story, but Menser said she is willing to pay more. She said she once paid a freelancer \$200 to write an in-depth story about a state legislator.

"I think the important function they play is to take some of the pressure off of our regular staff. A staff like ours is bare bones," Menser said.

Some newspapers use contracts that freelancers must sign before their work can be published. The contracts outline the agreement between the newspaper and the freelancer. Still, some papers just make verbal agreements.

Last September, a federal appeals court ruled that publishers can't include work by freelance writers in their electronic databases without the writers' permission.

The Lexington Herald-Leader is revamping its freelance agreement. Starting in 2001, the newspaper will require its feelancers to sign a contract that will give it permission to store the articles in the electronic database, said editor Pam Luecke.

The Herald-Leader uses freelancers in their Bluegrass Community, Sports and Feature sections, Luecke said. The paper usually pays somewhere between \$50 and \$75 depending on the story, but may pay more for a more difficult article, Luecke said.

She said when the newspaper recently advertised for new community columnists for their Op-Ed pages, it got about 200 responses.

"There's no shortage of people who want to write for us," she said.

The difficult task, Luecke said, is finding the combination of availability and talent.

There are plenty of people who want to write for some smaller papers also. Pat Gish, co-owner of the Mountain Eagle in Whitesburg, said her newspaper runs articles from eight to 10 community correspondents each week. She said they are not paid for what they write, but she considers them a very important part of her staff. Each week, they write about what's happening with the families in their communities.

"I don't think we could have gotten where we are without them, and I don't think we could stay where we are without them," she said.

But, not every newspaper has a good source of people who are eager to write. Kentucky Standard Publisher David Greer said his newspaper has written stories and run classified ads searching for some help with sports coverage. He said they got only one response from a high school student, who quit once he found out how difficult the work is.

"The experience I've had is that pool of people who want that glory, or experience, or whatever, is drying up," Greer said.

Lambert said she is lucky that she continues to have such a good pool of writers that she can depend on.

"They're really life savers in a lot of situations because I can only be in one place at one time."