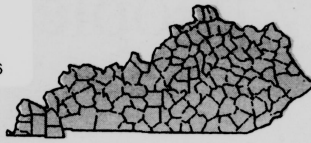


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On the lookout

- August 15
Electronic Ad Transfer Seminar
Elizabethtown Community College
- August 16
Electronic Ad Transfer Seminar
Lisbonville Community College
- September 26-27
KPA/KPS Board of Directors
Fall Retreat, Opryland Hotel,
Nashville
- October 7
Deadline for entering KPA Fall
Newspaper Contest
- January 23-24
1997 KPA Winter Convention

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LEXINGTON KY 40506



August, 1996
Volume 67, Number 8

The Official Publication
of the Kentucky Press
Service



THE KENTUCKY PRESS

Kentucky papers enter race to go online

By LISA CARNAHAN
KPA News Bureau

Kentucky newspapers are joining the ranks of papers all across the U.S. that have jumped onto the information superhighway.

The Lexington Herald-Leader was the state's first online newspaper. The large metro was followed, not too far behind, by one of the state's smaller dailies, the Maysville Ledger-Independent. Lexington launched its online service in mid-December and Maysville's home page was established about a month later.

Both papers followed two student newspapers in the state however, the University of Kentucky's The Kentucky Kernel, and Western Kentucky University's College Heights Herald.

Other Kentucky newspapers online include the Elizabethtown News-Enterprise, Bowling Green Daily News, and the Danville Advocate-Messenger. The Louisville Courier-Journal is also online and has been focusing lately on the PGA Championship at Valhalla Golf Club.

See ONLINE, page 4

Use of recycled newsprint in state peaks at 95 percent

More than 95 percent of the newsprint used by Kentucky newspapers in 1995 contained some level of recycled fiber, according to a report presented July 10 to the Kentucky Cabinet for Natural Resources and Environmental Protection.

The report is required by KRS 224 and is filed annually by the Kentucky Press Association on behalf of Kentucky's newspapers.

In 1995, Kentucky printing
See NEWSPRINT, page 18

Vice-president nominations sought by KPA

Nominations and letters of application are being accepted until Sept. 9 for the office of vice-president of the Kentucky Press Association for 1997.

Any KPA member may nominate any individual who meets the criteria set forth in the KPA by-laws for that position. Additionally, individuals interested in holding office in the Kentucky Press Association may
See NOMINATIONS, page 18

KENTUCKY CONNECT
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KENTUCKY CONNECT Tell us what you think!

SPECIAL REPORT: THE OLYMPIC GAMES
Sales out, best friends face off for U.S.

KENTUCKY CONNECT SPECIAL REPORT: THE OLYMPIC GAMES
Kentucky Connect Knight-Ridder Tribune Olympic Special Report

Clean air policy might hurt state, analysis shows
PLUS: Dirty air may affect state economy
Today's Herald-Leader

Western invader rips Saratoga field
KY HOOPS

US to judge No discrimination of Hauser
KY HOOPS

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Over half the state's papers join Legal Defense Fund pg. 7
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Click on the icon for local news on T

INSIDE
Herald-Leader
A collection of stories, daily edition of the Herald-Leader.

KY Hoops
Racing news from Kentucky - featuring Kentucky Derby in your mind.

KY Hoops
Retrieve the Kentucky national tournament follow Kentucky by your mind.

Herald-Leader Library
The on-line archive of Lexington Herald-Leader searchable back to 1990.

CONNECT
News about Kentucky and cooperation on it.

Kentucky Con Forum
Let us know what you think about Kentucky Connect.

Kentucky Con Internet Guide
What you need to know about the Net and Kentucky.

Kentucky Con Guestbook
Sign our guest book know what you think about Kentucky Connect.

Kentucky Link
Web sites of interest.

LEXINGTON HERALD-LEADER ONLINE
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INSIDE
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The Lexington Herald-Leader began its online service "Kentucky Connect," (left) in mid-December. The service not only offers an electronic version of the newspaper, (pictured above) but also access to the global computer network. Kentucky Connect offers Internet access which is provided through InfiNet, a joint venture of Landmark Communications and Knight-Ridder Inc., the Herald-Leader's parent company.

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"Russ just enjoyed what he was doing. It's a huge loss for Kentucky journalism."
— Steve Lowery, Kentucky Standard



A tribute to Russ Metz
pg. 10, 11

Writing coach says readers hate jumps
pg. 14

Kentucky people, papers in the news

Butcher joins staff at News-Democrat

Debra Butcher has joined the staff of the Carrollton News-Democrat as an advertising sales representative.

Butcher comes to the News-Democrat after six years as the sales and advertising manager of an area furniture store.

A native of Covington, Butcher resides in Carrollton.

C-J's Manassah honored by Gannett

Courier-Journal president and publisher Edward E. Manassah has been awarded the Chairman's Ring by the Gannett Co. He earned the

award as recognition for being selected a five-time winner of the President's Ring for outstanding performance by a newspaper chief executive. The ring for publishers is given to the top 10 chief executives in the newspaper division of the company.

Manassah is a 24-year veteran of the Gannett Co. He came to the Courier-Journal in 1993. In addition to winning five President's Rings, he has twice been named one of the company's top editors, including Editor of the Year.

Dewig named interim editor at Spencer Magnet

Rob Dewig has been named as the interim general manager/editor

of The Spencer Magnet.

Dewig replaces Mark Cooper who left the newspaper to accept a reporter's position at the Owensboro Messenger-Inquirer. He will assume the duties until a permanent replacement for Cooper is named, which is expected to be sometime this month.

