

# The Kentucky Press

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## Capital convention

Start making your plans.

The 1992 KPA winter convention and trade show is Jan. 23-25 at the Capital Plaza Holiday Inn in Frankfort.

The highlight, no doubt, will be the awards banquet Friday evening. But, equally important for the association, is the official ribbon cutting for the KPA central office building at 101 Consumer Lane on Thursday at 11 a.m.

Coinciding with opening day for the convention is the Legislative Research Commission Media Day beginning at 3:30 p.m. on Thursday. On tap are an introduction to the LRC public information office, an explanation of the legislative budget process, a look at issues facing the 1992 Kentucky General Assembly and a tour of legislative facilities.

The annual legislative reception, with the General Assembly in full swing, is set for 6 p.m. at the Holiday Inn.

Friday's luncheon speaker will be Gov. Brereton Jones, still in honeymoon blush. General sessions and workshops for news editorial, advertising, circulation and Associates will fill Friday's a.m. and p.m. schedule.

The annual Changing of the Guard luncheon will cap off the three-day convention on Saturday.

More details will come to you via mail and in next month's Kentucky Press. If you need registration information, call KPA at 1-800-866-1431.

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Winners all--A dramatic sports picture won the Newspaper Best of Show award for Gary Emord-Netzley of *The Messenger-Inquirer* in Owensboro in competition sponsored by Kentucky News Photographers Association.

## Press organizes for passage of OM/OR law revisions

KPA members are being called on to lobby hard for the proposed revisions to the state's Open Meetings and Open Records laws.

At a workshop on Nov. 21 in Frankfort to explain the revisions, attorney Phil Shepherd urged the 25 newspeople in attendance to contact legislators and citizen groups in their local communities to "get behind" the bills which have been prefiled by the legislative task force that's hashed over the revisions for about 14 months.

Task force member Steve Lowery cautioned about the language used to

promote the bills. "They must be seen as more than (media) industry bills," said Lowery, publisher of *The Kentucky Standard* in Bardstown. "They are people bills."

A plus for the bills, which will come before the 1992 General Assembly, is that they are marked by "legislative ownership," said Lowery, referring to the apparent support of the bills by the legislators who served on the task force. State Rep. Bill Donnermeyer, task force chairman, prefiled both pieces of legislation.

See **Press organizes**, back page

## Templin nominees needed by Dec. 13

Nominations are being accepted for the Edwards M. Templin Memorial Award, given annually by the *Lexington Herald-Leader* to recognize a Kentucky newspaper person performing the most outstanding community service.

It was established to honor Templin, Lexington Herald promotion director and president-elect of KPA at his death in 1967.

Submit nominations in written form, detailing nominee's newspaper and community service career.

Deadline is Friday, Dec. 13. Send to David T. Thompson, KPA, 101 Consumer Lane, Frankfort, KY 40601.

# KWNA participants analyze campaign

By Randy Patrick  
*Richmond Register*

Brereton Jones won Kentucky's gubernatorial race because he started early, ran hard all over the state, raised large sums of money, had a good field organization and paid attention to the "new rules" of campaign advertising.

Those were the reasons given by Jones' campaign manager Steve Miller for his candidate's huge success in November's general election.

Miller took part in a panel discussion of the campaign at the Kentucky Weekly Newspaper Association fall convention Nov. 15 at Eastern Kentucky University.

Larry VanHoose, top campaign aide for Republican gubernatorial candidate Larry Hopkins, was also scheduled for the discussion but did not appear.

Other panelists were Bob Geiger of the *Lexington Herald-Leader*, Al Cross of *The Courier-Journal* and Barry Peel of WKYT-TV.

Geiger compared the 1991 race with that of 1987. In that campaign, he said, Democrats John Y. Brown Jr. and Steve Beshear trashed each other over taxes and other issues, allowing Wallace Wilkinson to "come up the middle" and win with his promise of a state lottery.

**Brereton, learning from '87, just decided that he was not going to get involved in mudslinging in this race.**  
—Bob Geiger, *Herald-Leader*

Jones and Martha Wilkinson were poised as the main contenders this year, but Jones wasn't about to make the same mistake as the frontrunners of four years ago, Geiger said.

"Brereton, learning from '87, just decided that he was not going to get involved in mudslinging in this race," he said.

Also, Geiger said, Martha Wilkinson "was so despised by a large part of the electorate that whatever message she was carrying was tainted by the fact that she was carrying it."

A poll by the *Herald-Leader* showed that when Wilkinson dropped out before the primary her support was divided among Jones, Scotty Baesler and Dr. Floyd Poore. However, the panelists agreed that Baesler benefitted the most.

Miller said when it became obvious that the Wilkinsons shifted their support to Baesler, the Jones campaign ads linking him to the administration.

"We drove Baesler's negatives up 10 percentage points in five days, and it was basically that a vote for Baesler was a vote for a continuation of the

Wilkinson administration," he said.

Martha Wilkinson played up Jones' refusal to release his income tax returns, and Hopkins took up the issue in the general election campaign.

"That issue never caught on, because Brereton Jones had been inoculated in the primary . . . by a candidate that the voters did not believe in," Miller explained.

Peel said the issue Hopkins should have run on was the \$1.3 billion tax increase ushered in by the Democrats, not Jones' personal taxes.

But Cross disagreed. He said that most voters understood that the new taxes were needed for school reform and that they had been mandated by the courts.

"This is one of the few free shots that you'll ever have on that issue in a governor's race," Cross said.

The panelists agreed that Hopkins was handicapped going into the general election campaign by a bruising battle in the GOP primary against a candidate he should have easily defeated, Larry Forgy.

Miller said Forgy would have been a more formidable candidate, but Jones would have still beaten him.

"Larry Forgy is not an invincible candidate," Miller said. "I don't think

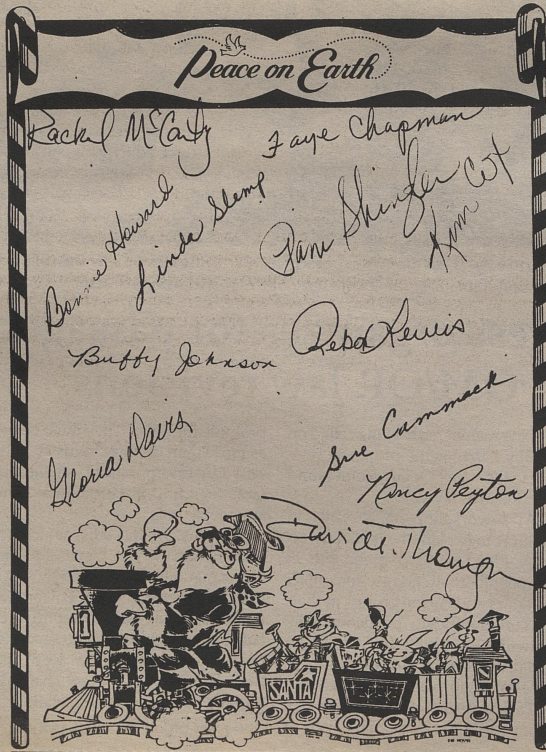


Steve Miller

you can run as a reform candidate in this state and be against education reform."

Miller attributed Hopkins' devastating defeat to not understanding the electorate and not giving them good reasons to vote for him, rather than against his opponent.

"Larry Hopkins had no concept of Kentucky's political culture," he said. "The flip side of that is you must let people know you."



## The Kentucky Press

### 1991 Officers

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- President-Elect**  
Mary Schurz  
*Danville Advocate Messenger*
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### KPA/KPS Central Office

- David T. Thompson, Executive Director
  - Bonnie Howard, Business Manager
  - Gloria Davis, Advertising Director
  - Reba Lewis, Administrative Assistant
  - Buffy Johnson, Bookkeeping Assistant
  - Sue Cammack, Secretary
  - Pam Shingler, News Bureau Director & Editor, *The Kentucky Press*
  - Faye Chapman, News Bureau Assistant
  - Clipping Service: Rachel McCarty, Coordinator; Kim Cox, Linda Slemph, Faye Chapman
  - Mail/News Release Service: Nancy Peyton
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# Memories of 332 Capitol Ave.

By David T. Thompson  
KPA Executive Director

Memories. Gee, that'd be a good name for a song.

Memories. Thoughts of yesterday. Yesteryear.

As your Kentucky Press Association begins a new era in a modern Central Office facility, memories of the old Central Office on Capitol Avenue are still prevalent in our minds.

Many KPA members have memories of their own about the old Central Office — the building committee which went looking in 1981 for a place for KPA to call home found the two-and-a-half story office/house available within sight of the Capitol; the presidents who served their terms while KPA was on Capitol Avenue; the board members and newspaperpeople who frequented the office for business or just to visit.

And like many of the members and the staff, I, too, have my own memories of 332 Capitol Avenue.

Like August 1983, having just returned from a two-week Florida vacation and driving from Georgetown to the office for my interview with the Executive Committee about this job. Walking into a seemingly huge office and finding Lewis Owens, Don Towles, John Munford, Betty Berryman and Floe Bowles sitting at the conference table, ready to interview this guy named David T. Thompson who applied for the position.

Like coming back a couple of weeks later for a second interview when the field of 147 candidates had been narrowed to just a few.

Like walking in here the first day — Sept. 26, 1983 — as executive director and the first phone call — from John Munford, wishing me well and assuring me that everything would be all right.

Like a few weeks later, when sitting at my desk some visitors surprised the whole staff. I heard a call from out front telling me we had some special guests. Sure 'nuff. Toward my office in the back walked Gov. John Y. Brown and his wife, Phyllis George. She was pregnant and they were walking down Capitol Avenue with two plainclothes state police officers at their side. Nature called and Phyllis had to use the bathroom. You don't say "no" to the first lady. And then sitting at the conference table with Governor Brown, showing him the pictures of past presidents on the conference room wall.

Like November 1983, when the Kentucky River did its thing, leaving its banks and filling the basement. We watched hour by hour as the river gradually rose. Step by step from the basement the water rose. It crested



Taking a bath... KPA Central Office staff had a good time last winter watching workmen struggle down the stairs at 332 Capitol Ave. with a heavy bathtub during a bathroom remodeling project -- one of many memories.

just inches from the top of the steps and inches from covering the first floor.

Like December 1983, when KPA purchased its first computer — an Apple IIC. Watching as the staff approached this monster (me included) with the most apprehension possible. Then going back to our desks knowing our IBM Selectric typewriters couldn't blow up the world with the push of a wrong button.

Like December 1983, just before Martha Layne Collins' inauguration parade. Some staff member of the Historic District came in, during a meeting of the Executive Committee and general counsel Mike Judy, and tried to tell us we didn't have permission to replace the rotted columns on the front porch. After a lecture from Don Towles and John Munford, the guy left like a dog with his tail between his legs.

He called back a few minutes later and said it was okay if we wanted to replace the columns as long as they were of the same design as what we had.

Like January 1984, my first winter convention. Eight inches of snow fell the morning the convention started. We didn't pack the convention material the night before. So the staff got to load up as the snow fell. And then the next Monday when new KPA President Lewis Owens called nine times his first day in office. We got a new telephone system a couple of weeks later.

Like the tornado that came right over the office. Our news release clerk, Nancy Peyton, warned us never to get in her way if a tornado threatened. And she meant it, leaping down the steps, over the top of Tony Spugnardi and toward the basement.

Like in 1985 and 1987 when the river left its banks again and threatened the office.

Like February 1989, when the Kentucky River did more than threaten the office. It crested with four inches of water on the first floor. I remember standing some 300 feet away, looking as the office was rapidly engulfed by the dirty water. That was as close as we could get at the time. Then getting up courage, and a pair of hip boots, hesitantly walking across Capitol Avenue, not knowing what creatures lurked under the water, until a row boat came by and I hitched a ride up onto the front porch. Two days later we were able to get inside and pull up all the carpeting on the first floor.

That same day was to be the beginning of an IRS audit. They understood for a day, then made the auditor come on anyway. No heat, no water. But he sat there in the kitchen, examining the books, with his heavy coat wrapped around him, trying to stay warm. We made it through the audit and the flood. And we got new carpeting on the first floor and even made \$5.75 between the cost of the carpeting and the insurance money we received. Larry Craig, KPA president, never could understand that.

Like the day a lady pulled out from Fourth Street onto Capitol Avenue and was killed by an oncoming car. That was one of hundreds of wrecks that have occurred in the eight years I've been here. And yet, calling the Transportation Department every time there was a wreck, we ended with the same excuse, "Our traffic studies show there's no need for a traffic light." That's state government for you. Tell that to the many, many people who have been injured, or to the family of the lady who was killed.

Like the parades and protests — the festive atmosphere surrounding three gubernatorial inauguration parades; the 25,000 teachers who lined Capitol Avenue last year in support of education reform; the Kentucky State University students, most recently, and other groups through the years who have held protest marches.

There are many, many pleasant memories about 332 Capitol Avenue. You remember those often.

There are unpleasant ones as well. You tuck them away, somewhere in your mind, and recall them only when sitting down to write a column.

Yes, a new era, as such, has begun with the move to 101 Consumer Lane. Right now, there are only pleasant thoughts of what it will be like to have space for staff members to work comfortably; to have a place to hold board meetings and small group sessions without renting a hotel meeting room; to know the Kentucky River won't rise enough to flood you out; to be a part of an exciting time and to have a place of which all members can be proud.

Someday, many years down the road, perhaps another KPA executive director will write a column about his or her memories of a place called 101 Consumer Lane and how he or she looks forward to that new office KPA will call home.

For now, 332 Capitol Avenue holds those memories for me. But those memories for an executive director in the future won't match the ones I have of walking into the building for the first time and seeing Don Towles, Lewis Owens, Floe Bowles, Betty Berryman and John Munford waiting to interview me for this job, or of the First Lady of Kentucky needing to use the bathroom, or of watching the river rise as the staff helplessly stands across the street knowing we can do nothing to stop the rising waters.

In a way, it's hard to say goodbye to 332 Capitol Avenue. But getting a new office is an exciting opportunity. We all look forward to what memories that new building might someday bring.

## Naming names

**WILLIAM MILLION** is the new general manager of *The Bourbon Times* in Paris. He is a former associate editor and advertising representative for *The Carlisle Mercury* and most recently was publisher of the *Nicholas News-Herald*.

Replacing **LORI TAYLOR** as editor of *The News-Herald* in Owenton is **STEVE OLDING**, former editor of the Grant County Express and Campbell County Courier Press and former reporter for the *Recorder* Newspapers. Taylor, who joined the staff in 1985 as advertising manager and took over as editor in 1989, resigned to become an information officer for the Kentucky Higher Education Assistance Authority. Both are graduates of Northern Kentucky University.

**SHERI TOLLEY** is a new staff writer with *The Jackson County Sun* in McKee. The West Virginia native attended Berea College. Also new to the paper's associate editor post is **RICK L. ELKINS**, a University of Kentucky graduate. He has worked with the *Laurel County Weekly*, *London Sentinel-Echo* and *Corbin Times-Tribune*, and his work has also appeared in the *Lexington Herald-Leader*, *Louisville Courier-Journal* and Associated Press publications.

**JAMES M. SLAGLE**, recent graduate of Davidson College in North Carolina, has joined the staff of *The Harrodsburg Herald* as reporter/photographer. While in college, he studied for one year at

Julius-Maximilians-Universität in Würzburg, Germany.

Proving newspapering is not always an itinerant business, nine staff members at the *Glasgow Daily Times* were cited in October for 15 years of service each. They are office manager **MARY LOIS LYONS**, publisher **BILL TINSLEY**, advertising manager **HAROLD SPEAR**, composition manager **ELIZABETH PEDEN**, *Glasgow Republican* editor **FRANCES BASTIEN**, circulation bookkeeper **LIBBY PROFFITT**, job printers **MARTHA THOMAS** and **BILLY THOMAS**, and advertising representative **ALICE PIPER**. Staff writer **CONNIE PICKETT** was recognized for 10 years of service.

