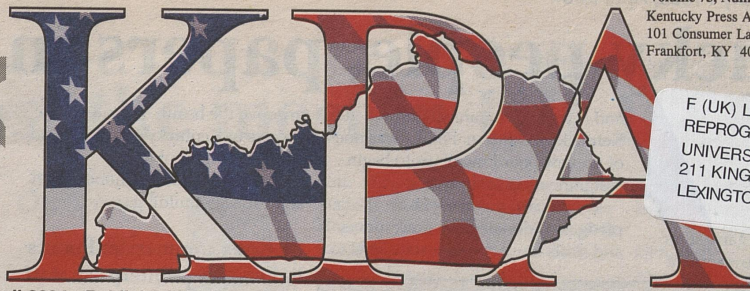


The
Kentucky
Press



Volume 75, Number 4
Kentucky Press Association
101 Consumer Lane
Frankfort, KY 40601

U. S. Postage
PAID
Glasgow, KY 42141
Permit No. 939

F (UK) LEX 405
REPROGRAPHICS
UNIVERSITY OF KY.
211 KING LIBRARY SOUTH
LEXINGTON KY

40506-00

April 2004 - Published by Kentucky Press Association/Kentucky Press Service

*
oversize
P.O.
#1700
K37
v. 75
no. 4
2004
Apr

Newspapers could suffer if Senate's budget proposal is passed

House Bill 395 is the state budget bill. By the time the Senate got through with it and sent it back for concurrence, it was anything but.

When the 674-page document was returned to the House late March 29, the bill resembled little to how it had left the House of Representatives 20 days prior. Its pages nearly doubled, HB 395 Senate Committee Substitute included Gov. Ernie Fletcher's tax modernization ideas and set policies for the next two years on a host of issues.

Taking several pieces of legislation that had not moved through the

legislation process in the first 57 days of the 60-day session, the Senate returned a document that included proposals on allowing agencies to use the internet instead of newspapers for public notice advertising purposes; established policy on open meetings and open records relating to homeland security issues and concerns; and would make secret identities of individuals and corporations who made contributions to public university foundations.

Most of the subjects in the Senate's version of the state budget

actually started in January as separate pieces of legislation. But unable to make it through the committee process or through one chamber, the bills were considered dead for the 2004 session.

Enter the Senate to resuscitate these and several more new policies. (Since the budget bill is good only through June 30, 2006, you can't say the Senate suggested new laws, just policies on how state and local governments could operate until then.)

Under the proposal returned to the House late on March 29, the state budget bill:

- would allow public university donors (individuals and corporations) to keep their identities secret;

- restated in its entirety, the state's Open Meetings and Open Records Laws to include what was originally House Bill 188 on homeland security issues.

- would allow government agencies in Jefferson and Fayette counties to choose between newspapers, the Internet and placing a copy at the local public library for anything required by law to be published. A similar idea was included in the 2003 session as the chambers set the budget for 2004 but was pulled by a House and Senate conference committee shortly before the committee reached agreement.

KPA has remained opposed to any and all legislation that would allow public agencies to choose between newspapers, the Internet or

Bills KPA lobbied on in the 2004 session

The 2004 Kentucky General Assembly is just about history. Though a smaller number of bills were introduced this year, compared to previous 60-day sessions, that didn't decrease the number of proposals KPA lobbied on.

For information about any of these bills, feel free to contact Kim Greene, Kenyon Meyer or Ashley Pack, at (502) 540-2300; or David Greer or David T. Thompson at (800) 264-KPA1.

House Bill 12 — the annual Stan Lee bill to allow schools to publish their financial statements and report cards either in the newspaper or on the Internet or by putting a copy in the local public library. Never even made it to committee but the language is in House Bill 395, the state budget. That's the same strategy as last year that was

approved.

House Bill 100 — this concerns marriage, divorce, birth and death certificates. We did have it amended to allow news media organizations to get certified copies of these records for any individual. Originally, only the person or family member involved could get a certified copy and the public could get an annual list of names involved in those situations. It passed the House without our amendment and we did get it amended in a Senate Committee. It's now been sent back to another Senate Committee so it's dead for this session.

House Bill 111 — would have exempted autopsy photos from public release. It never had a hear-

See BILLS on Page 10

April News & Notes

WKPA elects officers

Taylor Hayes, publisher of the Kentucky New Era in Hopkinsville, was elected president for 2004-05 at the spring meeting of the West Kentucky Press Association at Hopkinsville Community College March 4.

He succeeds Leigh Landini Wright, features editor of the Paducah Sun. C.D. Bradley, entertainment editor for the Paducah Sun, was elected vice-president.

Jed Dillingham, publisher of the Dawson Springs Progress, was reelected secretary/treasurer. Dr. Ann Landini, associate professor of journalism at Murray State University, was elected executive secretary, succeeding Dr. Bob McGaughey of Murray State.

Each year the WKPA gives \$500 in scholarships to Murray State University and Western Kentucky University journalism students. This year Melissa Kilcoyne, a junior from Mayfield, received the MSU scholarship. Stephanie Craft received the scholarship for Western.

The fall meeting is tentatively scheduled for Friday, Oct. 1 at the Inn by the Lake formerly the Ramada Inn in Gilbertsville.

Western Kentucky to host Forum 2004

Western Kentucky University's School of Journalism and Broadcasting will be hosting Forum 2004 - How Newspapers

See NEWS on Page 9

See BUDGET on Page 11

Kentucky people, papers in the news

Filkins elected to Kentucky Child Now! board

Kentucky Standard Publisher Ron Filkins has been elected to the board of directors of Kentucky Child Now! KCN is a nonprofit organization that unites businesses, government

and non-profit organizations to better Kentucky's children. Filkins was one of six new board members to begin assignments in January.

New board members have pledged to donate their time, money and skills to work at the state level to

improve the health and ensure the success of Kentucky's children and youth through public awareness/advocacy, mobilization and capacity building.

Elizabethtown and The Pioneer News in Shepherdsville.

Oldham Era introduces redesign in February

The Oldham Era's Feb. 26 newspaper featured a redesigned front page, the first in 20 years.

Employees are receiving positive comments from the community about the newspaper's decision to make changes.

Brad Dennison of Dennison Design Inc. was hired by Landmark Community Newspapers to evaluate what changes were needed to make the paper more attractive and a viable competitor.

Dennison spent a few hours with Era employees, discussing the basics of design and how to make a newspaper an effective tool for its readers.

Following training, he spent two months designing the new look for the paper, which incorporated a new slate of fonts for the product.

In addition to changing fonts, the news team at The Era decided a reorganization of lifestyles copy was needed. They added several topic pages to the lifestyles section, including an extension news page and a religion page. A health page will also appear in The Era at least once a month.