Dewig's newspaper experience includes reporter positions at the twice-weekly Perry County News in Tell City, Ind., the South Gibson Star-Times in Fort Branch, Ind., and the Pike County Press-Dispatch in Petersburg, Ind.

Beck joins sports staff at Bowling Green

Jason L. Beck has joined the staff of the Bowling Green Daily News as a sports reporter.

Beck replaces Eugene Embry, who is now a copy desk editor at the Daily News.

A native of Pennsylvania, Beck worked for five years as editorial assistant and sport editor for a weekly newspaper in Maumee, Ohio, and was a contributing sports writer for the Cincinnati Post for the past year.

Newspaper honored by Berea city officials

Berea Mayor Clifford Kerby declared July 3 as "The Berea Citizen Day" in the city in recognition of the newspaper's recent awards in the Kentucky Press Association Better Newspaper Contest.

Kerby noted the Berea paper had been awarded first, second and third place honors in the Community Service category in its division.

New Era ad reps receive promotions

Janet Goad Hall, advertising manager for the Fort Campbell Courier, has been promoted to general sales manager for the Kentucky New Era and Courier.

Mary Rae Chambers was named retail advertising manager for the New Era. Karen Blick, previously sales representative for the Courier, will continue in that capacity and also serve as retail sales manager for the military publication. The New Era has a contract with the Department of Defense to print the weekly Fort Campbell Courier.

Hall, 33, is a Clarksville resident and graduate of Austin Peay. She started working full-time at the New Era in 1985.

Chambers, 33, Hopkinsville,

started work at the New Era in 1983 as national advertising manager. From 1990 until now she has served as the co-op advertising coordinator.

Blick, 33, Clarksville, is also a graduate of Austin Peay and joined the staff of the Fort Campbell Courier in 1986. During the past 10 years, she has served all areas of Clarksville as a sales representative.

C-J cartoonist Haynie honored by SPJ chapter

Longtime Courier-Journal editorial cartoonist Hugh Haynie, who retired last fall after 37 years at the Louisville newspaper, was honored recently by the Louisville chapter of the Society of Professional Journalists.

Haynie received the chapter's "The First" award in recognition of "extraordinary contributions" to furthering the First Amendment and freedom of the press. He was both praised and "harpooned" by about 170 people that included Jefferson County political figures and fellow cartoonists from across the country. Haynie continues as a part-time contributor to the C-J's opinion pages.

Collins joins advertising staff at Daily News

Trevor Collins, a Frankfort native, has joined the staff of the Bowling Green Daily News as classified advertising manager.

Collins, a 1991 graduate of Western Kentucky University, held two positions in Nashville before coming to the Daily News. He was most recently advertising and marketing director for Nashville Business in Review. He also worked as an account representative for the Shelbyville Sentinel News.

Thomas named to board of Kentucky New Era

Walker Wood Thomas, a Hopkinsville businessman and member of the family which has owned the Kentucky New Era for over 100 years, has been named to the newspaper's board of directors.

Thomas will be replacing his mother, Nita Wood Shriver, who is retiring from the board.

Kentucky Enquirer expands coverage area

The Kentucky Enquirer announced in mid July it will expand in northern Kentucky by

See PEOPLE, page 20

The Kentucky Press

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Audra Douglas, Clipping Assistant

Sharing ideas between departments leads to success

By KEVIN HOHNBAUM

A customer came into our office last week to see one of our advertising managers about having a flyer inserted into our newspaper. As a small businessman working out of his home, the customer was on a very tight budget and only had a small number of flyers to print.

Pam, our advertising manager, brought the customer back to my desk. We dug out our ZIP code maps and our route draw reports and worked out a plan for the customer to get the greatest number of flyers into the areas he wanted for the lowest cost.

Wait. What's that? A circulation person who calls someone a customer who may not even receive the newspaper? Besides that,

what circulation person has time or interest to spend on an advertising problem?

My experience has been that although many circulation people have the interest, few have the time and fewer still are ever given the opportunity. Having worked in both large metro and small community papers, I have found that one of the greatest advantages in working in smaller papers is the interlinking of the different departments.

In daily newspapers, due partly to the craziness of many circulation department schedules and the fact that much of the circulation work is done out in the field, we in circulation can easily end up feeling disconnected from the rest of the newspaper. We suffer from the proverbial "ignored stepchild" syndrome.

drome.

Typically, the further down the department ladder an employee (or contractor) is, the more isolated they are from the rest of the newspaper and the reasons that we are in business to begin with.

One of the challenges, then, is to keep our employees and contractors involved in the whole business and aware of their necessary place in that chain.

One of the greatest new ideas that I have seen in daily papers is the use of cross-training programs where employees from one part of the newspaper job shadow employees from another part of the paper.

See IDEAS, page 12

Newspaper joins crusade against illegal dumping

The Harlan Daily Enterprise is assisting in the crusade against illegal dumping in eastern Kentucky.

The Kentucky Department of Natural Resources is sponsoring a series of public service announcements and asked Harlan County native Cawood Ledford to appear in the spots. Ledford recently retired as the "Voice of the Kentucky Wildcats" and has returned to his home county.

Ledford agreed, saying one of the reasons he wanted to return to his native area was because of the region's beauty. Another Harlan County native, Natural Resources Cabinet Secretary James E. Bickford has also established a toll-free "Report a Dump" hotline.

The Enterprise joined the effort by not only publicizing the public service announcement program, but designing an anti-dumping campaign of its own.

"We called Mark York (from the

Natural Resources and Environmental Protection Cabinet) and asked him to send us what information he had on illegal dumping .. and he sent us a huge packet of information," said Enterprise Advertising Manager Bill Combs.