### KPA-ers judge for Mississippi

Advertising staff members from KPA newspapers met in Lexington on Oct. 25 to judge entries in Mississippi Press Association's ad contest.

They were Larry Stewart, *Courier-Journal*, Louisville; Larry Brooks and Linda Rakestraw, *Lexington Herald-Leader*; Debbie Ballard, *Sentinel-News*, Shelbyville; Dorothy Abernathy, *Oldham Era*; Debbie Helton, *Advocate-Messenger*, Danville; Bonnie Ball, *Winchester Sun*, and Jeff Wilder, *Tri-City News*, Cumberland.

Pitching in from KPA's central office were executive director David T. Thompson, advertising director Gloria Davis and secretary Sue Cammack.

## No negatives for these photographers

### Gleaner's Clarke is #1

Cathy Clarke of *The Gleaner* in Henderson was named Newspaper Photographer of the Year for 1991 at the awards banquet of the Kentucky News Photographers Association last month in Louisville. Runner-up was Bill Luster of the *Courier-Journal*.

KNPA gave its Newspaper Best of Show Award to Gary Emord-Netzley of *The Messenger-Inquirer* in Owensboro. The \$100 cash award is sponsored by Associated Press and selected from among first-place winners in individual still categories.

A citation for outstanding service to Kentucky photojournalism went to John Flavell of *The Daily Independent* in Ashland.

Other winners from among KPA members by category are:

**\*Newspaper Feature:** James Wallace, *Courier-Journal*, first; Mark Cornelison, *Richmond Register*, second; Pat McDonough, *Courier-Journal*, and Craig Fritz, Western Kentucky University, honorable mention.

**\*Feature Picture Story:** John Russell, WKU, first; Cathy Clarke, second; Pat McDonough, Bill Luster, and Tom Marks, *Lexington Herald-Leader*, honorable mention.

**\*General News:** Jason Hallmark, WKU, first; Cathy Clarke, second; Jennifer Podis, *Herald-Leader*, third; Chuck Wing, WKU, and Bud Craft, *Courier-Journal* free lance, honorable mention.

**\*Illustration:** Robert Bruck, *Messenger-Inquirer*, first; Tom Marks, second; Rick Loomis, WKU, third; Allen Lake, *Messenger-Inquirer*, and Craig Fritz, honorable mention.

**\*News Picture Story:** Bill Luster, first; Tim Sharp, *Herald-Leader*, second; Charles Bertram, *Herald-Leader*, third.

**\*Pictorial:** Charles Bertram, first and second; Robert Bruck, third; Jason Hallmark, honorable mention.

**\*Portrait Personality:** Janet Worne, *Herald-Leader*, first; Michael Clevenger, University of Kentucky, second; Steve Dozier and Rick Loomis, honorable mention.

**\*Sequence:** Charles Bertram, first; Cathy Clarke, third.

**\*Sports Action:** Tim Sharp, first; Allen Lake, second; Robert Bruck, third; Charles Bertram and Janet Worne, honorable mention.

**\*Sports Feature:** Gary Emord-Netzley, first; Leah Hogsten, WKU, second; Sam Upshaw Jr., *Courier-Journal*, third; Michael Clevenger, Sam Upshaw Jr. and Cathy Clarke, honorable mention.

**\*Spot News:** Cathy Clarke, first; Janet Worne, second; Charles Bertram, third; Allen Lake, Tim Sharp and Bud Kraft, honorable mention.

**\*Portfolio:** Cathy Clarke, first; Bill Luster, first runner up; Chuck Wing, second runner up.

### In memoriam

#### Miriam Jean H. Coady

Former *Courier-Journal* writer and editor, Miriam Jean Howerton Coady, 67, died Nov. 13 after a long illness.

In more than 40 years with the Louisville paper, she worked as a reporter, assistant city editor, assistant features editor and arts editor. She retired in 1986.

She was a member of the Preservation Alliance of Louisville and Jefferson County, the Filson Club and Kentucky Historical Society.

#### Jack Martin

Free lance editorial cartoonist Dudley Jack Martin, 67, died Oct. 31 after a brief illness.

His cartoons depicting concerns in Eastern Kentucky were used regularly by *The Floyd County Times* in Prestonsburg, *Troublesome Creek Times* in Hindman and other newspapers in the region. He was a former shipping clerk for Island Creek Coal Co. and Wheelwright Mining Co.

The reunion of a young Marine and his family after his tour of duty in the Persian Gulf was captured poignantly by Cathy Clarke of *The Gleaner* in Henderson. The award-winning photo was part of the portfolio that rated Clarke the distinction of Newspaper Photographer of the Year for 1991, in competition sponsored by the Kentucky News Photographers Association.



**Judy Magee Stone**

**Struggle, triumph merge in 45-year newspaper career**

The Advance Yeoman  
Oct. 31, 1991

During her career as a journalist, Judy Magee Stone of Wickliffe has seen many changes, from the linotype to the Macintosh.

While in the newspaper business, Judy has suffered personal hardships while managing to fight off fierce competition from other newspapers.

Following the death of her first husband, Pat Magee in 1967, she raised their three children on her own and put them through college.

In August of 1990, *The Advance-Yeoman* celebrated 100 years of service to the residents of Ballard County. Judy recorded the newspaper's colorful history in a lengthy piece written for the occasion.

Recently, Judy retired from the newspaper business and sold *The Advance-Yeoman*, *The West Kentucky News* in Paducah and *The Livingston Ledger* in Smithland to Kentucky Publishing Inc.

Following are excerpts taken from the special anniversary edition of *The Advance-Yeoman*.

Judy and Pat Magee bought the Advance in LaCenter in January of 1946 from Ada Wear. "We managed to survive in LaCenter and paid for the balance of the Advance in 18 months," she wrote.

In September 1947, they purchased the Yeoman from Clarence Miller. "We worked out a deal and decided to move to Wickliffe to put the two small papers together to form *The Advance-Yeoman*."

It had a faster and better press . . . a two revolution Lee, two hand fed job presses, a Model 8 linotype but no bathroom facilities.

She wrote that Wickliffe had better equipment. "It had a faster and better press . . . a two revolution Lee, two hand fed job presses, a Model 8 linotype but no bathroom facilities."

Each morning, Stone said, the "town loafers" would gather around the pot bellied stove in the office for heat. They would drink coffee and read the papers. "I threw the chairs out. This didn't make me popular in LaCenter where they resented our moving to Wickliffe and thought we made a mistake."

At this time, the newspaper was located in the old Yeoman building next to the bank.

Stone wrote that both papers had survived the Great Depression. "They didn't have any money but they managed to feed their families."

Mrs. Wear was quoted as saying "a newspaper was a good depression proof business. In good times you survived on advertising. In bad times, you thrived on troubles."

Stone wrote: "Sheriff's sales, master commissioner sales, delinquent taxes, bankruptcies and economic tragedies kept the newspapers going during the depression. Many farmers lost their homes and land, many

businesses went bankrupt, and many families could not afford to pay their taxes.

"Newspapers recorded the troubles that the nation was having and coped. Mrs. Wear said that she used to get chicken, eggs, vegetables and fruit in payment of subscription money. Farmers would bring them the products of their farms instead of cash, for the farmer didn't have the cash to pay."

The Magees moved into the new Yeoman building the summer their son, Mike, was born. "I was setting nearly all the type, and during my

competition in every direction. A new paper opened up in Smithland," and another was opened in Ballard County. "The Journal at Bardwell also had competition. I had to go to work whether I wanted to or not. It took five years to get rid of my competition."

She also "got rid of the Journal," after the editor in Bardwell, Homer Harper, was killed in a car wreck and Judy's father was killed while cutting down a Christmas tree. "Those were the final straws, and I gave up the Journal and printing the Ballard County telephone directory."

Once Judy's kids were off at col-

**I had to go to work whether I wanted to or not. It took five years to get rid of my competition.**

pregnancy, we had tried repeatedly to hire a linotype operator with no results. The day before I went to the hospital for delivery, a woman walked in looking for a job."

An apartment was built above the newspaper building and the Magees moved in with their new baby. "I hired a housekeeper and returned to work," Stone wrote. "I worked on the linotype until Gross was born and then we got John Bostick and Willis Edwards."

In 1961, Pat and Judy purchased *The Livingston Ledger*, founded in 1960 by John Urton.

In 1978, their daughter, Ava, was named editor of the Smithland newspaper. Before joining the Ledger, she served as administrative secretary to US Rep. Carroll Hubbard in his Washington, DC, office. Debbie Mitchell, a Smithland native, joined the newspaper's staff in May 1978 and continues to work there as office manager.

(In the early days) Pat Magee was "interested in the American Legion, VFW, Sportsman's Club, Civic Club and founded the Harvest Festival in Wickliffe. He also worked as a one-man Chamber of Commerce in trying to get industry to come into Wickliffe. He worked on the county fair. He ran and I mostly stayed at home with my babies every night," Judy wrote.

In the fall of 1966, Pat became ill and was diagnosed with throat cancer. The Magees went to St. Louis' Barnes Hospital where the world's leading cancer specialist performed an eight-hour operation on Pat.

"The year 1967 was so terrible I don't want to discuss it. It is terrible to be able to do nothing while someone you love dies and you watch them go down," Judy wrote. Widowed at 46, she tried to manage.

"Suddenly," she wrote, "I had

lege, she wrote every night and managed to write eight books.

Then in 1985, she ran into Larry Stone, who began in the newspaper business at the same time she did. "We had been friends all these years and he was a special friend of Pat's. His wife, too, died of cancer after an illness of six years.



"I astonished my friends by telling them I was getting married to Larry Stone since I did not date," Judy wrote. "However, I did get married."

She divides her time between Wickliffe and Central City where Stone is. His Muleberger column has been a popular feature of her newspapers.

Twelve years ago, Judy bought the *Hickman County Gazette* in Clinton, and five years ago, she bought West Kentucky News. She sold the Gazette in 1990.

Freedom of speech includes the right to be silent. —Henry Cabot Lodge Jr.

**Holy Kryton!**

**Planet editor has Kentucky ties**

Yes, Virginia, there is a Metropolis and it has a Lois Lane and a newspaper called The Planet. But Clark Kent doesn't work there, and the crusty editor is really a guy named Clyde Wills who grew up on Kentucky journalism.

Wills, whose family owned the *McLean County News* in Calhoun from 1945 to 1967, is the subject of an article by Laurie Sue Brockway in the Oct. 26 edition of Editor & Publisher.

The southern Illinois town, just a few miles down river from Paducah, began capitalizing in 1972 on its comic-book name, adopting Superman as its mascot. Owners of the *Metropolis News*, formerly the *Promulgator*, changed the nameplate to *The Planet* and added a logo featuring Superman atop a globe. Other tourist-drawing attractions to the town include a welcoming billboard, a statue, a street called Lois Lane and, of course, an annual Superman Celebration.

Wills says the McLean County paper had "a pretty strong influence" on his career choice. "It was a lot like growing up on a farm, as far as being part of it. All six of us boys worked after school, in summers and on Saturdays. We started out sweeping floors, emptying wastepaper baskets, and then, working our way up as we got older, to running the equipment, printing and doing all the jobs."

The Kentucky connection continued even after the University of Kentucky graduate went to work for *The Planet*. The owner/publisher of the Metropolis paper also owned the *Mayfield Messenger*, and both papers were printed at the same Kentucky plant.

Local news

# Who is the Kentucky Press Association?

By Pam Shingler  
Press editor

## Anderson News

You would need a small gallery to display adequately all the awards *The Anderson News* has won for its consistently excellent content and appearance.

Virtually every wall in the paper's Main Street office in Lawrenceburg is filled with plaques and framed certificates.

There's likely a correlation between that and the fact that the paper has one of the highest — if not the highest — penetrations of households in Kentucky. Publisher/editor Don White says his paper goes into the homes of 84 percent of the population of Anderson County, a feat that would make any publisher green with envy. Actual circulation is more than 5,800.

But a look at just about any edition reveals that this is a "people" paper, chockful of news, features and photographs of local people.

"We try to appeal to a wide spectrum — something for everybody — and we really mean it," explains White.

To do that, White does the most basic form of research. "I watch people when they first get the paper and I see what they look for first," he says.

Besides hard-breaking news on drug arrests or parkway snipers, the front page nearly always sports a feature on an Anderson Countian, ranging from a local runner who covers the county to a California couple who's opted for a simpler life. Lately, student achievers have been in the spotlight.

Another popular feature is a page devoted to "old news" with items taken from past editions and big photos from the paper's archives or brought in by readers. "It's a tremendous opportunity to make a lot of people happy," says White.

The paper also involves itself heavily in community projects. Twice in recent years, *The Anderson News* has received the top community service award among 37 papers owned here and in other states by Landmark Community Newspapers.

One award stemmed from the paper's election coverage and the other from its support of a new community park. In the latter case, White even committed a portion of ad revenue to the purchase of specialized basketball hoops.

For the last several months, the newspaper has spurred on a project to buy, move and renovate an abandoned one-room schoolhouse. A community fundraising campaign has been aided greatly by full page ads, printed free by the paper.



Wall of fame

The award-covered backdrop for a staff photo at *The Anderson News* still doesn't begin to show all of the KPA, Landmark and community awards the Lawrenceburg weekly has accumulated. The assembled staff on this Friday morning are, from left, Missy Feland, Janie Buntain, Don White, Mattie Cheek and Shirley Morgan. Everyone, plus adman Buddy Garrison, takes pictures and writes articles when the need arises.

"That's what a paper needs to be doing," says White, who worked for three other papers before coming to Lawrenceburg in the mid-1970s. "Look at the community and ask 'What can I do to change the community through the press?'"

"And it doesn't have to be mean," he adds.

Features, photos and lots of local columns add up to what White considers a valuable role for a community paper — to entertain. "A paper should entertain, as well as inform," he says. "Putting out the total package is what you have to strive for."

A prime example of this philosophy is the paper's annual "no rules" photo contest in the fall. White eats the extra expense and runs the winning entries in color over several weeks. In addition, other entries that strike the staff's fancy are used throughout the winter.

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

Another important editorial philosophy that endears the paper to its readers is that every staff member is considered a reporter. From ad salesman to typesetter, all six staff members are able and ready to shoot a picture or interview a colorful character at a moment's notice.

Advertising representative Buddy Garrison is a link to the paper's rich heritage. He's the son of Elliott and Frances Garrison, the former publisher who sold to Landmark in the 1970s. And Elliott was the son of former publisher R.E. Garrison.

At one time in its 114 years, the paper was owned by Keen Johnson, who went on to publish the *Richmond Register* en route to the governor's mansion.

Because of its place in the so-called Golden Triangle, Anderson County is one of the fastest growing counties in Kentucky. And that fact is an economic boost for *The Anderson News*. Advertising accounts, increasingly, come from Frankfort, which is just a few minutes from Lawrenceburg, and the Louisville-Lexington areas.

## The Woodford Sun

Old time newspaper folks would have a ball in the cavernous back room

on the first floor of *The Woodford Sun* building in Versailles.

With a little rearranging and sprucing up, the room could be a historical museum, a tribute to the days when newspapering was as labor intensive and, sometimes, as dangerous as coal mining or factory work.

A massive guillotine of a paper cutter is the only item in the former press room that still gets occasional use. Idled is a small — relatively speaking — job printing press, with its round iron disk ready to clamp ink to plate for a high school graduation program or a sale flier of decades ago. It keeps company with another heavy piece of iron equipment used to saw through metal ingots for spacers and slugs.