Some of the new features in the redesign include a front page rail, which provides teasers to stories inside as well as an index; a rail on

See PEOPLE on Page 12

The Kentucky Press

The Kentucky Press (Permit # 939) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Third Class postage is paid at Glasgow, KY. 42141. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY. 40601, (502) 223-8821.

District 10 - Edmund Shelby, Beattyville Enterprise

District 11 - Glenn Gray, Manchester Enterprise

District 12 - Donna Carman, Casey County News

District 13 - Tom Caudill, Lexington Herald-Leader

District 14 - Teresa Scenters, Berea Citizen

Officers

Kentucky Press Association

President - John Nelson, The Advocate Messenger, Danville

President-Elect - David Thornberry, Somerset Commonwealth Journal

Vice President - Charlie Portmann, Franklin Favorite

Treasurer - Glenn Gray, Manchester Enterprise

Past President - Sharon Tuminski, Winchester Sun

Board of Directors
District 1 - Alice Rouse, Murray Ledger and Times

District 2 - Jed Dillingham, Dawson Springs Progress

District 3 - Donn Wimmer, Hancock Clarion

District 4 - Charlie Portmann, Franklin Favorite

District 5 - Ron Filkins, Kentucky Standard

District 6 - Arthur B. Post, Louisville Courier-Journal

District 7 - Kelley Warnick, Gallatin County News

District 8 - Ken Metz, Bath County News Outlook

District 9 - Jerry Pennington, Big Sandy News

State At-Large
Chris Poore, Kentucky Kernel
Willie Sawyers, Sentinel-Echo
Patti Clark, Owenton News Herald
Taylor Hayes, Kentucky New Era

Division Chairman
News Editorial Division - John Shindlebower, Spencer Magnet

Advertising Division - Cheryl Magers, Central Kentucky News Journal

Circulation Division - Kriss Johnson, Lexington Herald-Leader

Associates Division - Cliff Feltham, Kentucky Utilities

General Counsels - Jon Fleischaker, Kim Greene, Dinsmore & Shohl, Louisville

Kentucky Press Association Staff
David T. Thompson, Executive Director
Bonnie Howard, Controller
Teresa Revlett, Director of Sales
David Greer, Member Services Director
Dana Lear, News Bureau Director
David Spencer, New Media Director
Buffy Sams, Bookkeeping Assistant
Reba Lewis, Research/Marketing Coordinator
Sue Cammack, Administrative Assistant
Rachel McCarty, Advertising Assistant
Holly Willard, INAN Business Clerk
Mark Sheridan, INAN Account Executive
Tami Hensley, Tearsheet Clerk

Staff members, Officers and Directors may be reached by e-mail using the individual's first initial, full last name@kypress.com.

Ft. Knox commander honors Baker, News-Enterprise staff

Maj. Gen. Terry Tucker, the commanding general of Ft. Knox, visited the News-Enterprise offices in Elizabethtown, on Jan. 28 to recognize the contributions made by the outgoing publisher, Sarah Baker, and the staff of the News-Enterprise, to strengthen the relationship between Ft. Knox and the surrounding communities.

Tucker presented Baker with a "Partners in Excellence" plaque containing the Army coins that symbolize the partnership between the military and civilian communities in Hardin County.

Tucker also visited the editorial staff of Inside the Turret and praised the long relationship between the Turret and the News-Enterprise.

For more than 50 years, The News-Enterprise has been the publisher of Inside the Turret, which is recognized as one of the best military papers in the nation.

Kerr joins Oldham Era staff

Jo Kerr transferred to The Oldham Era in LaGrange on March 1 and will fill the role of advertising manager.

She has been employed with LCNI since November 1996 and has worked at The News Enterprise in

Deaths

Former Courier-Journal employee dies

C. Frank Mann, a retired superintendent of the composing room at The Courier-Journal and the former Louisville Times, died Wednesday, March 3, at his home. He was 87.

Mann was a native of Louisville and was also retired from the former Gray Line Tours where he worked as a tour guide.

He served in the Navy as a chief petty officer during World War II and was a member, trustee, treasurer and elder of Edenside Christian Church and a member of the Filson

Historical Society and Masonic Lodge 940.

Manchester Enterprise veteran employee dies

John Nolan, pressman for the Manchester Enterprise for 43 years, died Saturday, Feb. 28 after a long bout with cancer. He was 72.

John Nolan started working the press at The Manchester Enterprise in 1952. He leaves a legacy of work and dedication at J. Frank Publishing, the modern-day iteration of the publishing house in which he worked for 43 years alongside his brother and newspaper founder Frank Nolan.

Weaver lost the most in HB 188 battle

Rep. Mike Weaver, D-Elizabethtown, was the real loser following late legislative session action on House Bill 188. That was unfortunate.

Long before the session started Jan. 6, Rep. Weaver had started developing his homeland security legislation. Unlike the attitude of some legislators, he wanted all interested parties involved at the outset. His idea was to have the bill in acceptable shape before it hit the hopper.

KPA knows well the time and effort Rep. Weaver spent on House Bill 188. So does the LRC and the Governor's Office of Technology. As well as other entities involved in homeland security issues and concerns.

We all know, because we sat often at the table with him reviewing proposals, discussing language, explaining concerns and offering suggestions. And through it all, Rep. Weaver listened. And changed the language. And changed it again.

When the bill finally was introduced, there was little discussion needed. The groups that should be concerned had already been heard in those previous discussions. All that was left was for Rep. Weaver to bring

On Second Thought



By David T. Thompson
KPA Executive Director

the bill before the committee and for the committee to hear from various groups that the language was fine.

It wasn't a very good bill when the first draft was reviewed. There were numerous issues that needed to be addressed. Much of that involved what records should be closed, what records should be open. Were we talking about water lines running through neighborhoods, would those be terrorist targets? Or were we talking just about important water plants? Should the water line running through my front yard in Georgetown be a target? How about power lines? Or shouldn't it be major power sources?

It boiled down to a couple of new terms — vulnerability assessments and criticality tests. If the site had vulnerability or criticality, then perhaps records involved should be closed.

Rep. Weaver worked long and hard to get a bill that should pass

both chambers and become law. It made it through committee and the House with ease, receiving a 93-0 vote in mid-February from the 100-member House.

That vote came on Jan. 23. From there, it headed to the Senate.

On the Senate side, another homeland security records bill was in the works. Senate Bill 49 was sponsored by Sen. Dick Roeding. Unlike Weaver's bill, the Senate version went much too far and would have closed many records. When Roeding's bill was first heard by committee, it was obvious there were problems. Even chairman Sen. Dan Seum said he much preferred Weaver's bill over the one by the Northern Kentucky Senator.

SB 49 didn't even get a good hearing before the committee. Instead of taking it for a vote, where it would have easily been defeated that day, Roeding was willing to sit down with the parties who had spoken against the bill, including KPA. Before long, SB 49 was changed. Changed to mirror the exact language in HB 188. There was only one new idea in the amended version and that was to allow portions of public agency meetings to be closed if a homeland

security record, exempted under the language, was to be discussed.