The information was converted into a series of house ads and a staff photographer took a picture of an area illegal dump for use in the ads.

York called the newspaper to praise its effort and said he planned to take the house ads to other newspapers to try and get them involved, Combs said.

"The newspaper has a duty to educate the public. This is one of the prettiest places in the world ... and we've come a long way to clean it up. But education is the key to keeping it cleaned up," said Combs.

The newspaper plans to continue the effort by designing a similar house-ad campaign to keep the area rivers clean.

NAA offering election for students

Once again, NAA is offering a 12-page tabloid to help students better understand the electoral process, particularly by using the newspaper. Naturally, "Election '96: Expressing Democracy" will focus on the presidential election but will also heighten students' awareness of local, state and school elections.

Primarily, the guide will target junior-high classes (sixth through eighth grades), however, it will also be designed for flexibility so that clearly defined modules may be adapted for the elementary grades or high-school students.

In addition to background for teachers, discussion questions and reproducible student worksheets, the guide will be action-orientated — urging students to practice democracy through their school and local races.

The guide will once again feature the unique stamp of Bill Zimmerman

of Newsday who will add his fun illustrations and activity sheets to the numerous contest ideas and election factoids sprinkled throughout.

The guide was printed in late July, to make it as up-to-date as possible while allowing for distribution to teachers for the beginning of the school year. Of course, some newspapers develop election guides through their own NIE departments and they should feel free to incorporate all or parts of the Foundation's guide as desired.

To order your copy of "Elections '96: Expressing Democracy", send \$25 to NAA at: Newspaper Association of America Foundation, The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va., 22091-1412; or fax the request to 1-703-620-1265. Include your name, newspaper affiliation, address, phone number and fax number.

Participate
in KPA's



Share the wealth ...
of experience!

Got a good idea?
Figured out how to cut costs in
the newsroom or circulation
department? Share it with your
fellow newspaper cronies.
A new feature is being planned
for The Kentucky Press
to showcase your ideas.
Submit them by fax, mail
or CommonNet®



Example:
This special section
practically writes itself

When you publish photos and stories of major events in your community, copy them into a separate file.

Come late December or January, you'll have material already gathered to produce a "Year in Review" special section. Gather generously and then edit quickly until you get the material needed.

(This good idea came from the Minnesota Newspaper Association and was reprinted in the PNNA (Pacific Northwest Newspaper Association) Bulletin.

Fax: 1-502-875-2624
Mail: Kentucky Press Association,
101 Consumer Lane, Frankfort, KY
40601
Attn: Lisa Carnahan

Ideas submitted will be placed
in a drawing for a prize to be
given away during the 1997
Winter Convention. Don't
miss your chance to win!

KPA announces plans to launch home page

The Kentucky Press Association is in the process of developing its Internet presence, in hopes of launching a home page in October.

A committee was formed in early summer to establish the goals of the association and 22 areas were identified as possible topics for a KPA Web site. Of those, the top six were established as immediate goals to be reached when the home page debuts.

An intern through the Kentucky Journalism Foundation, Western Kentucky University senior Jon Grant, is working with KPA to develop the site. Grant is the online editor for WKU's student newspaper and recently completed a summer internship at the Wall Street Journal.

The six priorities established by the Internet Committee include:

- 1) Marketing information for members (regional, county papers)
- 2) KPA membership services
- 3) Statewide classifieds
- 4) First Amendment Library
- 5) Links to others papers/sites
- 6) Jobs Bank

Online

Continued from page 1

At least eight other papers are in the planning stages of developing an Internet presence.

Nearly everyone agreed online development is important, but manpower and costs pose problems some newspapers haven't conquered. Finding revenue sources on the Net is currently one of the hottest debated topics among those in the newspaper industry.

Matt Stahl, news editor at the Ledger-Independent, said his paper's Internet effort was totally handled in-house. "Maysville Online" includes local news, which is updated daily, along with information about the area. It features a virtual tour of Maysville's most interesting and historic sites. The paper is currently experimenting in placing advertising on the Web site and is hosting seminars along with the local school system to acquaint area residents with the Internet.

Stahl said the paper is also exploring the possibility of "providing home page development" for others.

"We're proud of our site," said Stahl. "We did it from scratch, with our own graphics and design people."

In Bowling Green, the Daily News established its home page about a month and a half ago and the site is still evolving.

"We plan to expand as we keep going," said David Bauer, managing editor of the Daily News. "Right now, there's no news content, but we do have our classified ads and a sort of resource guide. We're pretty pleased with it so far and have recorded a good number of hits each day."

Danville has two Web sites, one for the Advocate-Messenger and one for the Great American Brass Band Festival. The festival site was launched in May and the newspaper's home page debuted about a month ago.

Planning is a key element to getting online, according to Stahl.

"You need someone with the technical background and the desire," he said. "Then just give them the time to

sit down and start building the site. We formed a committee that would get together about once a week and ask 'Where are we? What do we need to do next?'"

Stahl said three employees focused on framework, content and graphics and then "meshed" their thoughts to create the Web site.

"It's really not as difficult to get started and build a site as you might think. And now there's all kinds of

"I think we learned through research that the online product doesn't necessarily have to mirror the daily newspaper ... and perhaps it shouldn't."

David Greer

editor, The Elizabethtown News-Enterprise

software out there that makes it even easier," he said.

The Frankfort State Journal will be online in approximately a month, according to assistant publisher Troy Dix, as part of a large Web site for several newspapers in their chain.

The Web site will feature all seven of the chain's daily newspapers along with several weeklies. Within six months to a year, television and radio stations that are also part of the chain will be added, according to Dix.