Also with a sole purpose of collecting dust today are cabinet upon cabinet of type, once used painstakingly to shape lines and pages for the Thursday paper.

Almost hidden under assorted newspaper debris is a box of type with the backwards-reading, laid out page still in tact, left sitting perhaps from the day *The Woodford Sun* made the dramatic switch to modern typesetting and printing.

Enthusiastically leading a tour into

the past, editor H. Moss Vance points to a trap door in the high ceiling, through which linotype operators once lowered cases of type by rope from their second floor work stations to the first floor press room.

Vance, continuing the tour, leads then to a room in the more modern section of the century-old building where the careful visitor can examine copies of the paper dating to 1870, one year after its founding as the Woodford Weekly and shortly before its consolidation with the Midway Sun.

Also on file are original copies of the Bluegrass Clipper, another Midway paper published into the 1940s. Items from the archives are run regularly on modern pages.

Obviously, a sense of history is important to the paper and its constituency. An article following the Nov. 5 edition pointed out that, including Governor-elect Brereton Jones, Woodford County has been home to six Kentucky governors.

The most famous of those governors, to date, was also closely tied to the Versailles paper. The legendary A.B. "Happy" Chandler bought *The Woodford Sun* in 1942 from the Bowmar family, who had run it since the mid-1870s.

Though he had a great many other irons in the fire, the late governor "was always very active and interested in the paper's operation, and Mrs. Chandler wrote a weekly column until a few years ago," says Vance.

Since the 1960s, A.B. Chandler Jr. has published the paper. (His son, attorney Ben Chandler, opting for the political life, was recently elected state auditor.)

Because of the rich history that surrounds them and because of impending urban encroachment from Lexington/Fayette County, A.B. Jr. and Vance, who has been editor since the 1960s, have made the newspaper a voice for four ideals: conservation, preservation, restoration and controlled growth.

"Our main role," says Vance, "has been in stimulating public interest and continually trying to educate on what we feel the county's direction ought to be."

From the time the county began to experience significant industrial and residential growth in the 1960s, the newspaper has been in the forefront in advocating planning and zoning.

"We have incurred the wrath of many who believe growth should not be checked in any manner," the editor explains, "but we have had success."

The county continues to grow, he says, but its leaders are mindful of the need to provide adequate services without being overburdened.

The newspaper has also been a strong advocate of maintaining the town's historic buildings. Its own building has been restored to showcase



#### A handful of words

Editor H. Moss Vance handles pieces of type once used to create *The Woodford Sun* -- a far cry from the impersonal computers now used. A backroom of the Versailles plant is filled with artifacts for the labor-intensive, but nostalgic, past of the newspaper industry.

its 1890s architectural features while providing a modern publishing facility. "Woodford County has many, many historic treasures," Vance says, "and we want to maintain their integrity and preserve them for the future."

Changes in the local community have forced changes in the newspaper, as well. "The larger the community gets the harder you have to work," says Vance, who remembers when an editor could handle all of the news coverage himself.

As the number of meetings and agencies has increased, so has the paper's obligation. "When I started here, the fiscal court met once a month, and now it meets twice a month," says Vance. "In the '60s, other government groups sprang up, with more special meetings. It's necessary to have reporters go to all these meetings if we are to inform the public of what government is doing with their money."

Today, the total full-time and part-time staff numbers 13, and the advertising base has spread from Woodford County to include Lexington and Frankfort. The local economy, which boasts the state's highest average per capita income level and one of the lowest unemployment rates, is a boon to newspaper revenues.

Though the community is a part of metropolitan Lexington, Vance doesn't consider *The Woodford Sun*, with a circulation of 5,800+, to be in

competition with the *Lexington Herald-Leader*, which distributes heavily in the county. "We remain the local paper," the editor says.

#### The Spencer Magnet

When asked last fall, for a Press article on newspaper names, how *The Spencer Magnet* got its intriguing title, former publisher/owner Dolly Brock said she suspected the name was changed around the turn of the century because the *Spencer Journal* was "too ordinary."

Brock said that perhaps *Magnet* was chosen "because the paper draws people to it."

Proving that it does have sticking power, the newspaper, now owned by Landmark Community Newspapers, is the oldest continuously operated business in Spencer County. According to its masthead, the paper was established in 1867 as the *Spencer Courier and Journal*.

Brock sold the paper in 1990 after running it for 42 years. She's now listed as Editor Emeritus.

The new Dolly Brock, so to speak, is Jennifer Feldman Brislin, who with only two other staff members, puts out the 2,400-circulation weekly. It serves one of Kentucky's smallest counties, Spencer, population 6,900, in the county seat of Taylorsville, population 700.

That makes Brislin's staff, audience and facilities all smaller than she had when she edited *The Eastern Progress*, the student newspaper of Eastern Kentucky University from which she was graduated the year Dolly Brock retired.

Brislin, who is from Fern Creek in Jefferson County, says she grew up with the *Courier-Journal*. "I never saw a community paper when I was growing up," she says.

"This is so much more personal. You get away from the idea that you can't be friends with community leaders because they're all around you."

But like her predecessor, Brislin has thrown herself full force into the job — although she hasn't spent the night toiling over the paper as she's heard Brock sometimes did . . . yet.

Brislin has involved the newspaper in the community full force, as well, giving significant coverage to school and community organizations. She's also sponsoring an Eagle Scout Explorers group interested in careers

See Local News, page 8



*The Spencer Magnet's* Jennifer Brislin and Vanessa Blackburn

## Local News: Who is KPA? from page 7

in journalism and public relations.

The new general manager's stamp is seen in a modernized look, cutting the old eight-column format to six, initiating an editorial page and increasing the number of pages (generally about 20).

Brislin and her employer, Landmark, have also been busy updating the newspaper building. Perched on the banks of the Salt River, the building was reportedly a two-room school for the town's black population. It apparently became headquarters for the newspaper in 1912, but evidence of its scholastic past is still visible in the narrow wood slats on parts of the walls that have not been wallboarded.

While modernizing last winter, Brislin says workers discovered that several windows along the sides of the building — typical of early schools — had been boarded over.

Craned and trucked out last year were several pieces of ancient printing equipment. Reminders of their presence abide in worn spots on the carpet and warped floor boards.

In a small cubicle at the entryway, the new owners found stacks of yellowed, back editions of the paper that crumble at a touch. Brislin recently found, in the room, a composition book



### Organization personified

An old rolltop desk, with a place for everything, aids in keeping busy DuAnne Puckett organized. Here the editor of *The Sentinel-News* in Shelbyville confers with sports editor Chris Aldridge.

recording financial transactions of 1916 and neatly penned by Katy Beauchamp, a former owner.

Brislin says she would tell college students interested in newspapering that community newspapers, especially one as small as hers, are a way to learn journalism at ground level. "If you want to test yourself, your way of writing, your understanding of the business, the small community newspaper is the place to be."

### The Sentinel-News

If you're looking for a model that exemplifies the term "community newspaper," you'd do well to look at *The Sentinel-News*.

Virtually everyone on the staff of the multi-weekly is up to his or her ears in community activities, and that's in addition to the service projects they take on under the aegis of the newspaper.

For example, with the Shelby County environment in mind, *The Sentinel-News*, along with its owner Landmark Community Newspapers and Landmark Web Press, sponsors a recycling trailer to which local residents can bring their recyclables.

The newspaper helped form the local literacy council in the 1980s and recently won a \$200 award from Southern Newspaper Publishers Association for its promotional efforts in that area. It turned the money over to the local council.

It is a "partner" with Shelby County High School, staffing a journalism class and advising a school page, through the Chamber of Commerce's Partners in Education program.

It works with the school system and library in the annual "Reading Reindeer" project to collect books to give to needy children at Christmas, and it sponsors a Newspaper in Education program.

For the county and state bicentennial next year, newspaper staff members are interviewing 75 local people for a historical project.

And those are just a few of the activities that editor DuAnne Puckett can reel off in a couple of minutes. It doesn't count the Jaycees, Soup Kitchen, Habitat for Humanity, Drug and Alcohol Council, Big Brothers/Big Sisters, community theater and other organizations that staff members donate their time to.

But don't get the wrong idea. The community activity level does not interfere with the publication of a quality newspaper. The rows of awards on Puckett's office wall put the kibosh on that thought. "Someone said that if I ever take them (the awards) down, the wall will fall," Puckett laughs.

Eighteen employees put out the Wednesday and Friday editions of the regular, 7,800 circulation newspaper and a Monday shopper that has a front page of news and is distributed in



### Like being in school

Two-thirds of the staff of *The Spencer Magnet* pose in front of the newspaper building, once a two-room school in the farming community of Taylorsville.



three surrounding counties. They also average one special section a month with mostly locally generated copy and publish a Shelby County Traveler's Guide that's distributed to state parks, hotels in the area and retail stores.

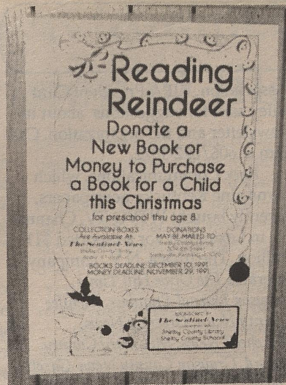
Publisher Jim Edelen is the lone male among *The Sentinel-News'* management staff, and only three other men work in the largely female bastion.

And unlike many other community newspapers, it has drawn staff members from across Kentucky and other states. Though Puckett is proud of this geographic diversity, she is concerned that other Shelby Countians have not felt the newspaper calling. That's one of the reasons the paper is involved with the local high school journalism class.

"We're trying to interest the kids in journalism, so that after they go away to college, they'll come home to work," she says.

Puckett is a native of Shelbyville, the daughter of a former mayor and city clerk. When she became editor in 1989, she met with local city leaders "to clear the air" and make sure they knew the paper's voice in community matters would not be colored by her family connections.

With no formal training or background in journalism, she attended



"the school of hard knocks," learning the trade from Bennett Roach, retired publisher/editor of the old Shelby News.

Admittedly hooked on newspaper work from the beginning, she recounts the life of former writer/character Mable Oats who worked for the Shelby Sentinel for 50 years. "Everyone said I would be the Miss Mable of the future. She had no college and started as a clerk. It's that hometown feeling from my predecessors that made me want to stay."

A crippling accident when she was in high school that left her wheelchair-

bound has not daunted her zeal or ability to perform and achieve.

Puckett's regard for Roach, her mentor, is easy to discern. She nominated him to the Kentucky Journalism Hall of Fame and still runs his column and a regular "Looking Backward" piece which Roach, now in his 90s, researches at the local library.

Another local tie to the paper's history is evident in the community. William E. Matthews, who still lives in Shelbyville, was owner of the Sentinel, which merged with the News in 1972. Matthews formed Newspapers Inc., a forerunner of Landmark Community Newspapers. The Sentinel dated to 1840 and The News to 1886.

Publisher Edelen also brings a rich newspaper heritage to *The Sentinel-News*. His family owned *The Springfield Sun* before it became a Landmark newspaper, and his grandfather the late J.S. Moran was a Kentucky newspaper giant.

The newspaper, which moved from a downtown location a few years ago, shares a building just off I-64 with Landmark Web Press, which allows the staff an almost ideal relationship with the printer.

In an adjacent building is the headquarters for the company that owns the paper, which could lead some to the mistaken notion that Landmark

executives keep an overly watchful eye — positive or negative — on *The Sentinel-News*. Puckett quickly puts that notion to rest. "Believe or not, we hardly ever see them," she says.

## Harlan rallies for namesake

A letter to the editor of *The Harlan Daily Enterprise* from a Naval commander has launched a community holiday project.

D.R. Newton, commander of the USS Harlan County, stationed in the Persian Gulf, asked residents of the ship's namesake in southeast Kentucky to send letters and Christmas cards to his crewmembers.

The newspaper staff, along with the Harlan County Care Corps, quickly organized a drive to collect letters, cards and non-perishable foods to send to the 400 sailors and marines aboard the ship, involved in a joint training exercise with the Kuwaiti military.

The newspaper has served as a dropoff location for the collected materials.

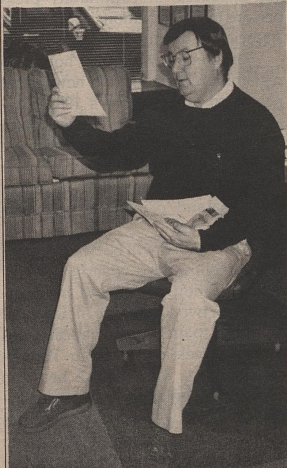
Nothing is so effectual... as the liberty of the press. —David Hume

## A closer look: One newsman's story

Going through some old records at home recently, Don White found a paper he'd written as a 14-year-old at Pulaski County High School.

In the composition on careers, White had said he wanted to be a reporter in the Air Force.

The military part was thrown in because White's brother and hero was in the Air Force at the time. The



Don White

... I'll never be a great sports writer or a great feature writer or a great editor, but I would like to be the best person to put out the best product without neglecting my family or myself.

reporter part relates directly to the influence of *The Courier-Journal* which was Kentucky's primary news source in White's youth.

"I walked two miles to town early every Sunday morning to the Beecher Hotel in Somerset to get the *Courier*," says White from his *Anderson News* office. "That was my entertainment."

For several years, however, the dream aspired to in the high school theme paper was elusive. Extremely shy and lacking self-confidence, he enrolled in Cumberland College as a sociology major, which he continued at Somerset Community College and the University of Kentucky.

"I was looking for anything where I didn't have to take math or speech," he adds, showing a quiet sense of humor with which shy folks can disarm.

His journey into journalism came over a circuitous route. On a bus to take a military physical during the Vietnam era, White was incensed by the realization that poor whites and blacks bore the primary burden of war.

"I saw the inequities and I wrote a letter to the editor (George Joplin in the *Commonwealth-Journal* in Somerset)," White recounts. "I had this tingling sensation and I couldn't wait to see my first printed piece. It gave me such a rush. That was the impetus to go on in the business."

The letter led to a reporting job at the *Commonwealth-Journal*, and after about six months, a promotion to news editor. "I had no experience in writing headlines and page layout, but I began liking it."

After a couple of years, he got a call from the Lexington Leader, offering him the post of telegraph editor. But the bigness and impersonality of the paper proved unsettling to a farm boy.

"One day a sports writer died and nobody seemed to care. They just went on with their work," says White. "I thought, 'I don't want to be like that.'"

A supervisor sensed the young man's concern, gave him a camera and told him to take a day to do whatever he wanted. White drove to a river ferry and interviewed an old

man there. The thrill and contentment of being on the road, person-to-person, led him to decide not to return to the Leader.

A call to KPA resulted in White's appointment as editor of *The Casey County News*, replacing Fred Burkhardt. "I fell in love with Casey County. I knew this was for me."

From Burkhardt who continued writing a column for the paper, White learned another journalistic precept. "He told me, 'About half of what I write is bull, but it entertains people.' That statement makes perfect sense to me. A paper should entertain as well as inform."

After three years in Casey County, White had the opportunity to move to the *Anderson News* where he's now in his 15th year — and without a moment's regret.

"I realize I'll never be a great sports writer or a great feature writer or a great editor, etc., but I would like to be the best person to put out the best product without neglecting my family or myself," he says.

That's a pretty good philosophy.

A free press is the first activity attacked or shut up by those who fear the investigation of their actions. —Thomas Jefferson

## Pick ups

Two Kentucky newspapers were winners in the third annual Southern Newspaper Publishers Association's Literacy Awards Program. *The Sentinel-News* in Shelbyville won second prize, General Excellence, in the under 35,000-circulation category and second prize for its Reading Reindeer program entry for best new idea for literacy awareness. *The Lexington Herald-Leader* took first place in the over 100,000-circulation category for best new idea, for publication of a tutor guide to its popular "Slices of Life" series.