That really wasn't a big issue to KPA. Tell us the last time a public agency discussed a public record in open session? Public agencies don't do that. Those records are developed normally before or after a meeting. We couldn't recall the last time a specific public record was discussed in an open meeting. And the language was allowed to stay in SB 49.

Then things got bogged down. Like many other bills in the '04 session, nothing was moving. Not through committees, not through a chamber.

HB 188 sat there. SB 49 sat there. No action in the Senate whatsoever. For two full months.

As the session wound down, with just eight days left, that all changed. Rumor was that Senate Republicans were going to move some legislation that would close foundation records. Foundations like those attached to public universities. The rumor wasn't new; it had permeated the entire session. We kept watching for any bill that would allow records associated with foundation donors and the amounts they contribute to be closed.

See HB 188 on Page 8

Rate and data sheet updates returned quickly

WOW! I can't believe the response from the first quarter rate and data sheets. Several of you sent back the information almost as quickly as you received the sheets in the mail. We appreciate your quick response. That will make our jobs easier.

A lot of newspapers have gone on the calendar year rate increase schedule. Some still evaluate that quarterly. That was the reason behind the first quarter updates. We are trying to stay ahead of the game and have all rates current so that we can quote for our newspapers further down the road than 30 days.

We will probably not send out another rate and data sheet until the fall. That means we will skip the second quarter. Most of the forms sent back to us indicated that there

Advertising Plus



By Teresa Revlett
KPS Director of Sales

would not be changes until later in the year. However, if you do experience a rate increase before we ask, remember it is your responsibility to get the new rate cards to us.

We like to have complete rate cards and media kits on file for each one of our member newspapers. It is always nice to have all of the needed information in case a client has a request that is not shown on the rate and data sheet. The rate cards provide us with all of the line-

age breaks and media kits will sometimes show us all target special sections. We would rather have too much information about your newspaper than not enough.

If you have not sent in your first quarter rate and data sheet and have not had any rate changes, just drop me an email at trevlett@kypress.com and let me know that there were not any changes needed.

Recently six KPA members - three employees and three member newspapers - took the spring advertising entries to Glen Allen, Va. to have the 2003 contest judged. I am always so proud to take our newspapers to another state and have their members say things like "These are all so good," "Can we have more than one third place" or

"This is a tough category - I think they are all winners."

So many times the judges will say that they get good ideas from the creative ideas our newspapers come up with for special sections. That makes the day not only fun but profitable. Special thanks this year to Jo Kerr of the LaGrange Oldham Era, Ann Laurence of the Morehead News and Dave Eldridge of the Nicholasville Jessamine Journal, for helping out with the trip.

Decisions made by the Virginia Press Association will be shared with everyone on May 13 in Lexington at the spring meeting. The awards luncheon will be held at the Embassy Suites, which is the same location as the winter convention. Make plans now to attend.

Good customer service goes a long way

I've been thinking quite a bit lately about customer service and how it relates to the newspaper business. It is, after all, a huge issue in our business as it is in others.

Let me take you back a couple months. I needed a longer telephone cord here in the office. I went to a national retailer near here and purchased one. I paid for it in the electronics department but as I left the store - alarms sounded. People stared at me as though I were a shoplifter. Everything was fine when I showed my receipt to store personnel but I was miffed when no apology was offered even though it was their system that malfunctioned.

Later, I e-mailed a complaint to the store's national headquarters, explained what happened and how it made me feel. Several weeks went by and after I got no response, I fig-

Oh, By The Way

By David Greer
KPA Member Services Director



ured the company had decided to ignore me.

Back to the present, a manager where the incident occurred called me a few days ago. She apologized, she said, for the incident that happened "the other day." I corrected her and said it had occurred several weeks ago. Again, she apologized, explaining she had been forwarded my e-mail just the day before.

This example of poor customer service shows how businesses com-

pound the problem.

Meanwhile, I read recently on Forbes.com how McDonald's has increased its same-store business by 20 percent in less than a year by improving customer service in three key areas: food quality, inside service and its drive-through service - which accounts for two-thirds of its business - by improving order accuracy and reducing customer wait time. For example, Forbes.com said McDonald's learned that it increases its revenue by one percentage point for each six seconds it shaves off customer wait time.

OK, you might be wondering by now what this has to do with newspapers. Well, it's the lesson that McDonald's learned - figure out what's important to your customers, determine what's a good level of service and then figure out ways to

measure it so you know when you're successful and when you're not. In other words, work processes that get measured tend to get fixed.

Quite a few Kentucky papers are already doing this. Hats off to them. But others aren't and probably should consider it. Measuring data, analyzing it and making it available as feedback to people at the business can be intimidating but it's an excellent tool for knowing exactly how your business is performing. McDonald's learned, according to Forbes.com, that the key is to really understand what's important to your customers and know how to measure the really important processes. Trying to do too much generates too much data that's too difficult to analyze and yields confusing results. The key here is to measure the so-called significant few.

WKU Mark of Excellence awards presented

Western Kentucky University's Chapter of the Society of Professional Journalists hosted its 24th Mark of Excellence Newspaper and Broadcasting awards ceremony March 5 at Mass Media and Technology Hall Auditorium.

HL Hall, a scholastic journalism hall of fame, was the guest speaker. Approximately 120 students attended.

Twenty-eight Kentucky high schools from Paducah to New Castle entered the 2004 competition, which had about 480 entries in 14 categories. Schools were judged in three divisions based on size.

Jackie Bretz, Kentucky High School Media Institute based at Western, was the contest coordinator. Jim Highland is the SPJ adviser, and Lauren Sanchez, a freshman from Christian County, was contest chair.

Results are as follows:
Broadcasting Awards
Best Newscast
First Place, Kyle Sander, Henry County High
Second Place, WCTV Staff, Webster County High
Third Place, Casey Kaufman, Mercy Academy

Best Music Video
First Place, Rachel Price, Shelby County High
Second Place, Liz Smith, Tracy Tipton, Megan Imel & Megan Foree, Henry County High
Third Place, Samantha Mahurin, Grayson County High

Best News Package
First Place, Candice Cox & Brittany Holthouser, Henry County High
Second Place, Chris Williams, Hart County High
Third Place, "Dress Code", Elizabethtown High
Honorable Mention, Heidi Coleman, Fern Creek High; Morgan Downs, Grayson County High

Best Videography
First Place, Liz Smith & Megan Imel, Henry County High
Second Place, Kelly Wilson, Shelby County High
Third Place, Dave Marshal, Pharris Garcia & Sean Snyder, Elizabethtown High
Honorable Mention, Ashley Stone, Grayson County High; Aaron Holmberg, Fern Creek High

Newspaper Awards
Advertising A/AA
First Place, A.J. Garner, Lyon County High
Second Place, Casey Kute, Mercy Academy