In addition to the State Journal, information about Frankfort, Franklin County and the entire state can be accessed from the one site.

The Associated Press is preparing to launch a new online service early next year called "The Wire."

The result of hundreds of hours of development by AP staff and consultants, The Wire will provide to AP members everything that AP distributes - news, photos, graphics, audio and video. It will be packaged in "compelling multimedia presentations" and placed on the World Wide Web, but only be available through member Web sites.

"What it does is extend the traditional AP relationship into this new online era," said AP Louisville Bureau Chief Ed Staats. "AP copy is a fundamental part of the daily newspa-

What it takes to get on the Net

By LISA CARNAHAN

KPA News Bureau

You've heard the saying 'where there's a will there's a way.' Well, that's almost the case for newspapers looking to explore the world of cyberspace and develop an online presence.

According to one Kentucky editor who's done it at his newspaper: "It's not as difficult as it looks."

Matt Stahl, news editor at the Maysville Ledger-Independent, said his newspaper's home page was created on a "low-end" system.

"We didn't want to spend a lot of money because this was basically an experiment for us and we didn't want to spend \$20,000 to \$30,000 and then two or three years down the road ... who knows," he said.

Here's what Stahl says you've

got to have to get online:

- A computer with at least 16 mg of RAM. (He used what he described as an "older Macintosh.") The hard drive doesn't matter that much if you purchase an external tape drive for storage such as SyQuest or Zip Drive. (Maysville's cost - \$200)

- A 28.8 modem is a "must" have. The most important ingredient.

- An Internet Service Provider (ISP). There are usually several in an area. You're renting space from them to place your file (Web page) on their server. The ISP then sets up a file that usually contains their name first, followed by the newspaper's name.

- An Internet Access Provider. So you can dial into the Internet. They usually charge a flat rate for a certain amount of usage each month.

per, which of course carries the look and feel of that individual newspaper, not the AP. And the look and feel of members' Web sites will carry through into The Wire on the Internet. In other words, the emphasis will be on the members' Web sites and its total content, not on the AP itself."

Staats said The Wire will operate much on the same principle as the traditional AP service.

"In simple terms, we will not be

approached by a group proposing to place the newspaper on a site with the local chamber of commerce. She said that idea was still being explored.

The Elizabethtown News-Enterprise has been online for about two months, according to the paper's editor David Greer.

"I think we learned through research that the online product doesn't necessarily have to mirror the daily newspaper ... and perhaps it shouldn't."

The News-Enterprise's online edition is now managed through the newspaper's marketing department.

"The site right now is basically our newspaper," said Kathy Helm, Director of New Media. "We do plan to change that within the next month to have a two-fold site, one basically news and the other community-oriented with features. It will be more of an interactive site instead of just static information."

Helm said news on their home page is updated at least three times a week and includes stories from the newspaper's local news, opinion, sports and feature pages. Basic information about Hardin County, such as historical data and tourism information is also accessible from the site.

"It's exciting because it changes daily," said Helm. "The only frustrating thing is trying to define your market and where you're headed with the product. There is no more yearly marketing plan and trudging along for a year. You're constantly reviewing and you've got to be prepared to change direction frequently."

Russ Powell, editor of the Ashland Daily Independent said his newspaper would probably be online by the middle of next year.

"We've got a lot of careful thought and planning to do before we go into it," he said. "You first have to decide on a general direction and then we need a body to devote to it. I feel it's very important that the content remain fresh and lively. Your background information can stay the same but your home page must be a place of pretty lively exchange so users never know what to expect. It should be jazzy and irreverent."

Computers can't kill the newspaper

Circulation of weekly papers has more than doubled over the past 20 years

Cautious newspaper critics are ringing the death knell again for what some disdainfully call the old pencil press.

The latest nemesis: online computer services. Fifty years ago, something new called television was predicted to send all newspapers down the tube. Seventy-five years ago, it was radio.

Newspaper doomsayers point out that the number of dailies has

declined in the past 20 years. Their total combined circulation has stayed relatively flat at plus or minus 60 million.

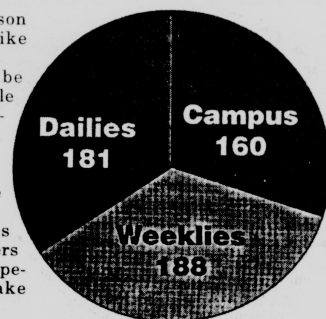
But critics overlook this dramatic circulation growth of other newspapers from 1975 to 1995: Sunday - then 51 million - are now 62 million. Weeklies - then 36 million - are now 80 million.

Compare those weekly, Sunday and daily newspaper reader numbers to the mere 6.8

million computer buffs Nielson says use an online service like Internet regularly or daily.

Newspapers continue to be the most affordable and portable news, information, entertainment and shopping source. Those which meet the changing wants and needs of a news-hungry public will thrive in the next century.

Of course, online services likely will grow. But computers lack the affordability, and especially the portability, to make them a mass medium.



from USA Today

U.S. newspapers on the Internet
Editor and Publisher, Feb. 17, 1996

Internet marketing workshop for newspapers set Oct. 17-18

Two-day seminar will culminate with an interactive discussion

The International Newspaper Marketing Association (INMA) will launch the newspaper industry's first workshop dedicated exclusively to marketing newspaper Internet product on Oct. 17-18 at the Sheraton Park Central Hotel in Dallas.

Titled "How to Market Internet Products to Consumers and Advertiser," the ideas workshop will focus on how to market the new generation of Internet and World Wide Web products being launched by newspapers - including a special emphasis on revenue products.