The Western Kentucky University chapter of the Society of Professional Journalists plans to help its Soviet counterparts. The group has signed an agreement with Moscow State University to charter an SPJ chapter there. It will be the first free-will journalism organization in the Soviet Union. WKU chapter president Tanya Bricking signed the intent on Nov. 4 with Prof. Yassen Zassoursky, dean of the School of Journalism at the Moscow university. The new chapter, said Bricking, will help promote journalism and press ethics and perhaps an exchange of students between the two schools.

Home delivery subscription rates for *The Gleaner* in Henderson went up by about seven percent on Nov. 1. Mail subscription rates also rose by 5.5 to 19 percent.

Citing postal increases, *The Grayson County News-Gazette* in Leitchfield has upped its in-county subscription rates from \$12 to \$16 and surrounding county rates from \$14 to \$18. Special rates were offered through November.



No interruptions, please -- Debbie Ballard, Shelbyville *Sentinel-News*, takes seriously her job as a judge for the Mississippi Press Association ad contest. She was one of several KPA-ers who helped rate their colleagues' work.

Special subscription incentives were also offered by *The Paintsville Herald*, which raised its single copy price from 35 cents to 50 cents on Nov. 6. Publisher Larry Martin said "spiraling operating costs" forced the jump.

*The Commonwealth-Journal* in Somerset has added a column for senior citizens. Written by gerontologist Lois Lough, it offers practical suggestions and counseling tips.

*The State Journal* in Frankfort plans to install the first of two color units for its press in January. The physical appearance of the daily changed slightly for a couple of days in October as two black-and-white units were moved in anticipation of the addition.

Volume 1, No. 1 of KIPA News was published in November by the Kentucky Intercollegiate Press

Association. KIPA President Clint Riley asks for suggestions about the newsletter and the organization. Call him at 606/622-1872.

Park Communications, which owns nine Kentucky newspapers, recently bought WTVQ-TV, Channel 36, in Lexington for a reported \$11 million. The Ithaca, N.Y., company operates *The Olive Hill Times*, *Grayson Journal-Enquirer*, *Menifee County News*, *Greenup News*, *Morehead News*, *McCreary County Record*, *Grayson County News-Gazette*, *Logan Leader/News-Democrat* and *Somerset Commonwealth-Journal*.

Barry Bingham Jr., former editor/publisher of *The Courier-Journal*, has announced he will stop publication this month of *FineLine*, a newsletter of journalism ethics he started in 1989.



Startin' 'em early -- Russ Metz, *Bath County News-Outlook* publisher, has his hands full during a Kentucky Weekly Newspaper Association luncheon, what with food and an active grandson. Grandma Margaret obviously approves.

**63 Fountain Place  
332 Capitol Avenue  
101 Consumer Lane**

All Frankfort addresses and all three still being used by newspapers across Kentucky when mail is sent to the Kentucky Press Association or Kentucky Press Services. KPA hasn't been at 63 Fountain Place for 10 years, yet many newspapers still use that mailing address.

And KPA moved from the 332 Capitol Avenue address the first of November.

Publishers, editors, advertising managers and, particularly, circulation employees are asked to make note of the new mailing address.

Any materials sent to KPA or KPS should be addressed to:

**101 Consumer Lane, Frankfort, KY 40601**

(There was no change in telephone numbers. Only the address was changed to protect the innocent.)

## Award has a nice Ring

Nominations are being accepted for the Selden Ring Award for Investigative Reporting — which carries a \$25,000 prize.

Eligible are full-time reporters or free lance writers for general circulation newspapers, magazines or wire services, who have been engaged in investigative reporting during 1991.

To nominate a writer or group of writers, include the person's name, professional or home mailing address, present occupation and organization and home telephone number, along with the person's resume.

Documentation should include a detailed explanation of the writer's nominated work, describing how it was accomplished and under what circumstances, including an account of difficulties that had to be overcome.

Along with tearsheets of the published work should be copies of stories showing action resulting from the work, along with letters or published statements about the investigation.

Nominations, which must be received by Jan. 15, should be addressed to William J. Woestendiek, Director, Selden Ring Award, School of Journalism, University of Southern California, Los Angeles, CA 90089-1695.

## Free trip tip

Brown & Williamson Tobacco Corp. will fund four grants, through National Newspaper Foundation, to pay expenses for community press persons to attend National Newspaper Association meetings in 1992.

The company will pay hotel and registration costs for two newspaper people to attend NNA's 1992 Government Affairs Conference, with preference given to those who have never attended the conference and who show interest and previous coverage of national and/or international events in their papers.

Also funded will be two NNF Bill Branen Fellowships, covering the cost of registration, meals and hotel expenses for two community newspaper managers to attend an American Press Institute week-long seminar. Fellowship winners may choose between Management of the Weekly, June 21-26 at Stanford University, or Ad Sales and Marketing Strategy, Sept. 27-Oct. 2 in Reston, Va.

Application deadline for both programs is Jan. 20. For application forms, call 202/466-7200.

# Closing of environmental records may be decision of file clerks

Associated Press

A former state official says the state Department for Environmental Protection's proposed procedures for making documents available to the public amount to a "closed records" policy.

"That whole agency has just a history of locking the public out of the decision-making process and hiding the ball from the public," said Liz Natter, a former branch manager for the department's law section.

A draft copy of the department's procedures manual for handling open records requests was obtained recently by The Associated Press.

The manual's chief editor said it was drafted by attorneys to conform with state open records statutes.

"The courts are more responsible for what gets read" than the state, said Alex Barber, executive assistant to Environmental Protection Commissioner Bill Eddins. "It just happens that the records reside in our office."

Natter, now co-director of the Local Governance Project in Frankfort and an attorney for the Kentucky Resources Council, said the department's policy would put important disclosure decisions in the hands of unqualified people. She said overbroad language would make it difficult for an average person to get information.

The manual is still subject to change, but Barber said he expected it to remain essentially the same.

Under the proposed guidelines, file clerks who are not sure whether to grant a request would be allowed to put the documents in a "Division Use Only" file. "This action could significantly reduce a chance of error in judgment," the manual said.

Said Natter: "If you're in doubt, what it says is you should categorically deny the inspection. It goes against the entire intent of the open records law and the entire notion of having some accountability of the public."

Barber said denials would be subject to review by an attorney or state officials. But Natter said most people would give up and not question the denial.

Another section of the manual says incomplete lists or documents that "have not yet been finalized" would be withheld. Natter said state

government's slow pace could keep important information secret for years.

But Barber said the department was in the business of releasing only information that had been declared fact, "not to hand out inflammatory or over-exaggerated personal opinions. . . You don't want to give out incomplete records and erroneous records."

Also contained in the manual is a list of items not to be made available for public review. Natter said it represented a "major departure" from previous policy.

*Open it up*

## Secrecy? Just look at the case of Perry Noble

*Lexington Herald-Leader*

Just in time to refute the recommendations of a task force on how to discipline wayward lawyers comes the story of an Indiana lawyer who got \$145,300 from a 90-year-old client.

The state bar association formed the Task Force on Lawyer Discipline after an American Bar Association commission criticized Kentucky's practice of keeping disciplinary proceedings secret. Last week, *The Courier-Journal* of Louisville reported that the task force's report—which is, needless to say, supposed to be secret itself—urges that charges, hearings and reports on disciplinary cases continue to be kept secret.

That brings up the case of Perry B. Noble, an Indiana lawyer licensed to practice in Kentucky. Noble received \$145,300 over about six months from a 90-year-old woman who had wanted him to check her

The first item listed is "any document with handwritten notes." Natter said that was too broad.

More troubling, Natter said, was the exemption of Hazard Ranking System scores. The scores are used by the US Environmental Protection Agency for a national priorities list of contaminated sites.

Natter said the ranking document often contained information about toxic release. She said it would be "outrageous" to keep it from the public.

three times a day at a nursing home. Noble billed the woman for 7-1/2 hours a day before she died.

Unusual? You bet. But even more unusual is that when the facts came to light, Jefferson District Judge Joseph Tay denounced Noble's conduct in open court and announced that he had reported Noble to the state bar association.

Had Judge Ray not been moved to speak publicly, the public would never have known about Noble's conduct. Even now, there is no guarantee the public will ever know how Noble's case is decided.

That's the clearest possible example of why Kentucky should end the secrecy that surrounds disciplinary proceedings for lawyers. Kentucky citizens deserve to know what happens to Perry B. Noble and all other lawyers who face disciplinary hearings. Anything less jeopardizes the public's trust in courts and the law.

## Open those records

*Bowling Green Daily News*

Here we go again.

Just when it looks as though Kentucky is making some progress in getting its business at hand done in a way that doesn't shut out the public, along comes something that guarantees to shoot it back down to the level of secrecy.

This time, the problem involves the proposed manner in which the state Department of Environmental Protection would allow the viewing of documents by Kentuckians.

The guidelines would allow file clerks who are not sure whether a request for documents should be approved to put the request into what amounts to a limbo folder, thereby making sure there was no information released that shouldn't have been.

Unfortunately, the reverse would be the outcome: Requests that perhaps should be OKed under provisions of the state's open records laws would be doomed to death in a manila envelope on the desk of a clerk.

The decisions would be subject to attorney intervention, but many people would not challenge this effective denial.

In addition, the cabinet would close records with handwritten notes, documents or lists considered not yet finalized, and Hazard Ranking System scores — which help the US Environmental Protection Agency determine priority in contaminated site locations.

We can understand the need to keep some things out of the public's view until details are final, and the open records laws understand and make provisions for that. But we can't understand how any cabinet of the state in this day and age could logically think a system such as the one proposed by the Environmental Protection Cabinet is fair to Kentucky's taxpayers.

We urge a reconsideration of the cabinet's plan — this time taking into account the need for openness.



Here's how it is — Bonnie Ball, *Winchester Sun*, shares advertising tips with colleagues after wrapping up the judging of Mississippi Press Association's ad contest. With her, from left, are Carolyn Wilson of MPA, Linda Rakestraw, *Lexington Herald-Leader*, and Debbie Helton, *Danville Advocate-Messenger*.

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**Kentucky views**  
Editorials from across the commonwealth

# Closed campus records concern college media

## Institutions cite Buckley Amendment

By Mary Ann Roser

*Herald-Leader* Washington Bureau

Student newspaper editor Traci Bauer never had problems getting crime reports at her Missouri school. But when she asked the campus police about a rape accusation against the school's basketball star, the records suddenly slammed shut.

Bauer successfully sued Southern Missouri University in federal court, forcing the school to reopen its police records. Since that March ruling, Bauer's case has sparked national attention and action, including at Kentucky universities, which are divided on how to handle the records.

Legislation is pending in Congress to change a federal law that has been interpreted by the US Department of Education as barring public inspection of campus crime reports.

And a suit that seeks to prevent the department from enforcing the law was argued Nov. 5 in a District of Columbia federal courtroom. A decision in the case would affect the nation's 10,600 colleges, universities and postsecondary schools. The Bauer ruling was limited to Missouri's Western District.

Usually people who try to cover up things will wind up twice as deep in the hole.  
—Horace Johnson, WKU

School officials and student newspaper staffs around the nation, including Kentucky, are watching the legislation and the latest court case with keen interest.

"I hope they get it resolved very quickly," said University of Kentucky Police Chief W.H. McComas, who spoke of mounting frustration in dealing with the controversy.

UK has been under fire since it closed campus police records in March after years of willingly providing them.

The school was among 14 universities that received a warning letter from the Education Department saying that releasing such records would violate the law and could mean the loss of federal money. The letter cited the Buckley Amendment, a 1974 law designed to protect the privacy of student academic records.

Five of the 14 schools, which had been named in a survey as evi-

dence in the Bauer case, closed their records after the letter came. The other nine, including Western Kentucky university, ignored the letter, said Mark Goodman, executive director of the Student Press Law Center, which filed the suit.

Goodman and Education Department officials said they did not know how many schools provide access to police reports, but they suspect that most do not.

There's a feel-good attitude on campus that nothing's wrong; it's safe. There are safety programs on campus, but people aren't taking advantage of them because they think nothing's wrong.  
—Victoria Martin, *Kentucky Kernel*

Schools that have defied the department, however, have not been punished. Nor has any institution even been sanctioned for opening police records, a department spokesman said.

"We're going to proceed as we always have," said Horace Johnson, Western's public safety director. "Usually people who try to cover up things will wind up twice as deep in the hole."

Johnson and others said it was important to make the reports available to the public because people who are aware of crime can take precautions.

Openness also helps the public judge whether police are treating all students fairly, Goodman said.

Student journalists frequently complain to him that student athletes are much less likely to be arrested than "a regular Joe student," Goodman said. "By not revealing the names of students who are arrested, it makes it impossible to find out."

Bauer contended in her suit that the university shut its records to protect a ballplayer and the school's image.

US Education Secretary Lamar Alexander said in July that he did not think Congress ever intended for the privacy law to cover campus crime. He supports changing the Buckley Amendment and has endorsed pending legislation.

But until Congress acts, the department intends to enforce the law and oppose Goodman's suit.

Legislative proposals have been attached to several major bills, in-

cluding the crime bill. But it is uncertain when Congress will act on those measures and whether the Buckley proposals will survive.

"If we had been persuaded that this legislation would have passed anytime soon, we would not have bothered with this lawsuit," Goodman said. "But we're dealing with a situation where every day crimes are going unreported because of the Department of Education's position on this."

There is no consensus among schools on what to do.

In Kentucky, for example, two other state schools — Kentucky State University and Murray State University, which is being sued by *The Courier-Journal* in Louisville over access to police records — are keeping police records closed.

Western and four other state universities — Eastern, Northern, Morehead and Louisville — have open records.

Goodman thinks UK caved in too quickly. But UK officials said they were obligated to follow the law.

"We are a school that has released that information for 20 some years and never had a problem," UK Vice President Joseph Burch said. "Once the Department of Education . . . re-

moves the threat, we'll have no problem."

Victoria Martin, editor-in-chief of the student newspaper, the *Kentucky Kernel*, said the closing of the records has "really hampered our coverage of campus crime."

The *Kernel* used to run a police log "as a service to the students," but no longer is able to do that, she said.

"There's a feel-good attitude on campus that nothing's wrong; it's safe," she said. "There are safety programs on campus, but people aren't taking advantage of them because they think nothing's wrong."

McComas said that while he personally agrees that the records should be opened, the *Kernel* has little room to complain. His office puts out crime statistics on a regular basis to keep people on campus informed of thefts, assaults and other crimes, he said.

If there is a rash of incidents, such as burglaries in a particular dorm, he puts out advisories to alert people, he said.

The only actual records that are withheld, he added, are ones with students' names on them.

"We try to do everything we can to keep students, staff and faculty informed of ongoing situations on the campus," McComas said.

But Martin said it was much more difficult for the *Kernel* to get timely information about crimes.

"I really think they're using this whole Buckley Amendment as an excuse to give us as little information as possible," she said.

McComas said UK is required to file its reports with the state police in Frankfort and the *Kernel* could go there and inspect the records. But Martin said the paper doesn't have the resources or time to go there and compare each name against those found in the campus directory.