Advertising AAA
First Place, Ben Wiseman, Lexington Catholic
Second Place, Sam Stewart, Grayson County High
Third Place, Jenna Brown & Harry Erskine, Bowling Green High

Advertising AAAA
First Place, Rush Jagoe, Daviess County High
Second Place-tie, The Rocket Review, Shelby County High
Chelsey Shelton, Barren County High
Third Place, The Trojan Triumph, North Hardin High
Honorable Mention, The Crimson Record, DuPont Manual High

Sports Writing A/AA
First Place, Eric Chumbler, Lone Oak High
Second Place, Trisha Blair, Mercy Academy
Sports Writing AAA
First Place, Drew Lawrence, Bowling

Green High
Second Place, John David Christmas, Lexington Catholic
Third Place, Adam Hanzalik, South Oldham High
Honorable Mention, Emma Hutchens, Assumption High

Sports Writing AAAA
First Place, Robert Sampson, Trinity High
Second Place, Rachel Yeison, Daviess County High
Third Place-TIE, Andrew Harover, Shelby County High; Chandler Jenkins, Eastern High

Feature Writing A/AA
First Place, Casey Kaufman, Mercy Academy
Second Place, Emily Suhrheinrich, Lone Oak High
Third Place, Amanda Dozier, Moore High
Honorable Mention, Katy Jones, Lyon County High

Feature Writing AAA
First Place, Sarah Poe, South Oldham High
Second Place-TIE, Katie Mulrooney,

See AWARDS on Page 11

Your work paid off in the 2004 legislative session

By KIM GREENE
KPA General
Counsel



Dinsmore & Shohl

The 2004 session of the Kentucky legislature is almost over. As always, it's been a hectic time for those of us who watch out for the news media's interests on behalf of KPA.

David Greer and David Thompson did a very thorough job word-searching each and every bill that was filed. Ashley Pack was tireless in the huge role of previewing all the bills the two Davids flagged and narrowing down the list of bills of true concern to KPA members. She also drafted the talking papers you all received concerning those bills.

Kenyon Meyer, David Thompson and I appeared before various House and Senate committees to testify about those troublesome bills and all of us made countless phone calls (to legislators, to you and to other allies) and sent many letters and messages to senators and representatives.

We can't yet write the final chapter on this legislative session. That will happen in next month's column. But enough water has flowed under the bridge to make a couple of observations.

Two of the issues of most serious concern were House Bill 371, a bill which would have allowed the expungement of the records of a Class D felony conviction, and another issue that was never introduced as a bill (more about that one in a moment).

HB 371 rang alarm bells from the beginning. Expungement of court records has the effect of rewriting the history of what took place in the court. Too many expungements would skew any retrospective examination of, for example, how a particular judge handled particular types of cases in his or her court, or dealt with litigants of a particular gender or race. The KPA opposes expungements of court records as a matter of policy.

We sought out and found natural allies in the effort against this bill. The Kentucky Chamber of Commerce and the Kentucky Society of Human Resource Managers both opposed the bill because they represent employers which hire people. Many of those

employers' application forms ask the applicant whether he or she has ever been convicted of a felony. Employers, of course, would always prefer to receive accurate and honest information from applicants. But under this bill, a person who had been convicted of perjury and had gotten the court to expunge the conviction would not have to reveal that conviction on his or her job application.

Most impressive, though, was how KPA members throughout the state rallied about HB 371. Many of you editorialized that it would be bad law and some of you did news articles about it, interviewing legislators and persons who would be affected by the law. And a lot of you - bless your hearts - made direct contact with legislators. Someone called the primary sponsor of the bill and others called the legislative message line. Some e-mailed their legislators. Your voices were heard. It is possible that things might change by April 16, the final, final day of the 2004 session. But as it stands right now, HB 371 is stalled in the Senate Judiciary Committee.

The other matter, which was never itself a separate bill introduced in either chamber, continues to be one of our biggest challenges of the session. That is the language which would make confidential the names of donors to public university foundations and the amounts of their donations. This language first surfaced in the form of a Senate Committee Substitute to HB 188, the bill which would allow public agencies to keep confidential public records relating to terrorism vulnerability assessments and readiness plans.

The language proposed initially for that Senate Committee Substitute was even more expansive. That language would have carved an exception to the Open Meetings Act's definition of "public agency" for all foundations which serve as fund raising arms for public entities. We had been looking all session for a bill dealing with university foundations and their donors, since the matter is currently in litigation between the Courier-Journal and the University of Louisville Foundation. (So far, the Kentucky Court of Appeals has held that the Foundation is a public agency under the Open Records Law. The Foundation has asked the Kentucky

Supreme Court to review that decision, but we have not yet heard whether that will happen. The Court of Appeals is also looking at the issue of whether donors can be allowed anonymity or must all be revealed publicly. That decision is pending.)

We heard nothing about a bill containing these provisions until very late in the session. By that point, all of you were no doubt worn to a frazzle by our barrage of talking papers and urgent requests to help us push back other bills. Despite that, you rallied. I've never seen anything like the effort that was mounted by KPA members on extremely short notice to defeat the proposed Senate Committee Substitute that would declare foundations to be private entities rather than public agencies. It was phenomenal! From the day we first learned what was in the works, Thursday, many of you made calls and sent letters, some to multiple legislators. The Courier-Journal devoted a reporter full-time to the matter. By Saturday morning the senators pushing that language had publicly backed away from it.

That, of course, was not the end of the story. The next Monday new language was adopted by the Senate Veterans, Military Affairs and Public Protection Committee which made the names of donors to university foundations and the amounts they donate secret. KPA member newspapers continued their push, with editorials and columns and more communications to legislators. The Senate Committee Substitute for HB 188 did pass the full Senate. When it returned to the House, however, it was assigned to the Rules Committee where it sits as of this writing.

Unfortunately, that is not the end of that saga. On March 29, a day dedicated to concurrence only, the Senate Appropriations and Revenues Committee released its substitute for HB 395, the original budget bill. Among the treasures tucked inside this nearly 700 page long bill is the Senate Committee Substitute for HB 188. The full Senate approved.

Because the House and the Senate passed different versions of the budget, a Conference Committee has been appointed to try to iron out the differences. Whether the university foundation language survives remains to be seen.

Regardless of the outcome, I want to take this opportunity to applaud all of you for your great response to this. Whether or not the university foundation donor secrecy language becomes law, citizens of this Commonwealth know - because of your efforts - what these legislators have tried to do. They know about the attempt to slide this language into law at the eleventh hour, under the cloak of darkness. They know who is behind the language and why it would be bad public policy to enact such a law. The people can, if they choose, hold those responsible accountable.