- Topics to be covered include:
- Recommended areas of online investment for newspapers and areas to avoid;
 - Building newspaper brand awareness on the Internet;
 - Sponsorships and advertising on the web;
 - Creating and pricing profitable Internet products for advertisers;
 - Positioning newspaper classifieds on the web; including real estate, employment and automotive;
 - Driving web site consumer traffic;
 - How to market newspaper web utilities such as resume and movie services;
 - And, web marketing case studies from three top newspapers.

The workshop will culminate with an interactive town-hall discussion on key web marketing topics and hands-on opportunity to experience first-hand excel-

lent newspaper Internet products. The event also includes a luncheon briefing on new Internet products and a pre-workshop briefing on the Internet, key terminology and basic issues.

Billed as an "ideas workshop," the INMA event will also be an opportunity for newspaper Internet marketers to benchmark themselves versus peers.

The unique interactive workshop format promises not only to provide new content but also to give attendees the opportunity to ask questions of speakers and of each other, according to planners.

Lou Levin-Cutler, a principal with the newspaper consulting firm, of Phelps, Cutler & Associates, will serve as moderator for the two-day workshop. Kristen Brett, marketing services manager of the St. Petersburg Times, is the INMA chairwoman for the workshop.

"This workshop represents the newspaper industry's first in-depth look at marketing these new products and how newspapers can generate cyberspace revenue," said INMA Executive Director Earl J. Wilkinson.

Cost for the two-day event is \$395 for INMA members who register prior to Sept. 15 and \$495 for those who register afterward. For non-members, the registration fee is \$495 prior to Sept. 15 and \$595 afterward.

For more information, contact INMA by e-mail, inma@connect.net; by the World Wide Web, <http://www.infi.net/inma>; by telephone, 1-214-991-3151; or by mail 12770 Merit Drive, Suite 330, Dallas, Texas, 75251.

If content is unique and good, they will come

By KATHY SILVERBERG

Find a niche, employ good journalists to provide complete, timely news, marshal financial resources and commit to a goal of building communities.

Sounds like a recipe for a good newspaper, but it may come as a surprise to many print journalists that the same qualities make for a good Web site as well.

Several journalists working with online newspaper shared their experiences with colleagues as part of a workshop called "Untangling the Web."

Though much of the session (held during the ASNE 1996 Convention) was devoted to technology and the mechanics of establishing Web pages, Mark DeCotis, online services editor for Florida Today in Melbourne, reminded newspaper people to stay true to their mission.

"Unless basic tenets of journalism are met every day, people aren't coming back," DeCotis said. He emphasized the importance of doing something unique, providing Internet users with information they can't get other places. Florida Today provides comprehensive news from the Kennedy Space Center to an international audience. It is updated at least twice daily, every 15 minutes when a launch is imminent. He and other staff members work full-time on the project.

In Atlanta, on the other end of the spectrum, 33 staffers work on a number of sites serving various special interests. The current hot topic, said Nancy Nethery, managing editor of Interactive Studio at the Atlanta Journal and Constitution, is the Olympics. Not surprisingly, the site is attracting international notice.

But the Atlanta newspapers are doing much more on the net. One site provides insight into legislative issues and another allows readers to interact with the newspaper's editorial board, Nethery said.

"It's an opportunity to build communities," she said, urging her colleagues to seek out what is important to the people who will be accessing the sites.

The Greensboro (N.C.) News and Record has been into online publishing for 15 months, offering information that supplements coverage in the newspaper. In addition, the newspaper's online staff designs and maintains sites for advertisers.

Speaking from some experience, Pete Fields, the newspaper's electronic services coordinator, said users are looking for news-oriented information that goes deeper into subjects and remain current, some of the same things readers want from a newspaper.

Fields stressed the importance of having a plan before beginning an Internet presence. Getting it going is just the beginning. Maintaining it day after day is the hard part, an assertion that brought agreement from other panelists.

Chris Kouba, managing editor of InfiNet, an Internet service provider for newspapers, got down to the nuts and bolts of building a Web site. But he, too, stressed the

See CONTENT, page 16

LEGAL NEWS & VIEWS

Check courtroom policy before taking camera

By **KIM GREENE**
KPA General Counsel
Wyatt, Tarrant & Combs

Sometimes it simply isn't enough to have your reporter recount what he or she observes during a court proceeding.

Sometimes you need visual images to convey fully the event, so you want to take your camera along. What are the do's and don'ts for cameras in the courtroom?

As you know, you — as a reporter and a member of the public — have a First Amendment right to attend judicial proceedings. That constitutional protection does not extend, however, to your camera. The United States Supreme Court has recognized that judges have the right, if not the duty, to maintain order in their courtrooms. They are free to exclude or remove from the courtroom anyone who causes a disruption. Television cameras can cause interruptions and distractions of court proceedings, especially when television camera operators are laying wires across the floor or setting up tripods or using bright lights. Many courts also agree, however, that even still cameras, with shutters clicking, flashes flashing and photographers moving around the courtroom for position, can also upset the order in the court. Therefore, the courts have held that there is no absolute right of access to court proceed-



ings for camera equipment. The courts of each state and each federal district are allowed to decide for themselves whether cameras will be permitted.

Some years ago, the Kentucky Supreme Court chose to allow each judge sitting in state district or circuit court to determine whether cameras would be admitted. Therefore, if there is a particular proceeding you want to photograph, be sure to contact the courtroom personnel ahead of time to request permission. Be aware that the decision is completely within the judge's discretion.