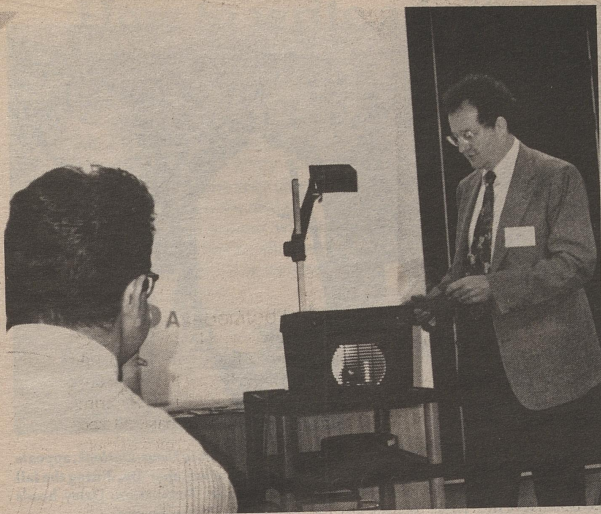
The *Kernel's* situation is common, said Goodman, of the Student Press Law Center. He added that he has been fielding a record number of calls from student newspapers nationwide.

"We've had over 400 calls since the beginning of the year about withholding crime reports," he said. "We used to get two or three a month."

The First Amendment . . . presupposes that right conclusions are more likely to be gathered out of a multitude of tongues, than through any kind of authoritative selection. To many this is, and always will be, folly; but we have staked upon it our all. —Judge Learned Hand

**On tap . . .**  
--Dec. 5: KPA Legislative Workshop on Public Notice Advertising, Central Office, Frankfort  
--Dec. 13: Edwards M. Templin Award nominations due at KPA.  
--Dec. 24-25: KPA office closed for holidays.  
--Jan. 1: KPA offices closed for New Year's Day.  
--Jan. 23: Ribbon cutting for new Central Office building, 11 a.m.; open house, 11 a.m.-4 p.m.  
--Jan. 23: Legislative Media Day, beginning at 3:30 p.m., Capitol.  
--Jan. 23-25: KPA Winter Convention & Trade Show, Capital Plaza Holiday Inn, Frankfort.

**We've moved**  
Cross out KPA's old address:  
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Talk about editing -- In case you can't read the transparency on the screen, Ed Staats is offering folks at the Kentucky Weekly Newspaper Association meeting "A few words about editing." Besides grammatical tips, the Associated Press bureau chief advised participants, "This is a scary time we're in. We're just going to have to use our brains to put out a better product."

Money, challenge, advancement

## Kansas prof's study examines reasons for leaving newsroom

"Take this job and shove it!" is the headline, perhaps apt, over a story about young journalists leaving the fold, in the November edition of *The Bulletin of the American Society of Newspaper Editors*.

University of Kansas journalism professor Carole Rich is author of the article and the survey of the school's alumni on which it's based.

Almost 80 percent of the newspaper journalists in their 20s would consider changing careers. . .

Rich's study of 214 journalism graduates in a 30-year period shows that half who began their careers at newspapers left the field within 10 years. Only 20 percent were still with newspapers by their 50s, the survey reveals.

Not surprising to many, money was the most cited reason for leaving newspapers, along with challenge and opportunity for advancement. Money was a key reason for 80 percent of those who changed careers.

"Stagnation," burnout and security were frequently cited by journalists who left their newspaper jobs during their 30s and 40s.

Rich says her study attempted to determine needs of journalists at different stages of their careers, particularly those in midcareer, and to help editors look at ways to keep good staff members.

The early years are most critical, Rich concludes. "Almost 80 percent of the newspaper journalists in their 20s would consider changing careers, compared with 60 percent of those in their 30s and 40s," she writes. "Most alumni who changed careers did so in their late 20s and mid-30s."

Specific problems identified by midcareer newspaper people include:

- Few opportunities for advancement, caused by lower turnover in editorial management positions.

- Little advancement outside management. Many midcareer journalists fear they could be replaced by a couple of rookies making half as much money.

- Loss of idealism, created by "shrinking news holes, story length limits and pressure from editors for happy news and hype," as one wire service reporter put it. From an editor: "We are also caught in a continuing squeeze of cost containment. It is difficult for those of us in midcareer to maintain our standards when we are squeezed from above and below."

Some of the major recommendations, besides better pay, says Rich, are "more management training, flexible hours, in-house day/night care for employees' children, and career ladders for journalists who want to advance but don't seek management jobs."

## Politicos boost October ad sums

Thanks to Kentucky politicians, net advertising revenues for Kentucky Press Service totaled \$370,693.22 in October, according to advertising director Gloria Davis.

Four candidates together placed more than a fourth of the total, but the Department of Revenue with its abandoned property advertising accounted for the largest single chunk, \$129,095.77.

The candidates and their advertising placed through KPS were: Brereton Jones, \$87,779.77; Ed Logsdon, \$9,955.21; Paul Gudgel, \$3,665.46, and Frances Jones Mills, \$832.90.

Other sources brought in \$139,364.11, Davis said.

## Ad agencies: Hold rates, increase professionalism

Is the glass half empty or half full? Newspaper managers can take the results of a recent national survey of advertising agency media directors either as gloomy news or as a tip sheet for changing attitudes and policies.

In the Oct. 26 edition of *Editor & Publisher*, surveyor Mark Smith outlines messages agency respondents are sending to newspapers:

- . . . hold rate increases to those of newspaper competitors, about four percent for 1992, make the effort to become easier to buy and use; get basic readership, demographic and purchasing pattern research to the agency, as well as page and section readership; and given newspapers' weakness in image advertising, develop sections, products and environments that can be used for image-building campaigns."

A particularly disturbing finding of the survey is that newspapers earn only "fair or poor ratings on the professionalism of their sales staffs."

Trends identified by Smith's research include:

- growth of "newspaper-averse market segments, particularly baby boom and baby bust generations and the new immigrants, especially Hispanics."

- increasing competition for the reader's limited leisure time.

- a drop in geographic mobility.
- a move from the big cities to ward exurban areas.

Freedom of the press is not freedom for the press, it is a freedom of the people. —Frank E. Gannett

Not for its own sake alone, but for the sake of society and good government, the press should be free. Publicity is the strong bond which unites the people and their government. Authority should do no act that will not bear the light. —James A. Garfield

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

- leveling off education growth and an increase in functional illiteracy.
- more women in the workforce and changes in the family.
- aging of the population.

Smith, vice president of Clark, Martire & Bartolomeo Inc., cites aging of the population as the only trend in the traditional newspaper's favor. His firm conducted the survey for the National Advertising Bureau, and he presented the findings at a recent conference of the International Newspaper Financial Executives.

## SNPA schedules 1992 conferences

Southern Newspaper Publishers Association and SNPA Foundation have set their 1992 calendar for conferences and training programs.

SNPA:

- NIE/Literacy Workshop, Feb. 9-11, Atlanta.
- Key Executives Conference, Feb. 23-25, New Orleans.
- News Operations Conference & Trade Show, March 15-17, Houston.
- Editorial Clinic, May 17-19, Atlanta.
- Workshop for Smaller Newspapers, Sept. 13-15, Houston.
- Annual convention, Oct. 11-14, White Sulphur Springs, W.Va.

SNPA Foundation:

- Legal issues affecting human resources, March 1-4, Atlanta.
  - Copy editing, March 29-April 1, Macon.
  - Photojournalism, May 3-6, Austin.
  - Macs in the ad department, May 10-13, Columbia, S.C.
  - Circulation sales & promotion, June 14-17, Raleigh.
  - Layout, design & graphics, June 21-24, Tulsa.
  - Boosting classified ads, Aug. 16-19, Chattanooga.
  - Competing for ad dollars, Sept. 27-30, San Antonio.
  - Editors as marketers, Oct. 18-21, Virginia Beach.
  - Declining readership: fighting back, Oct. 25-28, Boca Raton.
  - Writing for the reader, Nov. 15-18, Tampa.
- For information, call 404/256-0444.

## Legalese

Recent legal issues involving Kentucky newspapers:

•The Kentucky Supreme Court will not review a Court of Appeals decision involving a photograph published in *The Courier-Journal* after the shootings at the Standard Gravure printing plant in 1989. Claiming an invasion of privacy, the family of the slain pressman whose body was shown in the front-page photograph had sued the newspaper. But the appellate court ruled in April that the newspaper had a right to print the picture because it involved a matter of "legitimate public concern."

•The McCracken County Board of Education agreed in October to open records of an investigation to the mother of a former Lone Oak Middle School student who was placed in a janitor's closet for a week as punishment. Though not opened to the media, the records were given to the mother after she sought an attorney general's opinion which said the board must afford her access to the files.

And elsewhere:

•A seven-year-old libel lawsuit against the Birmingham (Ala.) Post-Herald was recently dismissed by a local circuit judge. In his suit, Police Chief Arthur Deutch alleged that 57 separate articles and editorials published by the paper were false and defamatory. The pieces pertained to controversies over expenses, excessive force and the chief's relationship with other officers and city council members. Post-Herald attorney James Simpson said he believes "a lot of plaintiffs bring baseless lawsuits just to use the lawsuit as a means of chilling expression by the press." (SNPA Bulletin)

•A US district judge has declared South Carolina's criminal libel statute unconstitutional because it is overly broad and vague. The ruling came as a result of a suit filed by South Carolina Press Association, whose executive director said it means "journalists no longer have to fear spending time in jail for what they write." (SCPA Bulletin)

•The 6th US Circuit Court of Appeals upheld dismissal of a lawsuit charging the Cincinnati Enquirer with discrimination in real estate ads. The court affirmed a district judge's decision that a housing advocacy organization had failed to prove discriminatory intent. (presstime)

•West Virginia's highest court ruled that a Circuit Court violated the state and US constitutions by forcing the Calhoun Chronical to print a political ad. The publisher had refused the ad because it violated the paper's policy against publishing political ads in the last issue before an election. (presstime)

## Media moguls

A good sampling of newspaper owners made *Forbes'* magazine's annual list of the nation's richest people this year. They're mentioned in the Oct. 19 edition of *Editor & Publisher*.

Anybody you know?

- Warren Buffett (8th richest), Buffalo News, Los Angeles Daily Journal, \$4.2 billion.
- Samuel I. Newhouse Jr. and brother Donald (12th, 13th), 29 papers in a chain bearing their family name; \$2.8 billion each.
- Anne Cox Chambers and Barbara Cox Anthony (26th, 27th), Atlanta Constitution & Journal, Dayton Daily News, etc., \$2 billion each.
- Keith Rupert Murdoch, Boston Herald, et al., \$1.1 billion.
- Jack Kent Cooke (67th), Los Angeles Daily News, \$1 billion.

Now for the small times:

- Donald Worthington Reynolds, founder of Donrey Media Group, \$950 million.
- William Randolph Hearst Jr. and Randolph Apperson Hearst, 12 dailies, including Houston Chronicle, \$875 million each.
- Helen K. Copley, media chain, \$640 million.
- Frank Batten Sr., Landmark Communications, \$600 million.
- Roy Hampton Park, Park Communications, \$515 million.
- Robert Staples Howard, Howard Publications, \$500 million.
- Jane Bancroft Cook, Dow Jones & Co., \$480 million.
- David Whitmire Hearst Jr., Phoebe Hearst Cooke, Millicent V. Baoudjajdj, George Randolph Hearst Jr., Hearst Corp., \$440 million each.
- Mark Les Goodson, games shows plus eight dailies, \$400 million.
- Offspring of the late Raymond C. Hoiles, Harry Howard Hoiles and Mary Jane Hoiles Howard, Freedom Newspapers, \$400 million each.
- Dean Stanley Leshner, Leshner Communications, \$360 million.
- William S. Morris III, Morris Communication Corp., \$350 million.
- Malcolm Austin Borg, The Record in Hackensack, NJ, \$300 million.

Need state government information? Call KPA News Bureau, 1-800-866-1431.



Caught in the middle -- That's what Ken Metz, *Bath County News-Outlook*, appears to be, as Ron Daley, left, and Marty Backus discuss the newspaper life, during the fall meeting in Richmond of Kentucky Weekly Newspaper Association. Daley heads *Troublesome Creek Times* and Backus *The Appalachian News-Express*.

## Columnist explains anti-war stance

by Randy Patrick  
*Richmond Register*

America's appetite for war is threatening its security, wrecking its economy and making a mockery of its ideals.

That's what Kentucky journalist John Ed Pearce told the Berea Interfaith Task Force on Peace Nov. 16.

The Louisville columnist, who writes regularly for the *Courier-Journal* and the *Lexington Herald-Leader*, was honored by the peace group for his strong opposition to the Persian Gulf War.

The Navy veteran told his listeners that the United States is probably the most militaristic nation on earth.

"From childhood, I have heard that Americans are a peace-loving people," he said. "We are not a peace-loving people, and I think it would be well if we recognized the fact."

In World War II, Pearce said, the US fought for its survival, but since then it has fought mostly for economic reasons. When it wasn't sending its own troops to fight, he said, it was aiding "commercial warriors."

In the interest of protecting its markets and containing revolutions, he said, the US has supported some of the world's bloodiest tyrants.

Now that the Cold War is over, Americans don't seem to know what to do, he said.

"Does anybody know why we keep forces in the Phillipines when the Filipinos obviously don't want us there?" he asked.

Pearce said that America's economic problems are largely the result of squandering resources on "what we call defense." During the Reagan era, he noted, the federal government spent \$300 billion a year that it didn't have on defense. Now it has a \$3.49

trillion debt, and next year, the interest payment is likely to be the largest item in the budget.

At the same time, one-fifth of America's children live in poverty, real income has declined for most Americans, college costs have tripled, medical costs have risen 11 percent annually, welfare payments have plummeted and unemployment has grown to nine percent, Pearce said.

However, Pearce said, the US must be careful, because seven percent of the workforce is defense-related.

He also said the US has become the world's biggest arms merchant.

"Did anyone really believe (President Bush) when he said the Persian Gulf War was not fought for oil?" he asked.

Despite the fact that most Americans were for the war, Pearce said, most of the letters he received were supportive of his stance.

"You can see why," he remarked. "I was about the only one writing against the thing."

Although he isn't optimistic about the chances for peace, Pearce said that he sometimes sees a glimmer of hope.

"Wherever I go, I find small pockets of people willing to make the sacrifice of ego that peace demands, the willingness to grasp the hands of others whom we may not think are our equals," he said.

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## How to write ads that sell

From the Minnesota Newspaper Association come these tips on writing ads that will sell:

- Every ad should be a complete sales pitch for the product/service. Shoot the works in every ad on the assumption it is the only chance you will have to reach the reader.
- Don't fool around with tricky headlines, puns, literary allusions, and other obscurities — sometimes too difficult to connect.
- Every headline should appeal to the reader's self-interest. Readers should all ask of an ad, subconsciously, "What will this do for me; why should I be interested?" Promise the reader a benefit.
- Always try to inject news into headlines.
- Go straight to the point. Be specific, factual.
- Advertisers who put coupons in their ads know that short copy doesn't work well. In split-run tests, long copy invariably outsells short copy.
- Include testimonials once in a while. The reader finds it easier to believe the endorsement of a fellow consumer than the puffery of an anonymous copy writer.
- Headlines that quote somebody, within quotation marks, score dramatically high.
- Give the reader helpful advice or service. This hooks about 75 percent more readers than copy that deals entirely with the product/service.
- A good ad is one that sells the product without drawing attention to itself. It should rivet the reader's at-

**Test everything. Test the benefit. Test the media. Test headlines. Test the size of ads.**

- tention on the product. Instead of saying, "What a clever ad," you want the reader to say, "I never knew that before, I must try this product."
- Resist the temptation to try to win an award with every ad. Try to make your ad sell, not impress with its cleverness.
- Test everything. Test the benefit. Test the media. Test headlines. Test the size of ads. Never stop testing, and the advertising will never stop improving.
- Too much effort is spent on advertising that is funny or stresses special effects. Not enough time is devoted to crafting ads that sell the product.
- Don't look down at cliches like, "How to," "Last Chance," "Now," "Amazing," "Announcing." They've been around forever — but they work.
- The headline is the most important element in most ads. It is the element that either creates reader interest to go further and read the copy, or to flip the page.
- Don't fear long headlines, as you must not fear long copy. In tests of retail ads, headlines of 10 words or longer, containing news and information, consistently sell more merchandise than short headlines.
- Research has shown over and over that photographs do better than drawings. They attract more readers because photos represent reality. Drawings don't.
- Almost all ad awards are given out for "entertainment." It has a very baleful effect.
- Advertising will achieve better results when people who create it take the trouble to learn which techniques are most likely to work.