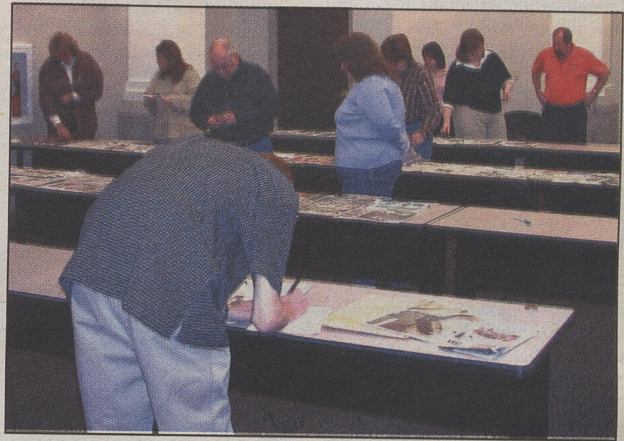
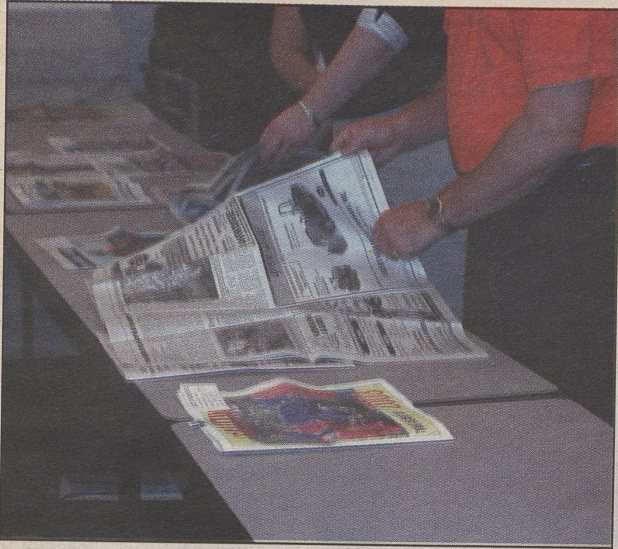
I personally thank all of you for the support you have given those of us who have been actively working on this. I also want to extend another note of personal thanks to all of you. Some of you already know that I am planning to retire from the practice of law. My last day will be April 23, 2004. I'm taking his leap with great excitement for what lies ahead in the rest of my life. But what made this decision most difficult was leaving you.

The 24 years of my law practice and my association with the news people of Kentucky have been extremely full and wonderfully rewarding. Your hotline calls never fail to be interesting and often are a treat to my funny bone (the file is full of those great hand written ads you would fax in every primary season). You are all funny, thoughtful and dedicated professionals. You care about doing right and doing good. I love being associated with that.

There's been only one moment of deep disappointment, and that was the adverse decision from the Kentucky Supreme Court on the employee (and not independent contractor) status of carriers for unemployment insurance purposes. But my overwhelming emotional memory will be how you all made me so proud. I am proud every day that I am able to stand before a court - or stand anywhere in front of anyone, for that matter - and say, "I represent the newspaper."

So, my heartfelt thanks to all of you for being great clients and friends. Keep on keepin' on. Jon and Kenyon and Ashley are still here to take your calls. You remain in exceptionally good hands.

KPA Advertising Contest Judging



Above and right: Members of the Virginia Press Association look through the numerous entries in the KPA advertising contest during judging in Virginia on March 5.



Above: Teresa Revlett, KPS Director of Sales, explains the judging process to judges at the Virginia Press Association headquarters in Glen Allen, Va. Left: Ann Laurence, CNHI publisher of the Morehead News, found a handy place to keep the stickers for the winning tear sheets. She was one of the members who volunteered to take the entries to VPA to be judged.

HB 188

Continued from page 3

Through the first 52 days, there was no such language.

Outside another committee meeting earlier that week, I was told HB 188 would be heard by a Senate Committee on Monday, March 22. And the tip included this: "There's going to be some new language; you might want to find out what that's about."

We searched and we asked questions. On March 19, the investigation paid off. "It's the foundation language." That came from Kim Greene, our general counsel, in an e-mail to me while I was in D.C. What we had watched for since early January, finally came out. But not public, because proposed amendments to bills are confidential until introduced. (That needs to be changed somehow but don't even think the legislature would allow that.)

Stories broke before the weekend that Senate Republicans would be changing a homeland security bill during a committee meeting on Monday. But the draft version that was ready to be introduced "went too far," as Senate Republicans stated and it would be changed before it hit the committee.

There must have been a lot of rewrites in those final hours because the version presented to the Senate Committee was the fifth draft of the language.

Despite comments from three committee members that the amendment was a problem, and one no vote, the bill was approved by the committee and headed to the Senate. The committee didn't like the language but still approved it to get it to the Senate floor where it could be changed and made acceptable.

But no changes were made on the floor and the bill was approved in amended form. Newspaper stories across the state told the public what the Senate was trying to do.

Radio talk shows were trying to figure out what a bill on homeland security had to do with foundation records.

Newspaper editorials blasted the effort. If foundation records are worthy of discussion, then that needs to be handled in its own legislative format, not tacked on at the last minute to a bill fully unrelated to foundations or donors or amounts of money.

Legislation originating in one chamber must return to that chamber if the other makes any changes. And then the original sponsor and originating chamber have the choice. Agree with the change and send it to the governor. Disagree with the changes and send it to a conference committee of both chambers. Or if it's really bad, just let the bill die.

Despite all of the work put into House Bill 188 since December, the form it came out of in the Senate was not worthy of consideration. After all the work he put in to it, after all the meetings and discussions with interested groups, Mike Weaver saw his time and effort go for naught.

That's unfortunate. It's unfortunate some tried to use a bill on homeland security to make a political statement.

And in the end, Rep. Mike Weaver was the real loser. He deserved better.

* * * * *

Rep. Weaver wasn't the only one to spend a lot of time and effort on a bill that deserved better.

Frankfort High government teacher, Rep. Derrick Graham, faced a similar situation. In the 2003 session, he introduced the best bill in years — to require public officials to get training in Open Meetings and Open Records. It went nowhere because it was introduced too late in the session.

So in planning for 2004, he started early. And he, too, involved several groups and had numerous meetings and discussions. Language was drafted. Changes were made. Those changes were reviewed and some things changed again.

What came out of those discussions wasn't training sessions but merely written materials on Open Meetings and Open Records. But it required public officials receive the materials periodically to remind them of the laws. (Of course, it fell short of making them read it but at least proof was offered that they had received a copy.)

House Bill 263 breezed through the committee process and the full House. And much like HB 188, it received no "no" votes by House members, with an 86-0 vote. That came on Jan. 30.

The Senate, though, was another story. Again. But unlike HB 188, Rep. Graham's bill never got a hearing.

HB 263 deserved better. Rep. Graham deserved better.