Jurisdictions which permit cameras in the courtroom generally enact rules to govern camera access. In Kentucky, it is Supreme Court Rule (SCR) 4 Appendix, entitled "Standards of Conduct and Technology Governing Electronic Media and Still Photography Coverage of Judicial Proceedings." SCR 4 Appendix applies to all courts in Kentucky which open their doors to cameras.

While much of SCR 4 Appendix is dedicated to television and radio broadcast equipment, there are provisions pertaining to still photography. That's why it's important for you to be familiar with this rule.

Basically, the rule outlines the type and quantity of equipment you may take into the courtroom and your conduct with the equipment while you are there. The relevant sections are:

1. Equipment and Personnel.

(b) Not more than one still photographer, utilizing not more than two still cameras with not more

than two lenses for each camera and related equipment for print purposes shall be permitted in any proceeding in a trial or appellate court.

2. Sound And Light Criteria.

(b) Only still camera equipment which does not produce distracting sound or light shall be employed to cover judicial proceedings. Specifically, such still camera equipment shall produce no greater sound or light than a 35 mm Leica "M" Series Rangefinder camera, including blimped still reflex cameras, e.g. Nikon F2 or F3, which meet this sound and light criteria. No artificial lighting device of any kind shall be employed in connection with a still camera.

(c) It shall be the affirmative duty of media personnel to demonstrate to the presiding judge adequately in advance of any proceeding that the equipment sought to be utilized meets the sound and light criteria enunciated herein. A failure to obtain advance judicial approval for equipment shall preclude its use in any proceeding.

3. Location of Equipment Personnel.

(b) A still camera photographer shall position himself in such location in the courtroom as shall be designated by the presiding judge. The area designated shall provide reasonable access to coverage. Still camera photographers shall assume a fixed position within the designated area and, once a photographer has established himself in a shoot position, he shall act so as not to call attention to himself through further movement. Still camera photog-

See **POLICY**, page 14

AG Opinions

The following is a summary of recent attorney general opinions regarding open meetings and open records. The full decisions are available by calling the KPA News Bureau.

• James Malone/Kentucky State Police (96-ORD-134)

Malone, a reporter for the Louisville Courier-Journal, appealed to the attorney general after the Kentucky State Police denied his open records request for agency records concerning allegations of sexual discrimination of Regina Moss by her KSP superiors and a copy of any complaints that alleged sexual or employment discrimination directed against Ms. Moss and the results of any investigations into the allegations.

KSP denied the request, stating "a search of the records reveals no complaint filed by Regina Moss. Further review revealed an internal investigation was conducted based on oral information from another employee. There is no initial complaint in this investigation and I have enclosed a copy of the final disposition..."

According to the KSP spokesperson, Kentucky Open Records Law "exempts records made confidential by separate statute ..." and those "preliminary recommendations and preliminary memoranda in which opinions are expressed or policies formulated or recommended ..." The spokesperson went on to say that the agency's internal investigation "con-

tains these types of documents."

The attorney general's office concluded the KSP response to Malone's request was "consistent with the Open Records Act."

The assistant AG cited a similar case involving a verbal allegation of misconduct by a state police officer in which his office had determined "while normally, the complaint which spawned the investigation and the report setting for the final action taken by the public agency relative to the investigation are public records, in this particular situation and oral allegation rather than a written complaint initiated the investigation and there is no final report or decision of the public agency pertaining to the investigation."

The AG's office further cited a Court of Appeals decision which held that sections of the Open Records Act protect police internal affairs from public disclosure.

• Lexington Herald-Leader Company/University of Kentucky (96-ORD-123)

Herald-Leader reporter Mark Story requested access to:

1) The list of season ticket holders to University of Kentucky basketball games, including the number of tickets held, the specific location of each ticket, and address at which UK communicates with each ticket recipient, for the following seasons: 1995-96, 94-95, and 93-94.

See **OPINIONS**, page 7

Editors: Take steps to ensure your newspaper serves the community

Ken H. Fortenberry, publisher of the Dalton (GA) Daily Citizen-News, encouraged executives at the SNPA Editors and Publishers Conference to review the following First Amendment checklist to ensure that their papers are best serving their communities.

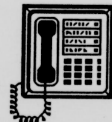
• Does your newspaper carry a regular listing of all public meetings in our circulation area? Is it anchored in the same place every day (week)? Does it tell readers where the meeting will be, what time it starts, and include a one-liner about the agenda?

A First Amendment Checklist

- Does your newspaper publish at least one public service enterprise package every month?
- Do your editorials take a bold stand or do they dance around issues for fear of offending someone?
- Do your stories and editorials include information to help empower readers to act or react to the government? Do they include "how-to" boxes?

See **EDITORS**, page 13

Got legal questions
about a story or ad?
Call the KPA
FOI HOTLINE
(502) 589-5235



Beware of companies offering 'enhanced' record access

By JOSEPH THORNTON

Enhanced online access to everything, including government records, is all the rage and you should care. No, this column isn't another sugar cube about the wonders of the Internet and the joy of emerging technology. "Enhanced access" will be a challenge to readership, relationships with your newspaper's credibility in the community. It's about money, less revenue, higher expenses and sharing a smaller slice of the shrinking pie.

Phone companies, notably Ameritech, are quietly building and selling "enhanced access" services with patriotic sounding names such as "CivicLink." Please don't be fooled.

This threatens you and your business. Let me peel back the layers and show you the bottom line.

Imagine that a new newspaper is coming to your town. This new competitor won't need you to print its product, yet it won't have to tie up money in a seldom-used printing press, either. Its publisher will have enough working capital to buy every bank in the county, if it wanted. Worst of all, it has an insidious business plan. This competitor is willing to pay your suppliers for a raw material you now get for free and charge others to publish.