Considering the great importance to the public liberty of the freedom of the press, and the difficulty of submitting it to very precise rules, the laws have thought it less mischievous to give greater scope to its freedom than to the restraint of it. —Thomas Jefferson



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## Items

### API for weeklies

American Press Institute plans four seminars for editors, managing editors and publishers of weeklies and small dailies during 1992. The first one-week program, Editing the Weekly and Community Newspaper Seminar, begins Jan. 5 and looks at reaching readers and better serving the community. The other seminars are: • Management of the Weekly, June 21-26, Stanford University, Palo Alto, Cal. • Advertising Sales and Marketing Strategies, Sept. 27-Oct. 2, Reston, Va. • A special program for Canadian weeklies, April 26-May 1, Toronto. For information, call API at 703/620-3681.

### Helping colleagues

Arkansas Press Association has established a national toll-free telephone number to help some 500 employees of the Arkansas Gazette, which ceased publication on Oct. 18. The number — 1-800-737-1600 — is part of

a Newspaper Job Clearinghouse APA has set up to help the former newspaper people in their job search. APA is logging job openings into its computer and printing updated lists on request. It is also providing a room with a telephone, typewriters, computer and reference materials for the displaced workers. The Arkansas Gazette, which was the oldest newspaper west of the Mississippi River, was shut down by its owner, the Gannett Company, after battling stiff competition from its Little Rock rival, the Arkansas Democrat.

### Learning the law

Yale University Law School offers five fellowships each year to outstanding journalists to learn more about law. The fellowships provide tuition and \$20,000 stipends. For details, write: Fellowships in Law for Journalism, Yale Law School, 127 Wall St., New Haven, CT 06520.

## Newsman turns city historian

### Associated Press

Many of the things that Lou DeRosett observed and learned during 27 years in the newsroom are showing up in his books.

The first was a history of his adopted community; the second was a collection of favorite columns he has written; the third will be a pictorial look at Eastern Kentucky, primarily in the coalfields.

"I have about 150 pictures now and hope to find another 150 or so that were taken during the last century. There's still a lot of research ahead of me and I'm doing this on a part-time basis," said DeRosett, whose writings have brought him more than 30 state-level awards.

DeRosett, a native of Frankfort, graduated from the University of Kentucky in 1956 "and got my first reporting job on a paper in New Castle. I moved on to the Adair News in Columbia, becoming editor and

co-owner."

DeRosett left in 1969 to accept the news editor's position at *The Daily News* in Middlesboro. He was promoted to managing editor and held that job for eight years before the newspaper's sale in the 1980s.

"My retirement lasted two days. I was appointed executive director of the city's housing and urban development agency but now do field work for the Kentucky Revenue Department," said DeRosett, 63.

When Middlesboro began preparing for its centennial celebration in 1990, DeRosett noticed there was no complete history of the city. He pointed that out to the planning committee and was told, "You're a writer, write one."

Working part time, it took him nine months to complete *Middlesboro — The First Century*.

## The Frankfort Connection

More and more, editors and reporters are relying on the KPA News Bureau to connect them to vital information and doings in the state capital that affect their readers. For instance, besides the rather routine role of keeping taps on state suits filed in Franklin Circuit Court, checking corporate records at the Secretary of State's office, etc., the News Bureau recently has

- provided coverage of continuing Public Service Commission hearings on assignment from several weekly papers.
- covered a federal district court awards presentation in Lexington for a daily paper.
- interviewed and written a feature article on a "local boy who made good" for a weekly paper.
- researched landfill records for a weekly and a multi-weekly.
- filed on-the-spot open records requests to cut through the normal time delay of mailed requests for several papers.
- tracked through phone mazes to find the "right person" to talk about specific issues for a number of reporters.

Those are only a few recent examples. If you need help in cutting through the state red tape or if you can't come to Frankfort to cover an event, the News Bureau will do it for you. Don't be shy; we specialize in what you may consider off-the-wall requests. Call 1-800-866-1431.

# New and improved!

Proposed revision  
to the Open Meetings Law

Next month, the Kentucky General Assembly will begin consideration of two bills that deeply affect the ability of the citizenry and the media to check those who govern us.

Revisions to the current Open Meetings and Open Records laws have been prefiled following more than a year of discussion by a Legislative Task Force. For them to be accepted by the legislature, your voice and the voices of your readers needs to be heard in Frankfort.

To give you a clearer idea of what the revisions amount to, The Kentucky Press is running the complete texts of the prefiled bills, open meetings in this issue, open records in the next. New elements to the existing law are underlined; deleted sections have not been included.

92 BR 122 (the number will change)

An Act relating to open meetings of public agencies.

Section 1. A new section of KRS Chapter 61 is created to read as follows:

The General Assembly finds and declares that the basic policy of KRS 61.805 to 61.850 is that the formation of public policy is public business and shall not be conducted in secret and the exceptions provided for by Section 3 of this Act or otherwise provided for by law shall be strictly construed, even though open meetings may cause inconvenience, embarrassment, or a loss of efficiency to public officials or others.

Section 2. KRS 61.805 is amended to read as follows: As used in KRS 61.805 to 61.850, unless the context otherwise requires:

(1) "Meeting" means all gatherings of every kind, regardless of where the meeting is held, and whether regular or special and information or casual gatherings held in anticipation of or in conjunction with a regular or special meeting.

(2) "Public agency" means:

(a) Every state or local board, commission, and authority;

(b) Every state or local legislative board, commission, and committee;

(c) Every county and city governing body, council, school district board, special district board, and municipal corporation;

(d) Every entity created by state or local statute, executive order, ordinance, resolution or other legislative act;

(e) Any body created by state or local authority in the legislative or executive branch of government;

(f) Any entity when the majority of its governing body is appointed by a "public agency" as defined in paragraph (a), (b), (c), (d), (e), (g), or (h) of this subsection, a member or employee of a "public agency," a state or local officer, or any combination thereof;

(g) Any board, commission, committee, subcommittee, ad hoc committee, advisory committee, council, or agency established or created by a "public agency" as defined in paragraph (a), (b), (c), (d), (e), (f), or (h) of this subsection; and

(h) Any interagency body of two (2) or more public agencies where each "public agency" is defined in paragraph (a), (b), (c), (d), (e), (f), or (g) of this subsection;

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

(4) "Member" means a member of the governing body of the public agency and does not include employees or licensees of the agency.

Section 3. KRS 61.810 is amended to read as follows:

(1) All meetings of a quorum of the members of any public agency at which any public business is discussed or at which any action is taken by the agency, shall be public meetings, open to the public at all times, except for the following:

(a) Deliberation for decisions of the Kentucky Parole Board;

(b) Deliberations on the future acquisition or sale of real property by a public agency, but only when publicity would be likely to affect the value of a specific piece of property to be acquired for public use or sold by a public agency;

(c) Discussions of proposed or pending litigation against or on behalf of the public agency;

(d) Grand and petit jury sessions;

(e) Collective bargaining negotiations between public employers and their employees or their representatives;

(f) Discussions or hearings which might lead to the appointment, discipline, or dismissal of an individual employee, member, or student without restricting the employee's, member's, or student's right to a public hearing if requested. This exception shall not be interpreted to permit discussion of general personnel matters in secret;

(g) Meetings between public agencies and industrial prospects;

(h) State cabinet meetings and executive cabinet meetings;

(i) Committees of the General Assembly other than standing committees;

(j) Deliberations of quasi-judicial bodies regarding individual adjudications, at which neither the person involved, his representatives, nor any other individual not a member of the agency's governing body or staff is present, but not including any meetings of planning commissions, zoning commissions, or boards of adjustment;

(k) Meetings which federal or state law specifically require to be conducted in privacy; and

(l) Meetings which the Constitution provides shall be held in secret.

(2) Any series of less than quorum meetings, where the members attending one or more of the meetings collectively constitute at least a quorum of the members of the public agency and where the meetings are held for the purpose of avoiding the requirements of subsection (1) of this section, shall be subject to the requirements of subsection (1) of this section.

Section 4. KRS 61.815 is amended to read as follows:

(1) Except as provided in subsection (2) of this section, the following requirements shall be met as a condition for conducting closed sessions authorized by KRS 61.810:

(a) Notice shall be given in regular open meeting of the general nature of the business to be discussed in closed session, the reason for the closed session, and the specific provision of Section 3 of this Act authorizing the closed session;

(b) Closed sessions may be held only after a motion is made and carried by a majority vote in open, public session;

(c) No final action may be taken at a closed session; and

(d) No matters may be discussed at a closed session other than those publicly announced prior to convening the closed session.

(2) Public agencies identified in paragraphs (a), (c), (d), (f) but only so far as (f) relates to students, (g), (h), (i), (j), (k), and (l) of subsection

(1) of Section 3 of this Act shall be excluded from the requirements of subsection (1) of this section.

Section 5. KRS 61.820 is amended to read as follows:

All meetings of all public agencies of this state, and any committees or subcommittees thereof, shall be held at specified times and places which are convenient to the public and all public agencies shall provide for a schedule of regular meetings by ordinance, resolution, by laws or by whatever other means may be required for the conduct of business of that public agency. The said schedule of regular meetings shall be made available to the public.

Section 6. A new section of KRS 61.805 to 61.850 is created to read as follows:

(1) Except as provided in subsection (5) of this section, special meetings shall be held in accordance with the provisions of subsections (2), (3), and (4) of this section.

(2) The presiding officer or a majority of the members of the public agency may call a special meeting.

(3) The public agency shall provide written notice of the special meeting. The notice shall consist of the date, time, and place of the special meeting and the agenda. Discussions and action at the meeting shall be limited to items listed on the agenda in the notice.

(4) (a) As soon as possible, written notice shall be delivered personally or mailed to every member of the public agency as well as each media organization which has filed a request, including a mailing address, to receive notice of special meetings. The notice shall be calculated so that it shall be received at least twenty-four (24) hours before the special meeting. The public agency may periodically, but no more often than once in a calendar year, inform media organizations that they will have to submit a new written request or no longer receive written notice of special meetings until a new written request is filed.

(b) As soon as possible, written notice shall also be posted in a conspicuous place in the building where the special meeting will take place and in one other conspicuous place in the county where the meeting will take place. The notice shall be calculated so that it shall be posted at least twenty-four (24) hours before the special meeting.

(5) In the case of an emergency which prevents compliance with subsections (3) and (4) of this section, this subsection shall govern a public agency's conduct of a special meeting. The special meeting shall be called pursuant to subsection (2) of this section. The public agency shall make a reasonable effort, under emergency circumstances, to notify the members of the agency, media organizations which have filed a written request pursuant to subsection (4) (a) of this section, and the public of the emergency meeting. At the beginning of the emergency meeting, the person chairing the meeting shall briefly describe for the record the emergency circumstances preventing compliance with subsections (3) and (4) of this section. These comments shall appear in the minutes. Discussions and action at the emergency meeting shall be limited to the emergency for which the meeting is called.

Section 7. A new section of KRS 61.805 to 61.850 is created to read as follows:

(1) If a person enforces KRS 61.805 to 61.850 pursuant to this section, he shall begin enforcement under this subsection before proceeding to enforcement under subsection (2) of this section. The person shall submit a written complaint to the presiding officer of the public agency suspected of the violation of KRS 61.805 to 61.850. The complaint shall state the circumstances which constitute an alleged violation of KRS 61.805 to 61.850 and shall state what the public agency should do to remedy the alleged violation. The public agency shall determine within three (3) days, excepting Saturdays, Sundays and legal holidays, after the receipt of the complaint whether to remedy the alleged violation pursuant to the complaint and shall notify in writing the person making the complaint, within the three (3) day period, of its decision. If the public agency makes efforts to remedy the alleged violation pursuant to the

complaint, efforts to remedy the alleged violation shall not be admissible as evidence of wrongdoing in an administrative or judicial proceeding. An agency's response denying, in whole or in part, the complaint's requirements for remedying the alleged violation shall include a statement of the specific statute or statutes supporting the public agency's denial and a brief explanation of how the statute or statutes apply. The response shall be issued by the presiding officer, or under his authority, and shall constitute final agency action.

(2) If a complaining party wishes the Attorney General to review a public agency's denial, the complaining party shall forward to the Attorney General a copy of the written request and a copy of the written denial. If the public agency refuses to provide a written denial, a complaining party shall provide a copy of the written request. The Attorney General shall review the request and denial and issue within ten (10) days, excepting Saturdays, Sundays and legal holidays, a written decision which states whether the agency violated the provisions of KRS 61.805 to 61.850. In arriving at the decision, the Attorney General may request additional documentation from the agency and the burden of proof in sustaining the action complained of shall rest with the agency. On the day that the Attorney General renders his decision, he shall mail a copy to the agency and a copy to the person who filed the complaint.

(3) (a) If a public agency agrees to remedy an alleged violation pursuant to subsection (1) of this section, and the person who submitted the written complaint pursuant to subsection (1) of this section believes that the agency's efforts in this regard are inadequate, the person may complain to the Attorney General.

(b) The person shall provide to the Attorney General:

1. The complaint submitted to the public agency;

2. The public agency's response; and

3. A written statement of how the public agency has failed to remedy the alleged violation.

(c) The adjudicatory process set forth in subsection (2) of this section shall govern as if the public agency had denied the original complaint.

(4) (a) A party shall have ten (10) days from the day that the Attorney General renders his decision to appeal the decision. An appeal within the ten (10) day time limit shall be treated as if it were an action brought under Section 8 of this Act.

(b) If an appeal is not filed within the ten (10) day time limit, the Attorney General's decision shall have the force and effect of law and shall be enforceable in the Circuit Court of the county where the public agency has its principal place of business or where the alleged violation occurred.

(5) A public agency shall notify the Attorney General of any actions filed against that agency in Circuit Court regarding enforcement of KRS 61.805 to 61.850.

Section 8. A new section of KRS Chapter 61.805 to 61.850 is created to read as follows:

(1) The Circuit Court of the county where the public agency has its principal place of business or where the alleged violation occurred shall have jurisdiction to enforce the provisions of KRS 61.805 to 61.850, as they pertain to that public agency, by injunction or other appropriate order on application of any person.

(2) In order for the Circuit Courts of this Commonwealth to exercise their jurisdiction to enforce the provisions of KRS 61.805 to 61.850, it shall not be necessary for a complaining party to have complied with any of the provisions of Section 7 of this Act.

(3) In any such action, the court shall determine the matter de novo, and the burden of proof shall be on the public agency to sustain its action.

(4) Except as otherwise provided by law or rule of court, proceedings arising under this section take precedence on the docket over all other causes and shall be assigned for hearing and trial at the earliest practicable date.

See Open meetings, page 17

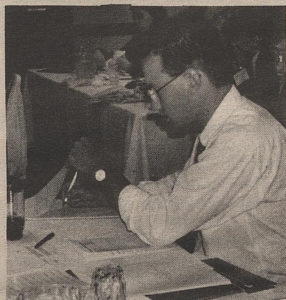


## Open meetings, from page 16

(5) Any rule, resolution, regulation, ordinance, or other formal action of a public agency without substantial compliance with the requirements of KRS 61.810, 61.815, 61.820, and Section 6 of this Act shall be voidable by a court of competent jurisdiction.