NNA calls for clarity on HIPAA regs

The National Newspaper Association has made a formal request to the US Department of Health and Human Services Office of Civil Rights to publicly state that state and federal Open Records laws are not pre-empted by the Health Insurance Portability and Accountability Act (HIPAA) when the custodians of records are not covered by the Act.

NNA formally reiterated earlier informal requests by OCR's director Richard Campanelli to help journalists respond to law enforcement and firefighter entities that wrongly claim responsibilities under HIPAA to withhold information.

NNA's Government Relations Chairman Jerry Reppert, publisher of the Anna (Illinois) Gazette-Democrat, said the request followed a presentation by Campanelli to NNA's Leadership Council.

"Several of our editors raised questions with Mr. Campanelli about problems in news-gathering

coming from HIPAA. We are experiencing undue difficulties because of confusion across the nation about how HIPAA affects first responders and law enforcement personnel. In many cases, HIPAA has no direct impact, but either confusion or convenience causes public officials to use it as an easy response to requests for information about accident victims, public health crises or investigations of medical institutions," Reppert said. "I think HHS understands that some of these problems are unwarranted, and I hope Mr. Campanelli will take firm steps to help us resolve them."

NNA has specifically asked Campanelli to include a statement on the HHS web site, where a decision tree to help HIPAA-covered entities to understand responsibilities is silent on questions of public records laws. In many cases, police or fire agencies would be required to release certain information as a part of their public reports.

**Looking for an
employee?
Check out
www.kypress.com
for the latest
resumes or to post
available jobs at your
newspaper.**

Newspapers urge postal reform, fair treatment

Washington, D.C. - A representative of America's newspapers - together, a \$700-million customer of the U.S. Postal Service - has urged postal reform legislation that would not allow "large influential mailers to get special deals for themselves."

Gary B. Pruitt, chairman, president and CEO of the McClatchy Company, Sacramento, Calif., testified before a Senate Committee on Governmental Affairs hearing on postal reform. He spoke on behalf of the Newspaper Association of America, which represents about 2,000 newspapers accounting for nearly 90 percent of the U.S. daily circulation.

Pruitt told the panel, "Newspapers do not believe that the Postal Service - an agency of the federal government - should take sides in the marketplace competition between one mail customer and another." He encouraged the panel to be wary of the Postal Service's plea for "pricing flexibility," saying, "There's a big difference between improvements that benefit all mailers by making the process of changing rates simpler, more efficient, and more predictable," and certain changes that would allow the service to enter into special negotiated service agreements (NSAs) with the nation's largest mailers.

"Government services - here postal services - should not be for sale based on negotiating or lobbying skills," Pruitt said. Instead of NSAs, he said newspapers favor "work-sharing arrangements that are available to all mailers - both large and small - that meet predetermined criteria for discounted rates based on cost savings."

Describing the type of pricing flexibility newspapers support, Pruitt said the Postal Service should be able to set rates within limits established by an enhanced Postal Regulatory Board, without going through the current lengthy Postal Rate Commission process. But, he stressed that the revised system must allow mailers "the opportunity to challenge postal rates before they are implemented, upon a complaint that a particular rate is flawed or discriminatory."

Finally, in order to "ensure that the Postal Service operates properly as a public service," Pruitt urged the Senate to follow the recommendation of the President's Commission on the U.S. Postal Service and give the serv-

ice "enhanced oversight."

He said an enhanced regulatory body should, in a separate proceeding, "establish the methodology used for calculating and allocating costs, and should be given the necessary tools to compel the Postal Service to produce cost data that currently does

not exist." This recommendation alone would not only increase the financial transparency and accountability of the Postal Service, it will protect First Class Mailers from having to pay a disproportionate share of the postal system's overhead costs.

Pruitt said a fairer and more accu-

rate system for measuring and allocating costs should be "prerequisites" for any revised postage rates, adding, "I know of no private business that sets prices without a firm understanding of its costs - surely nothing less should be expected of the Postal Service."

NEWS

Continued from page 1

Can Increase Revenue Using Innovative Strategies on April 16, 2004 from 9 a.m. to 4:30 p.m.

Tickets are \$149 which includes the seminar and lunch. To reserve your tickets call (270) 754-8915 or log on to www.wku.edu/seminar. Space is limited.

Outstanding journalism teachers invited to apply for national recognition

High school journalism teachers in cities, suburbs and rural communities are invited to apply for the Dow Jones Newspaper Fund's 2004 National High School Journalism Teacher of the Year. The program, now entering its 44th year, has honored a wide range of teachers from all over the country.

They share a dedication to quality journalism, courage, fairness and free expression for American students. The annual competition, which has operated since 1960, identifies the Teacher of the Year, who acts as a spokesperson for scholastic journalism, four Distinguished Advisers and several teachers cited as Special Recognition award winners.

The winning teacher will speak to the fall convention of the Journalism Education Association/National Scholastic Press Association in Atlanta, Ga., on Nov. 20. The teacher will also attend the annual meeting of the American Society of Newspaper Editors and the college-level Association for Education in Journalism and Mass Communications. The Teacher of the Year is a keynote luncheon speaker at the Columbia Scholastic Press Association convention in New York City each March.

Additionally, the winning teacher can apply to attend a professional-level seminar offered at the Poynter Institute for Media Studies in St. Petersburg, Fla. The Fund provides travel expenses and a per diem to the teacher's district to cover the cost of substitutes.

Air transportation for the teacher is being provided by American Airlines to destinations in any of the 48 states. This is the second year that American has supported the program.

The winning teacher will receive a state-of-the-art laptop computer with relevant publishing and academic software. In addition, a student at the high school of the Teacher of the Year will receive a \$1,000 college scholarship to pursue journalism studies. One student at each of the four Distinguished Advisers' schools will receive \$500 college scholarships.

A nominee must: have at least three years of experience teaching high school journalism or advising a newspaper or newsmagazine; have taught or advised during the 2003-2004 academic year and have plans to continue teaching and/or advising in 2004-2005. The nomination postmark deadline is July 1.

The single-page application form asks 14 questions and should be accompanied by a resume, a 35mm color photo of the teacher and six sets (12 copies) of the 2003-2004 newspaper or newsmagazine. No more than three letters of support may be submitted.

Teachers may be nominated by their principals, professional newspaper editors, schools of journalism, state press associations or by themselves. The program selects a high school journalism teacher or newspaper adviser who excels in teaching students to write journalistically, in guiding them to produce quality publications and in working cooperatively with professional media, journalism schools and

press associations. Beth Fitts, of Oxford, Miss, 2003 Teacher of the Year, will review the nominations.

Application forms are available from the Newspaper Fund, P.O. Box 300, Princeton, NJ 98543-0300, by calling 609-452-2820, or sending an e-mail message with name, mailing address and phone number to newsfund@wsj.dowjones.com, or a form can be printed from the forms section at www.djnewspaperfund.dowjones.com. More program details can be found in the high school teachers section of the site.