So how long will it be before you have to pay for it too? And the

See ACCESS, page 13

KPA Legal Defense Fund: 80 newspapers = \$115,148.52

Ashland, Daily Independent
Bardstown, Kentucky Standard
Bardwell, Carlisle County News
Bedford, Trimble Banner Democrat
Benton, Tribune Courier
Bowling Green, Daily News
Brandenburg, Meade County Messenger
Brownsville, Edmonson News
Burkesville, Cumberland County News
Cadiz Record
Calhoun, McLean County News
Calvert City, Lake News
Carlisle, Nicholas Countian
Carrollton, News Democrat
Columbia, Adair Progress
Columbia, Columbia News
Cumberland, Tri City News
Danville, Advocate Messenger
Dawson Springs Progress
Eddyville, Herald Ledger
Edmonton, Herald News
Elizabethtown, News Enterprise
Elkton, Todd County Standard
Falmouth Outlook
Florence Recorder
Florence, Boone County Recorder
Florence, Campbell County Recorder
Florence, Community Recorder
Florence, Kenton County Recorder
Florence, Shoppers Connection
Frankfort State Journal
Franklin Favorite
Fulton Leader
Greensburg Record Herald
Harrodsburg Herald
Hazard, Perry County News
Henderson Gleaner
Hodgenville, LaRue Co. Herald News
Hopkinsville, Kentucky New Era
Irvine, Citizen Voice and Times
Irvine, Estill County Tribune

Jamestown, Russell Register
LaGrange, Oldham Era
Lawrenceburg, Anderson News
Lexington Herald Leader
Louisville Defender
Louisville, Voice Tribune
Madisonville Messenger
Marion, Crittenden Press
Maysville Ledger Independent
Middlesboro Daily News
Monticello, Wayne County Outlook
Morganfield, Union County Advocate
Morgantown, Butler County Banner
Mt. Sterling Advocate
Murray Ledger and Times
New Castle, Henry County Local
Owensboro Messenger Inquirer
Owingsville, Bath County News Outlook
Paducah Sun
Paducah, West Kentucky News
Paintsville Herald
Pikeville Appalachian News-Express
Princeton Times Leader
Providence Journal Enterprise
Richmond Register
Russell Springs Times Journal
Scottsville Citizen Times
Shelbyville Sentinel News
Smithland, Livingston Ledger
Somerset, Pulaski Week
Stanford Interior Journal
Stanton, Clay City Times
Tompkinsville News
Versailles, Woodford Sun
Warsaw, Gallatin County News
Wickliffe, Advance Yeoman
Williamsburg, Whitley News Journal
Williamstown, Grant County News
Winchester Sun

Opinions

Continued from page 6

2) The list of season ticket holders to University of Kentucky football games, including the number of tickets held, the specific location of each ticket and address at which UK communicates with each ticket recipient, for the following seasons, 1996-95, 94-95, 93-94.

The university responded to Story's request by agreeing to provide him with lists of season ticket holders and the location of their tickets, but indicated the home addresses would be redacted. The university asserted there was "no demonstrable interest that the public might have in the 'address at which UK communicates with' ticket holders ..." and claimed the "privacy balance tips in favor of non-disclosure."

In response to an amended request for the name, hometown, zip code, number of tickets and ticket location of season ticket holder, the university reiterated that the region or city of residence of a

ticket holder "has no bearing on how the University of Kentucky Athletics Association is conducting its ticket selling business" and reasserted the need to protect ticket holders from "clearly unwarranted invasions of their personal privacy."

The Herald-Leader's attorney challenged the university's position, and maintained that the disputed portion of the requested records "does not meet the threshold requirement of being 'of a personal nature.'" He also argued that even if ticket holders have a privacy interest in the information, the public's interest in disclosure is superior.

The attorney argued, "By withholding the ticket buyers' addresses the University avoids ... scrutiny and denies the public any meaningful opportunity to monitor the public function it carries out. Disclosing ticket holder names without any other identifying information is tantamount to not releasing the names at all ..."

The attorney general's office concluded that UK properly denied that portion of the Herald Leader's request but determined the university could not argue that it would result in an invasion of the ticket holder's privacy. It was also determined that the

"public interest in ascertaining how season tickets are geographically distributed would be served by public disclosure."

The AG determined that while the university was not obligated to release the home or mailing addresses of season ticket holders, or their zip codes, it was obligated to release the city and county of ticket holders' residence as a means of disclosing how it conducts its ticket selling function.

In summary, the assistant attorney general wrote " ... we find that the University of Kentucky properly relied on KRS 61.878(1)(a) in denying The Lexington Herald-Leader access to home or mailing addresses of season ticket holders, but the disclosure of the city and county of the ticket holders' residence will not constitute a clearly unwarranted invasion of personal privacy. By permitting the public to monitor an aspect of the University's public function, i.e., the sale and distribution of season tickets, without 'denigrating the sanctity of the home,' ... we believe that a proper balance has been struck between the need for public oversight and the sacrosanct right of privacy ..."

AD \$ENSE

A good beginning and good ending is secret to successful ad sales

Want to know a secret that will lead to consistent sales performance: Have a great Monday and have a great Friday.

How well you do on the first day of the week sets the tone for the rest of the week. And HOW you do on Monday is based entirely on how smart you worked last week, including and perhaps most important, on Friday. If you are disciplined enough to follow these methods, you won't believe the difference it will make in your week and your productivity. So, if you're looking for consistency in selling performance, try these six steps. You won't believe how your "luck" will improve:

1) Make a sale first thing Monday morning. Set an appointment for early Monday morning with someone you are confident will buy. It makes you feel great to make a sale to start your week. It sets you in motion and gives you a mental boost to work harder (and make another one). Since there are a lot of companies that have sales meetings on Monday mornings, you are being as productive as you can be with an appointment. You can start making sales calls after 10 a.m. (If time permits, you can also try making a few calls before 8 a.m. Lots of decision-makers are early risers.)