(6) Any person who prevails against any agency in any action in the courts regarding a violation of KRS 61.805 to 61.850 may be awarded costs, including reasonable attorneys' fees, incurred in connection with the legal action. In addition, it shall be within the discretion of the court to award the person an amount not to exceed one hundred dollars (\$100.00) for each instance in which the court finds a violation. Attorneys' fees, costs and awards under this subsection shall be paid by the agency responsible for the violation.

Section 9. The following KRS sections are repealed: 61.825 Requirements for holding special meetings; 61.830 Action voidable for noncompliance; 61.845 Enforcement.



Sam Piatt of Ashland takes notes at KPA financial reporting seminar.

## Seminar looks at financial language problems

Don't use the term "certified" when reporting about an agency audit, participants were advised during the Oct. 24 Financial Reporting Seminar, sponsored by KPA's News Editorial Division.

"The measures are imprecise; they are opinion," said Dr. Jack Dyer, a frequent seminar leader for the Kentucky Society of Certified Public Accountants.

The Eastern Kentucky University professor likened an accountant to an author and an auditor to an editor. The auditor's job, Dyer said, is to "evaluate and determine correctness" of the accountant's financial reports.

For legal reasons, he said, the language in an auditor's statement of an agency's financial status may not reveal serious problems. He advised talking to the auditor before "jumping to conclusions" in any direction.

Gwen Tilton, accountant with Cotton and Allen in Louisville, explained terms in a financial statement that might mislead a layman.

In the balance column, for instance, "assets may not represent the market worth" of the agency's holdings and "liabilities are pretty much what they appear," Tilton said.

She also noted that the term "incurred" does not mean the same thing

as "spent" and that "cash in the door" is not the same as "real earnings."

Other KSCPA speakers were Betty Pendergrass and Wayne Stratton, who spoke on "Yellow Book" standards and examined an actual audit report.

Participants were G. Sam Piatt and Pam Todd, *Ashland Daily Independent*; Teresa Bragg, *Kentucky Standard*; Hank Bond and Terie Prince, *Carlisle Mercury*; Sharon Burton, *Farmer's Pride*; Dan Hassert, *Kentucky Post*; Annabel Girard and Brenda Edwards, *Danville Advocate-Messenger*.

Also, Laurie Ogle, *Elizabethtown News-Enterprise*; Madelynn Coldiron, *Frankfort State Journal*; Kit Millay and Nancy Weidman, *Oldham Era*; Theresa Sapp, *Green River Republican*; Dollie Havens and Ron Bridgeman, *Jessamine Journal*.

And, Laura Skillman and Stewart Jennison, *Owensboro Messenger-Inquirer*; Phil Bowling and Phil Poley, *Winchester Sun*; and Glen Greene, Pam Spradling and Bill Lackey, *Mt. Sterling Advocate*.



Representing the *Mt. Sterling Advocate* with a front row seat at financial reporting seminar are, l-r, Bill Lackey, Pam Spradling and Glen Greene.

## Voices from the past

### Excerpts from *The Kentucky Press*, January 1938

More than 170 persons registered for the mid-winter KPA meeting Jan. 27-29 at the Brown Hotel in Louisville. J. LaMarr Bradley, editor of the *Providence Enterprise*, was elected president; Thomas R. Underwood, editor of the *Lexington Herald*, vice president; and J. Curtis Alcock, editor of the *Danville Messenger*, secretary (for the 27th consecutive term). Elected chairman of the executive committee and in line for president in two years was Gracean M. Pedley, editor of the *Eddyville Herald* and of the official state magazine "In Kentucky."

In executive action during the conference, the *Princeton Times* was accepted for membership, and the *Miller Paper Co.* of Louisville, *The Grower & Stockman* of Lexington, and *Ben Kilgore* of the *Farm Bureau Federation* were accepted as Associates. Annual dues were increased from \$5 to \$7.50. The annual financial report showed a cash on hand balance for KPA of \$415.26. A memorial service was

led by Editor W.W. Richardson of Danville, chairman of the Necrology committee. Eulogies were read as follows: Judge Robert W. Bingham by Editor Keen Johnson, Richmond; Col. Henry A. Sommers by Editor Lawrence Hager, Owensboro; Warren Fisher by Shelton Saufley for Editor Tom Wallace, *Louisville Times*; Prof. Enoch B. Grehan by Underwood, and Uncle "Bill" Schooler by Editor George A. Joplin, Somerset. Editor J.M. Willis, Meade County Messenger, Brandenburg, gave a talk on rural correspondents and his successful efforts to build his correspondent department.

President Bradley announced his committee appointments for the year. Executive: Harry Lee Waterfield, *Clinton Gazette*; Tyler Munford, *Morganfield Advocate*; Vance Armentrout, *Courier-Journal*; Joe Richardson, *Glasgow Times*; Dolph Creal, *Hodgenville News-Herald*; W.V. Richardson, *Danville Advocate*; Victor R. Portmann, *Kentucky Press*; Henry Arrowwood, *Paintsville Herald*; Joseph Costello, *Cynthiana Democrat*;

J.T. Norris, *Ashland Independent*; Russell Dyche, *London Sentinel-Echo*; Robert L. Elkins, *Lancaster*, honorary.

Legislative: Chairman Underwood; Cecil Williams, *Somerset Commonwealth*; Armentrout.

Advertising: Chairman Shelton M. Saufley, *Louisville*; Gozder; J.T. Wilson, *Cynthiana Log Cabin*; W.L. Dawson, *Oldham Era*; A.S. Wathen, *Kentucky Standard*.

Newspaper Exhibit: Chairman Portmann; W.C. Caywood Jr., *Winchester Sun*; Denny B. Spragens, *Marion Falcon*.

Hal V. Brown was cited for a successful first year for the new KPA Advertising Bureau.

Items: The *Cynthiana Democrat* published a 28-page tobacco edition with three sections, 196 columns and 3,920 inches of advertising. . . . Joe T. Lovett, former editor of the *Murray Ledger & Times*, has joined the Frankfort public relations department of Kroger and A&P stores. . . . Charles Stephens, an employee of the *Mt. Sterling Sentinel-Democrat*, mashed one of his fingers while feeding a job press. . . . The

*Millersburg Courier*, published by Paul M. Runyon, installed a new four-page press. . . . The *Kentucky Standard* in Bardstovon completed a three-day cooking school, as did the *Flemingsburg Gazette*, published by Ransom Todd and Charles E. Rankin. . . . The *Hodgenville Herald-News* installed a new typesetting plant. . . . The front page of the Dec. 16 edition of the *Morehead News*, Jack Wilson, editor, carried an index of 37 advertisers to make it easy for readers to find Christmas shopping gifts. . . . The *Liberty News*, published by Otis C. Thomas, has adopted a cash in advance policy. . . . John M. Meloan, superintendent of public printing for the state, died Jan. 12. He had worked for the *Frankfort Yeoman*, *Paducah News-Democrat* and *Murray Ledger*. . . . The *Independence Courier* has ceased publication.

W.C. Surber and Julian Howard, formerly of the *Middlesboro News*, have leased the *Middlesboro Three States* from H.C. Chappell. . . . The *Barbourville Advocate*, published by Harry R. Chandler, is raising funds for the

local volunteer fire department. . . . The subscription rate of the *McKee Sun*, published by J.S. Thompkins, has been raised from \$1 to \$1.50. . . . The new editor of the *Elizabethtown News* is William Marriot. . . . The *Danville Daily Messenger* is running fake want ads, with free theater tickets to the finders. . . . Publisher C.A. Hummel has moved the *Jeffersontown Jeffersonian* plant to a new building. . . . Fonts of new type, a new type case and new casting box have been installed by Mark M. Meadows, editor, *Warsaw News*. . . . The third annual tobacco edition of the *Horse Cave Herald*, published by Harry H. Hansbrough, carried the largest total of advertising ever printed by a southern Kentucky newspaper. . . . The *Owenton News-Herald*, edited by M.H. Bourne, began its 70th volume on Dec. 23. . . . The *Burlington Recorder*, edited by E.A. Stephens, lost its 50-year *Gunpowder* community correspondent when E.A. Floyd moved to Florence.



**Local literati**

Two small dailies, Ukiah (Cal.) Daily Journal and Plainview (Texas) Daily Herald, give a full page each month to local poetry, short stories, feature articles and photos. Though neither paper pays for the submissions from local readers, editors of both say they're swamped by material. (E&P)

**Getting political**

Trying to reverse the trend away from newspaper advertising by political candidates, Oklahoma Press Service has begun an aggressive marketing strategy for the 1992 campaign year, called Campaign Advertising Package or CAP Plan. Step one is a polling asking voters to identify issues, followed by getting comments on these issues from the sides involved. The comments are sent to each member newspaper. Next, the plan calls for a "hard-hitting" political column, analyzing the issues and candidates. Third is a significant change in pricing for political ads that begins with encouraging papers to reduce rates for the ads by one-third if the campaign commits to running the same ad at least twice in two weeks. Papers are also encouraged to lower the rates by two-thirds if the campaign wants to run an ad more than twice. Plus, the plan calls for eliminating commissions, but charging a flat fee of \$10 per order to both the member paper and the advertiser. (International Newspaper Marketing Association *Ideas*)

**Investing in real estate**

The Lansing (Mich.) State Journal has launched a real estate tabloid, "Greater Lansing Homes," to help realtors in these tough times in the housing market. Mixing editorial and ad copy, the publication was shown to realtors via slide show at a kickoff breakfast. Featured were drawings for free ads and the chance to have an agency's house featured on the cover. A part-time writer created the tab, with articles contributed by local realtors, home builders, contractors and bankers. Marketing services director Stan Howard, 517/377-1226. (INMA *Ideas*)

**Swap shop**

"Trading Places" is the title of a new program carried out monthly by each member of the Customer Relations Committee of the Tuscaloosa (Ala.) News. The program's function is to have a member of the committee work in a department that he or she has not worked in before. The member then writes about his or her experience to inform other employees about what goes on, step by step, and how he/she perceived the workings of the department. (SNPA Bulletin)

**The car market**

"Used Car Lot" is the apt title of a classified section in The Recorder in Greenfield, Mass. Advertisers pay \$5 for an ad in the section on Saturday, and \$5 more if they run the ad for the next six days. Classified manager Jeanne Martin, 413/772-0261. (INMA *Ideas*)

**Back to school**

When a teacher suggested that Detroit Free Press staff members give students some advice on schoolwork, the paper did one better by sending several staffers into classrooms. The result was a section in which the book editor drew cartoon caricatures of teachers, the politics columnist wrote about living by society's rules, the publisher compared his job to that of a principal, a photographer took pictures in an elementary school, the restaurant critic ate a brown bag lunch at a school desk, and the travel editor posed hanging out a school bus window. (E&P)

**Ad RACK**

Selling space on the front of newspaper racks is the aim of a program called "Reach Additional Consumers Kwickly," launched in June by the Dominion Post in Morgantown, W.Va. The space is sold to one advertiser for a minimum of one week, with the advertiser given the option of purchasing only racks in the metropolitan area or the entire distribution area. Cost is kept low to attract smaller businesses. In addition to the standard sales pitch, ad reps give potential advertisers statistics on rack sales, passer-by exposure, and tie-in possibilities with other ad campaigns. (SNPA Bulletin)

**Daytripping**

The Medford (Ore.) Mail Tribune features a series called "Daytrips" on the cover of its Saturday morning Life section. Stories describe short trips readers can take in the area and are illustrated with photos and maps. (The Bulletin of the American Society of Newspaper Editors)

**For the kids**

The Arizona Daily Star in Tucson sponsors a monthly writing and art contest for children under age 12. Called The Kids page, it usually consists of two pieces of art and up to 20 stories. (The Bulletin of American Society of Newspaper Editors)

**Editor for a day**

Two Illinois newspapers, the Charleston Times-Courier and Mattoon Journal-Gazette invited readers to apply to be editor for a day during National Newspaper Week. To avoid self-promoting, the acting editors had to work the night shift, but got to make decisions on story placement and selection. Also at the Mattoon paper, frequent letters-to-the-editor writers were featured.

**Ideas from Inland**

Reprinted from The Inlander, newspaper of the Inland Press Association, Oct. 11, 1991.

From Ken Bronson, Stauffer Communications: (1) A section called RSVP, telling how to entertain elegantly, in a hurry or on a small budget; including topics such as dressing the table, caterers, florists, holiday decorating, banquet facilities, etc.; could reach advertisers who may not be regulars. (2) Feature ads on local pubs and eating establishments, selling pictures of employees, exterior, copy about the history of the business, etc. (3) A section that previews the latest technological advances for the home, business, car, etc. (4) A "Test Drive" section giving readers incentives to visit dealer showrooms. (5) A weekly feature to battle cabin fever on "You can do it" projects, such as home and yard ideas, all types of hobbies and crafts, and fix-it projects.

To speak his thoughts is every freeman's right, in peace, in war, in council and in fight. —Homer

**Danville gets idea prize**

Stuart Arnold, special services director for The Advocate-Messenger in Danville, won Inland Press Association's "Best USE!" award for August for his money-saving idea. He was given an Inland jacket and cap, and his idea was published in the Oct. 11 edition of The Inlander. Here 'tis.

We tried a cooperative effort called 'Month of Sundays!' using our local real estate agents' knowledge of new arrivals to our community.

Postage-paid cards were made available to all area real estate companies. At the acceptance of a contract, the agent fills in the name and the current and 'new' address of the client who will be moving into our community (the client should be moving in from outside our service area) and sends it to our office.

When we receive the card, a letter is sent to the client stating that thanks to your real estate agent (name of agent is given), you will be receiving four weeks of Sunday newspapers. We then offer them an introductory daily and Sunday subscription price and will start delivery on the client's first day in his/her new home.

Even if the person doesn't buy on the first try, we still have a name and address of a possible new subscriber. The address information can also tell us if the seller of the home was a subscriber. If the sellers were, we can offer them a special Sunday Only price if they are moving out of the area or at least make sure their service is continued if they are only moving across town.

After four months of operation we have several new starts directly attributed to the service. Since most of the return cards are coming from a handful of offices, we know that our response rate can be increased by 'reminders' sent to other companies reviewing the service.

As a bonus, the fact that we are cooperating with the local real estate companies on a 'win-win' project has improved our relationship with them. The original presentation was made at a Board of Realtors luncheon and many positive comments were made by the group.

**ANPA workshops planned**

The schedule of training sessions for 1992 has been announced by American Newspaper Publishers Association, in time for training costs to be included in next year's budget. An abbreviated agenda appears below; for more information on the sessions, available to non-members as well as members, contact ANPA, Box 17407 Dulles Airport, Washington, DC 20041; phone 703/648-1000; fax 703/620-4557.