NAA launches Newspaper CareerBank

The Newspaper Association of America has launched Newspaper CareerBank, an online employment resource for both job seekers looking for positions in the newspaper industry and employers looking to fill positions. The site can be found at www.naa.org/careerbank

"This is a natural expansion of the existing job ads in NAA's print publications such as *Presstime*," said Kevin J. McCourt Sr., NAA vice president of advertising and exhibition sales. "We're connecting talent with real jobs in the industry."

Job seekers can post resumes free of charge or respond directly to posted positions. Job seekers posting a resume have the option of keeping their contact information confidential and can choose to receive e-mail messages alerting them to new job postings that meet their criteria.

Employers pay a fee to post positions and can choose from 30-day and 60-day options. Bulk pricing for 60-day postings is available. Both NAA members and non-members may post positions on Newspaper CareerBank, but only members will be able to use the search function.

NNA launches resources for telemarketing pros

The Newspaper Association of America has launched two vital resources for newspaper telemarketing professionals charged with navigating the maze of complex laws and regulations relating to the new federal telemarketing rules. The rules, revised last fall by the FCC, are prompting newspapers to devote an increasing amount of time staying informed of state and federal changes, and managing for compliance.

The first resource is the NAA Online Regulatory Guide, a comprehensive compilation of telemarketing information that addresses 23 key areas, ranging from registration/bonding requirements, to calling time restrictions and "existing business relationship" definitions. Online subscribers may view the information by

topic or by individual state or federal agency. The Guide is available in a "Basic" version, which is updated every three months; and a "Premier" version, updated on an ongoing basis. Premier subscribers will receive instant e-mail alerts to impending regulatory changes, as well as enforcement activity in the courts.

The Online Regulatory Guide is produced in partnership with Call Compliance, a firm specializing in telemarketing regulations and compliance issues. The guide is available to NAA members (\$249/year for Basic; \$599/year for Premier) and non-members (\$349/Basic; \$699/Premier).

"This online guide puts all the state and federal regulations and compliance information at the sales manager's and publisher's finger-

tips," said NAA Vice President of Circulation John Murray. "The guide's easy-to-access format is one of the only resources that provide a complete picture of the constantly changing regulations governing the entire telemarketing industry."

Call Compliance, Inc. Director of Regulatory Affairs/General Counsel Joe Sanscrainte added: "The Regulatory Guide has been created to give any entity that engages in telephone solicitation a centralized source for all the critical legal information they need to conduct their business. Since it is updated as new bills and regulations are issued, it is truly the 'bible' for the industry."

NAA's other resource is an update of the NAA Telemarketing Compliance Guide, also intended to assist newspapers in complying with

laws affecting telemarketing operations. The guide is an expanded edition of NAA's booklet from 2001. It is available to NAA Federation members for \$14.95; NAA members for \$16.95; and nonmembers, \$34.95.

"These resources represent NAA's continuing commitment to helping professionals at all levels comply with the ever-changing do-not-call rules," said John E. Kimball, NAA senior vice president and chief marketing officer. "Now, more than ever, this up-to-date information is essential to helping newspaper marketers create successful calling campaigns in compliance with the new rules."

In addition, Kimball said, NAA will continue to alert members to changes in the federal telemarketing regulations through broadcast e-mails and faxes.

BILLS

Continued from page 1

ing before a House Committee so it's dead.

House Bill 188 — this has been the vehicle for a lot of activity. It was the homeland security bill that we worked on during the interim and had several meetings with the sponsor, homeland security personnel and the staff of the Governor's Office of Technology. It made it through the House and was held up for a while in a Senate Committee. Late last week, we found out why. The Senate Republicans were working on amending the bill to include language that would allow non-profit/foundation donor names and amounts to be confidential. We were able to get a sneak copy of the language March 18 and started working against the bill. It was approved by the Senate Committee and we did get two amendments filed. One would have allowed donors to keep their names private only if they put in writing they wanted to remain anonymous. The other amendment would have deleted the new language entirely. Neither amendment was approved by the Senate and then approved the bill as changed by the Senate Republicans on March 24. KPA then had the House to not agree to the changes, effectively killing HB 188.

House Bill 262 — this is the bill

that would set up a reading service of newspapers and other print materials for blind and other handicapped persons. It was passed by the Senate 34-0 on March 25 and went to the governor for his signature.

House Bill 263 — we worked through the interim with Rep. Derrick Graham on creating a way for local officials to be educated on the Open Meetings and Open Records laws. It made it through the House but is stuck in the Senate State and Local Government Committee.

House Bill 371 — this one seemed to be making it's way through the House with ease and came out of the Judiciary Committee despite our work. It would have allowed criminals to have their records expunged in certain situations. It got through the House but is stuck in Senate Judiciary.

House Bill 390 — not a major issue since we had it amended at the committee level but originally would have allowed any interrogation by a law enforcement agency to be kept confidential. We did get it amended but the House sent it back to the Judiciary Committee so it's dead.

House Bill 425 and House Bill 525 — these were identical bills concerning the process of interviewing and hiring a principal. It would have allowed for the superintendent and school based council to keep their discussions in private. Neither made it out of the House Education Committee even though it was spon-

sored by the House Education chair, Frank Rasche.

House Bill 583 — would have allowed public agencies to use the Internet to seek bids on supplies of over \$20,000. It was changed in committee to allow all public agencies to use the Internet for an array of public notices now required in the newspaper. It received a 9-8 vote by committee but needed 10 "yes" votes, thus technically was defeated by the committee.

House Bill 611 — this one would have allowed county clerks to charge 50 cents per hour for electricity for anyone bringing their computer to the clerk's office to retrieve a record. It would also allow clerks to charge 50 cents per page for copying a record. It got through the House but was amended to take out the electricity charge. It's stuck in Senate State and Local Government.

House Bill 629 — would have allowed airport authorities to use the Internet, instead of newspapers, in advertising for supplies, products or services. Never was heard by the House Committee, so it's dead.

House Bill 648 — an economic development bill that in some cases would have allowed company documents to remain confidential. We did get it amended by the sponsor, Ruth Ann Palumbo, to address our concerns about Open Records provisions but after making it out of House Economic Development Committee,

it was sent to the House Appropriations and Revenue Committee to die.

House Bill 669 — similar to House Bill 611 but only to the point of allowing county clerks to charge 50 cents per page for copying records. It made it out of committee but was given a U-turn back to the committee to die.

On the Senate side, we typically don't have a lot of bills as witnessed by us watching closely only two bills:

Senate Bill 49 — this one was terrible when introduced, but Sen. Dick Roeding changed it to mirror House Bill 188 to gain our approval. It came out of committee with our support then went straight back to the committee to die.