**Human Resources**

- ADA & Your Newspaper, Sept. 9, Washington
- Building & Managing the Human Resources Function, Nov. 4-6, St. Louis
- Compensation & Benefits Planning & Administration, April 12-15, Tampa; Sept. 29-Oct. 2, Denver
- Human Resources Conference, Feb. 26-29, Orlando
- Labor Relations & Technology, June 5-6, Atlanta
- Labor Relations Seminar, Oct. 8-10, Cleveland
- Newspaper Training & Organizational Development Conference, May 27-30, Memphis
- Personnel Workshop, ANPA/NPRA, June 5-6, Atlanta
- Quality Programs: What to expect, how to start, Oct. 14-16, St. Louis

- Supervisory Jump-Start, Feb. 9-11, Houston; June 7-9, Indianapolis; Oct. 25-27, Albuquerque

- The New Newspaper: Changing structure, function & management, June 28-July 1, Houston
- Training Designs: self-directing teams, conflict & consensus management, older learners, training & retraining, Sept. 13-16, Houston

**Management Skills**

- Advanced Leadership in Advertising, Feb. 23-26, Tampa
- Leadership in Advertising, May 3-6, Detroit; Sept. 20-23, Albuquerque
- Leadership in Circulation, April 26-29, St. Louis; Oct. 18-21, Charlotte
- Leadership in the Newsroom, May 17-20, Phoenix; Nov. 8-11, Baltimore
- Leadership in Operations/Production, March 22-25, Indianapolis, Nov. 15-18, Phoenix
- Senior Management, April 5-8, San Antonio
- Total Newspaper Conference, March 15-18, St. Petersburg

**Marketing**

- Newspaper Executives Marketing Seminar, Feb. 9-14, Houston
- NIE/Literacy
- ANPA Foundation Conference on

- Literacy, May 20-22, San Francisco
- NIE International Day, May 19, San Francisco
- NIE Circulation & Marketing Seminar, October, TBA

**Production**

- Desktop Newspaper Publishing, Feb. 24-28, Reston
- Introduction to Newspaper Technology, April 20-24, Reston
- Newspaper Color Scanner Operation, March 23-27, May 18-22, Reston
- Newspaper Quality Control, Feb. 10-14, April 6-10, June 22-26, Reston
- Web Offset Newspaper Press Operations, Jan. 27-31, March 9-13, May 4-8, Reston

**Special Sessions**

- Multicultural Awareness Training, available on request
- Newspaper Process Camera Techniques, available on request

**Targeted Information Symposia**

- Health & Safety Symposium, Oct. 21-23, St. Petersburg
- Newspaper Packaging & Distribution Symposium, March 16-18, Chicago
- Telecommunications
- Connections VII, June 5-6, Atlanta

## Newsroom tips for tough times

Wick Temple, Associated Press vice-president for membership, had many suggestions for Florida publishers and editors to help in the operation of their newsrooms during tough economic times.

Templeton shared suggestions, implemented by various newspapers around the country, in a presentation at the Florida newspapers' annual convention in June. He said the editors from which he collected the suggestions called them ways of coping, "other than jumping off the bridge."

He noted that the recession had "brought a major shakeout in the newspaper business. Traditional ways of doing things have been thrown out almost overnight."

"Job compression," getting two jobs done by one person, is a growing focus in many newspapers, he said. The key to this is getting staff input and personal commitment, with the long range goal of "a more versatile employee, more involved in the product and one who perhaps will enjoy his job more."

Some of the suggestions Temple passed on for "meeting the challenges of reduced staff, reduced news hole, and reduced money" were:

- √Closely scrutinize assignments. Be sure the assigned story will be read.
- √Ship increased production work

to the editorial department where possible.

√Have copy editors also handle page makeup with use of a pagination system.

√Have reporters cover two beats and use stringers and unpaid interns where possible.

√Have editors and managing editors pitch in on the desk.

√Have reporters write the pull-out quotes, story summaries, factboxes and "What's next" boxes.

√Classify information going into the paper as news versus "plain information."

√Use a scanner to input information copy brought in, and clean it up on the computer.

√Get lists of activities, such as local fire department runs, and print the lists rather than the minor related stories that are usually written from such information.

√Drop some "secondary governmental" low-readership material.

√Cut in half the time previously used in newsroom meetings.

√Use "sound-off" columns as an inexpensive way to fill space with high readership material.

√Have a clerk do most of the work and use a good editor to trim material phoned in by readers.



Collegiality - Taking a coffee break during the recent Kentucky Weekly Newspaper Association meeting are, from left, Todd Rainwater, *The Appalachian News-Express*, Keith Elkins of Transylvania University, and Ralph Derickson of the University of Kentucky.

## Knight Fellowships Open at Stanford

Each year, 12 professionals from US print and broadcast journalism are awarded Knight Fellowships at Stanford University to pursue an academic year of study, intellectual growth, and personal change. The fellowship is pure freedom—no required tests or papers.

The program seeks applicants who have demonstrated uncommon excellence in their work and who have the potential of reaching the top ranks in their specialization. All full-time journalists in news/editorial work are eligible.

Applications are encouraged

from members of ethnic minorities, and up to two fellowships may be awarded to those in business/management positions.

Candidates must have seven years' professional experience. Fellows receive a stipend of \$30,000 plus tuition and a book allowance. All academic and social benefits are open to spouses of Fellows.

Application deadline is Jan. 31. Write or phone: John S. Knight Fellowships, Dept. of Communication, Stanford University, Stanford, CA 94305-2050; 415/723-4937.

## PostScript . . .

Pam Shingler  
Editor, The Kentucky Press

At the News Bureau, our favorite counties are Carroll, Fleming, Fulton, Green, Greenup, Harlan, Henderson, Pike and Shelby — and we haven't even been inside the county lines of half of them.

What my logical, often simple, mind likes about them is the straightforward, similar names of their county seats. When you have to keep in mind 119 of them (one has no newspaper), the memory is not overtaxed in knowing that Harlan is in Harlan County or Flemingsburg in Fleming.

Why isn't Carlisle in Carlisle County instead of in Nicholas County where Nicholasville (Jessamine County) ought to be? Why couldn't Taylorsville be in Taylor County and Campbellsville in Campbell County?

Why isn't Hartford in Hart County (Munfordville), rather than Ohio County,

which, by the way, is not on the Ohio River or anywhere near the state of Ohio? Then there's Madisonville in Hopkins County, Hopkinsville in Christian, and Richmond in Madison.

Even in referring to my residence, I keep wanting to say I live in Lawrence County, when I actually live in Anderson County where Lawrenceburg is the seat of government.

Who created this mess anyway? \*\*\*

Relatedly, I recently saw a teaser that out of 120 Kentucky counties, only 10 are not named for a person. That'll help you waste a few minutes. \*\*\*

The folks at Renfro Valley pulled off a good p.r. stunt during the fall meeting of the Kentucky Weekly Newspaper Association. Though not open on week nights during the off

season, they put on a special show just for KWNA participants.

The ploy is similar to the Disneyworld press junkets, except on a much smaller scale. The powers that be figure that if you enjoy the show, you'll have nice things to say about the experience.

Well, it worked for this viewer. I'd never been to Kentucky's version of Nashville before and never expected to write about being impressed by it. I guess I'm as guilty as the rest of not expecting much from my own.

But I thoroughly enjoyed the performance. There're some talented pickers and singers in the Valley, offering the gamut of sounds we now class as country music.

Course, I'm a country music fan. Like so many of my era in the South, I grew up hearing it, but, outside my family, I thought I was much too sophisticated to acknowledge it back then. A friend, who's originally from Washington state, reintroduced me to country music several years back in Pennsylvania.

Now my TV is regularly tuned to CMT so I can see how

the latest Garth Brooks or Reba McEntire song is being interpreted on video. For my money, country music has the most creative lyrics being written today — satiric, humorous, thought-provoking, protesting, deep-gut emotional.

A sampling of lyrics: "There's a light at the end of the tunnel, Lord, I hope it ain't no train" (from a song by the same name). "They're growing houses in the fields" (same title). "Here's a quarter, call someone who cares" (same title). "Our lives are better left to chance; I could have missed the pain, but I'd have had to miss the dance" (from *The Dance*). "If you get an ear pierced, some will call you gay, but if you drive a pickup truck, they'll say, no, you must be straight" (from *Feed Jake*).

So here's a plug for Renfro Valley and for country music. And a plug for Guy Hatfield and all the folks who put on an excellent KWNA meeting. \*\*\*

Having lived in Arkansas for four satisfying years, I was really distressed to learn of the closing of the Arkansas Gazette. It was the oldest

newspaper west of the Mississippi and a quality product when I was a faithful reader in the mid- to late '70s.

That was the last time I've lived in a state where there was truly a state paper. The Gazette covered every corner of the state from Texarkana to the Ozarks. People in every area considered it their paper.

In fact, the rival Arkansas Democrat, which finally prompted the Gazette's demise, was an upstart "rag" to most Arkansans back then. Times obviously change. It's kind of a shock that such an institution as the Gazette could crumble.

I guess to some the situation exemplifies the positive face of the free enterprise system in which the fittest survives. I didn't watch the Gazette's death, but from a distance, I continue to have a gnawing fear about an economic system that appears to be eating itself up. \*\*\*

Bumper sticker sighted in Shelbyville on a pickup truck driven by a gray-haired, 70-ish woman:

**I don't believe**  
*the liberal media*

## Press organizes for OM/OR passage, from page 1

Another plus, the publisher said, is that many opponents of the bill have already made their opposition known to the task force. But Shepherd advised that "there will be some groups that did not step forward before that will now."

Shepherd, a Capitol veteran, said that once the bills are better known, some groups will become "scared and organize to oppose" the revisions to current laws. In making contact with local community leaders, the attorney warned that "with some people you will want to use a carrot, and with others, a stick."

Personal contacts and the pooling of information are critical to the persuasion process, Shepherd said.

KPA is making available to members a form for documenting contacts made and responses given, so that the association can better track the progress of the bills' support.

The critical first step in the legislative process is the bills' approval by the powerful state government committees of each legislative house.

KPA members are asked to contact members of these committees from their areas, urging them to support the Open Meetings/Open Records bills. (Refer to the names of the bills, rather than the prefilling numbers which will change.)

Community groups that have an interest in openness on the part of public agencies should also be contacted. Education and environmental groups have already shown interest. Most newspeople should know of individuals, as well as groups, that have had problems with access to public meetings and records.

Once contact is made and response documented, you are asked to forward the information to KPA, so that support and opposition can be tracked. Shepherd said knowing where opposition is coming from is as critical as know-

### Wyatt is honoree

Former lieutenant governor and Louisville mayor Wilson Wyatt was honored by the Society for Professional Journalists at a Dec. 4 dinner in Louisville, for his contributions to the advancement of freedom of the press.

The presentation of The First Prize to Wyatt, a partner in the law firm of Wyatt, Tarrant & Combs, coincides with the 200th anniversary of the Bill of Rights.

The award was established by SPJ in 1982 to recognize those who have made extraordinary contributions in support of the First Amendment.

Making the presentation was John Seigenthaler, chairman/publisher of the Nashville Tennessean and former editorial director of USA Today.

ing the source of support.

This edition of The Kentucky Press carries the full text of the revised Open Meetings Law, with the Open Records Law to be run next month. A call to KPA at 1-800-866-1431 can get you copies of both bills.

Members of the legislative State Government Committees, with the counties they represent, are listed below.

**Senate:** Chairman Joe Meyer, Kenton & Pendleton; Ed Ford, Bourbon, Fayette, Nicholas, Robertson, Woodford, Harrison & Scott; Eck Rose, Bath, Clark, Estill, Fleming, Montgomery & Powell; Rick Rand, Carroll, Gallatin, Grant, Henry, Oldham, Owen, Shelby & Trimble; Kelsey Friend, Letcher, Martin & Pike; Pat McCuiston, Butler, Christian, Muhlenberg &

Todd; Richard Roeding, Boone & Kenton; and Art Schmidt, Bracken, Campbell & Pendleton.

**House of Representatives:** Chairman Ramsey Morris, Christian & Trigg; Charles Geveden, Ballard, Carlisle, Fulton, Hickman & McCracken; Albert Jones, McCracken; Jim Bruce, Christian & Hopkins; Eddie Ballard, Hopkins; Louis Johnson, Daviess; Donnie Gedling, Breckinridge, Hancock & Meade; Jody Richards, Warren; Lindy Casebier, Jefferson; Jim Wayne, Jefferson; Lonnie Napier, Garrard, Jessamine & Madison; William Strong, Harlan, Owsley & Perry.

Also, Leonard Gray, Jefferson; Jim Yates, Jefferson; Ray Mullinix, Clinton, Cumberland, Russell & Wayne; Joe Barrows, Franklin, Jessamine & Woodford; Martin Sheehan, Kenton; Pete Worthington, Bracken, Fleming, Mason & Robertson; Danny Ford, Lincoln, McCreary, Pulaski & Rockcastle; Tom Jensen, Laurel, and Bill Lear, Fayette.



**The Plus factor** -- *The Bath County News-Outlook*, represented by advertising manager Margaret Metz, and *Pulaski Week*, represented by editor Stuart Simpson, right, received Metro Plus Business Awards during the recent Kentucky Weekly Newspaper Association meeting in Richmond. Guy Hatfield, *The Citizen Voice & Times*, is KWNA president.

## Kentucky Publishing buys Western Kentucky weeklies

By Dick Smith, Broker  
W.B. Grimes & Co.

Just over a year ago a headline on page 12 in the Kentucky Press announced that the *Meade County Messenger* had purchased its competition, the *Pioneer* in Brandenburg.

On the bottom of the same page an announcement was made that Judy Magee-Stone had sold one of her four papers, the *Hickman County Gazette*, to Jo Duke.

Now, Chris McGehee, a Louisville businessman and president of the *Meade County* paper, his only other newspaper holding, has become president of the remaining three papers in the Magee-Stone stable.

Magee-Stone sold McGehee *The Advance Yeoman* in Wickliffe, which she and her late husband took over in 1946, *The Livingston Ledger* in Smithland, which she founded 11 years ago, and the *West Kentucky News* in Paducah, which she has run for five years.

Two days after buying the Magee-Stone papers, McGehee purchased the *Carlisle County News* in Bardwell from James Payne, whose name appeared on the same page 12 in last year's Press as publisher of the remaining newspaper in that county.

Magee-Stone, a veteran of more than 40 years in Kentucky newspapers, was named publisher-emeritus of the *Advance Yeoman*.

She leased her three papers to McGehee for three months before he exercised his option to purchase.

Greg Leneave of Benton has been named general manager of McGehee's new company, Kentucky Publishing Inc.

Magee-Stone says she intends to write a book on Kentucky.

Dick Smith of W.B. Grimes & Co., one of the oldest newspaper brokerage firms, represented both parties in each transaction, from his regional office in Clarksdale, Miss.



## Hall of Fame nominations due

Nominations for the Kentucky Journalism Hall of Fame are due Jan. 15.

Seventy persons have been inducted into the Hall of Fame since its establishment in 1980 by the University of Kentucky Journalism Alumni Association to recognize Kentuckians who have made significant contributions to the profession of journalism.

Selections are made from individuals, living or dead, who are natives of Kentucky or who have spent a significant portion of their careers in Kentucky.

Nominations should be made in letter form, including pertinent background information about the nominee and a photograph, to Kentucky Journalism Hall of Fame, School of Journalism, University of Kentucky, Lexington, KY 40506.

Induction will be in the spring during the Joe Creason Lecture at UK.

The selection committee consists of the dean of the UK College of Communications, director of the UK School of Journalism, and presidents of KPA, Kentucky Broadcasters Association and UK Journalism Alumni Association.

Inducted last year were Barry Bingham Jr., former editor and publisher of the *Courier-Journal* and *Louisville Times*; Sam Abell, National Geographic photographer; and Livingston Taylor, former Frankfort bureau reporter for the *Courier-Journal*.

## Welcome, Associate

Kentucky Manufactured Housing Institute, one of KPA's neighbors in its new location, has joined the association's Associates Division.

Membership director Judy Singleton is the KMHI representative. For your directory, the address is 2170 US 127 South, Frankfort 40601; telephone 502/223-0490.

A free press is the unsleeping guardian of every other right that free men prize; it is the most dangerous foe of tyranny. —Winston Churchill