Senate Bill 55 — this one was bogged down in the House with numerous amendments until the last minute. We didn't do anything on this bill because it was not a concern. Following what the Senate had attempted to do with his House Bill 188, Rep. Mike Weaver filed a floor amendment in the House to attach the provisions of HB 188 onto SB 55. The House approved the floor amendment and then passed SB 55 91-1. It went back to the Senate on March 29 and waits for the Senate decision to concur or not concur with the House amendment. The Senate may not take action of SB 55 when it returns, depending on language in the state budget bill that contains the same language.

People

Continued from page 2

page 2, which provides several community calendar events and a listing of employees and their contact information; and breakout boxes, which provide easy access information to readers about upcoming meetings or fast facts about the story at hand.

Kentucky regional sales rep

Alice Farstad has been hired to handle regional sales for the South Central Kentucky area. She will be covering Hart, Barren, Warren and Breckinridge counties for all of the LCNI Kentucky newspapers and many of the company's free distribution products such as CK cars.

Promo nets 55 subscriptions

The Sentinel-News in Shelbyville, hosted a Friday the 13th Valentine's Special at the local Wal-Mart. A dozen roses were offered with every subscription sold. Myranda Moses and Tonya Stormes sold 55 subscriptions. Last year the same promotion sold 25 subscriptions.

Hubbard joins The News-Herald staff in Owenton

Scott A. Hubbard has joined the staff of The News-Herald in Owenton as an advertising consultant.

A recent graduate of Purdue University with a degree in communications and an emphasis in public relations, Hubbard has relocated to Owenton.

Snitch signs deal to launch Northern Kentucky paper

Snitch LLC, a publisher of a free weekly publication in Louisville that covers local and national crime news, has signed a licensing agreement with Crime Watch LLC to operate a version of the crime newspaper in Northern Kentucky.

Terms of the deal were not disclosed.

Crime Watch LLC is owned and operated by Shaw Spalding, a local entrepreneur in Northern Kentucky.

Northern Kentucky Snitch, which is expected to launch in April, will include crime-related stories, features and columns for Boone, Campbell and Kenton counties in Northern Kentucky.

Snitch also has launched or has

agreements to launch Snitch papers in Louisville, Lexington and Paducah in Kentucky and papers in San Diego, Savannah and Columbia.

Dial named editor at CKNJ

The Central Kentucky News-Journal tapped long-time staff writer Rebecca Dial to become its news editor.

Dial moved from her writing job to her duties as editor on March 15. She replaces Editor Beth Foster who accepted a promotion to editor/general manager of the Mt. Vernon Democrat in Indiana.

Dial began working at the News-Journal 18 years ago as a receptionist. Since that time she handled proof-reading, social writing and some bookkeeping before being named staff writer in 1998.

Owen County holds NIE school contest

To celebrate Newspaper in Education month during March, The News-Herald offered two \$50 prizes to classrooms in Owen County.

The competition was divided into two categories, primary and elementary schools and middle and high schools. To be eligible for the prize, the teacher and class had to demonstrate how they have used the newspaper in their classroom.

Classroom studies that help students develop an understanding of the role of the newspaper in a free society as well as school bulletin boards that feature clippings from area newspaper and projects that encourage students to use newspapers to build their reading, math or current-event skills were considered.

C-J reporter wins award for air-pollution series

James Bruggers, The Courier-Journal's environmental reporter, has won the National Press Foundation's 2003 Thomas L. Stokes Award for his series of stories last year about toxic air pollution in Louisville.

It marks the second time in five years that The Courier-Journal has won the award. A team of three reporters won in 1999 for their coverage of problems at the Paducah Gaseous Diffusion Plant.

In announcing the award, the National Press Foundation said Bruggers' "work evaluation the presence, sources and health concerns of

Toxic Air Pollution is an example of enterprising journalism."

Bruggers conducted an independent analysis of air-monitoring data that had been collected by the University of Louisville for the U.S. Environmental Protection Agency and the West Jefferson County Community Task Force.

The newspaper found 18 chemicals on compounds in Louisville-area air at concentrations that were higher than what local, state and federal environmental regulators considered safe.

Subsequent coverage reported that cancer and other health risks from breathing Louisville-area air are higher than the EPA had previously estimated for anywhere in the nation.

Shortly after the first stories were published, Mayor Jerry Abramson persuaded three companies to pledge voluntary air-pollution reductions.

The Stokes Award is given each year for the best writing in a daily newspaper on the subject of energy.

Woodford Sun employee in fair condition after shooting

Matthew Chandler, employee of the Woodford Sun in Versailles, was shot by an unidentified gunman after he had stopped because of car trouble on a street in the Gardenside area of Lexington during the early afternoon of March 2.

A man stuck a gun through an open window and shot him in the side.

Chandler underwent surgery at the University of Kentucky's Albert B. Chandler Medical Center.

Chandler was able to drive his vehicle to a gas station to ask someone to call an ambulance.

Western students honored in photo competition

Two Western Kentucky University students have received top honors in the second photojournalism competition of the 44th annual Hearst Journalism Awards Program.

Jae S. Lee, a senior from Hendersonville, Tenn., finished first in the sports and news competition and received a \$2,000 award. James Branaman, a Berea senior, finished second and received a \$1,500 award. The School of Journalism and Broadcasting will receive matching amounts.

Lee and Branaman also qualified for the Hearst semi-finals and will

submit additional photos for judging in May. Six finalists will be chosen for the national championships.

After two of three contests, Western leads the Intercollegiate Photojournalism Competition followed by Florida, Ball State, Colorado and San Jose State. In the past 14 years, Western has won the Hearst photo competition 12 times and finished second twice. The final winners will be named in April.

The Hearst Journalism Awards Program consists of writing, photojournalism and broadcast news competitions. In a recent in-depth writing competition, Shawntaye Hopkins, a Louisville sophomore, finished 19th. In the past five years, Western has won the Hearst program's overall intercollegiate title twice, placed second once and finished third twice.

Daily News undergoes staff changes in circulation

Troy Warren has been promoted to circulation director from packaging manager. He replaces Charles Theis who will become circulation business manager. George Stewart has been promoted to packaging manager from assistant packaging manager. Tracy Brown has been hired as the assistant packaging manager. Tracy was formerly with the Glasgow.

WKU newspaper wins national advertising awards

The advertising staff of Western Kentucky University's student newspaper won national honors at a conference in Seattle.

The College Heights Herald received five awards at the 32nd annual conference of College Newspaper Business and Advertising Managers.

The Herald won best in category for newspaper promotional campaign, first place for best color newspaper promotional ad and third place for best rate card, best training program and best electronic banner display ad.

Representing the Herald at the convention were Amanda Hall, advertising manager, a Bardstown senior; Matthew Rountree, creative services, an Elizabethtown graduate student; Michael Reuter, creative director, a Bowling Green senior; Rachael Novak, sales director, a Louisville senior. Also attending were Herald Business Adviser JoAnn Thompson and Office Manager Sherry West.