2) Keep learning something new. Continuing your sales education on a regular basis is as important to your success as any other aspect of sales. Pop a training or motivational tape into your car stereo, and feed your head with new knowledge that will help you make that first sale. When you learn a new technique like this, you can try it out in minutes.

3) Make at least five appointments for the rest of the week. Why not have a Monday full of success and positive anticipation? It's up to you. Pick up the phone and work at it.

4) Make a sale Friday afternoon. If you work intensely on Friday, it ensures success next week and gives you a good reason to have a great weekend. There's nothing like ending the week on a positive note.

5) Confirm and solidify your Monday appointment/sale on Friday. If you worked hard the last four days, you've already set your "Monday-morning-make-a-sale" appointment. Call the prospect on Friday to confirm it.

6) Make at least five appointments for next week. Why not guarantee yourself a full schedule next week? Spend your weekend relaxing instead of worrying about how few appointments you have.

(This article was reprinted from the Iowa Press Association and comes from The Sales Bible by Jeffrey H. Gilomer)

Bogus invoicing scheme leads to indictment, restraining order

A federal grand jury in San Diego on June 24 indicted the principals behind the bogus invoicing scheme that has plagued many newspapers and newspaper advertising customers. According to NAA, newspapers that provided them with samples of the simulated invoices helped bring about the indictment.

According to the 17-page indictment, Michael Lasky owned and operated Syndicated Publications, (SPI), which published "Professional Employer" and "National Employment Advertiser."

Lasky also owned and operated Graphic Consultants, Inc. (GCI), an advertising firm that prepared the classified advertisements pub-

lished in Professional Employer and the National Employment Advertiser for printing. Perry Levenson assisted with the financial management of SPI and Martin Goldbert was SPI's president. The defendants are charged with conspiracy, mail fraud and money laundering.

The indictment states that GCI would clip employment classified ads from publication subscriptions mailed to a fictitious research library, San Diego Research Library, set up by Lasky. GCI would clip only ads containing a full address and no identifying information that would establish in

See SCHEME, page 9

Ad lessons from baseball's best voice — Vin Scully

Ad libs©
By JOHN FOUST
Raleigh, N.C.

There are a lot of parallels between spoken and written communication. To illustrate, let's take a look at my favorite baseball announcer, Vin Scully.

In addition to being the long-time radio voice of the Dodgers, he has developed a large national following. For years, I have watched the World Series on television, with the sound turned off — so I can listen to Vin Scully's radio broadcast.

In my opinion, he had no equal in painting word pictures. An overcast day becomes "a weepy sky." The pitching mound becomes "the loneliest place in the world." And in a tense moment, "there are 29,000 people in the ballpark and a million butterflies."

Recently, while thumbing through a baseball anthology, I ran across the printed text of Vin Scully's call of the ninth inning of Sandy Koufax's fourth no-hitter. Although it was spontaneous and unrehearsed, it reads like a short story. He starts by setting the stage for what is to follow. And with each pitch, the anticipation builds, the drama intensifies. It is a powerful example of storytelling.

It is easy to relate this broad-

casting example to newspaper advertising. By examining Vin Scully's announcing style, we can see some ways to communicate our advertiser's messages more effectively.

1) Enunciate with readable type — The spoken word can be compared to typography. It is easy to follow Vin Scully's broadcasts, because he speaks with such clarity. And he realizes that a well-timed pause can speak more eloquently than words.

Oh, how I wish that advertisers would follow his example! But too often, they cram tiny words into a limited space. Their message is lost in a blur of ink.

Improve your print enunciation by using white space to create breathing room. Use serif type in longer copy. And for goodness' sake, set the type large enough to read without a magnifying glass.

Make sure that each headline telegraphs a message. Since studies show that only one out of five people read beyond a headline, the headline must communicate something of value.

2) Don't exaggerate. In describing Koufax's ninth inning, not once did Scully use the words "unbelievable," "fantastic," or "incredible." Such claim devalue the importance

See LESSONS, page 9

Video workshop can help your staff create better ads



At last...a program that is tailor-made for newspapers! *Basics of Layout and Copy* is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start—working on layouts, getting ad ideas and writing more effective headlines.

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Misplacement, misuse in ads makes for a laugh

(The following collection of ads were submitted to the news bureau by Murray State University Journalism Chair Bob McGaughey, who said they were passed along to him from a friend.)

- Lost: small apricot poodle. Reward. Neutered. Like one of the family.
- A superb and inexpensive restaurant. Fine food expertly served by waitresses in appetizing forms.
- Dinner special - Turkey \$2.35; Chicken or beef \$2.25; Children \$2.00.
- For sale: An antique desk suitable for lady with thick legs and large drawers.
- Four-poster bed, 101 years old. Perfect for antique lover.
- Now is your chance to have your ears pierced and get an extra pair to take home, too.
- Wanted: 50 girls for stripping machine operators in factory.
- Wanted: Unmarried girls to pick fresh fruit and produce at night.

- We do not tear your clothing with machinery. We do it carefully by hand.
- For sale. Three canaries of undermined sex.
- For sale - Eight puppies from a German Shepherd and an Alaskan Husky.
- Great Dames for sale.
- Have several very old dresses from grandmother in beautiful condition.
- Tired of cleaning yourself? Let me do it.
- Dog for sale: eats anything and is fond of chicken.
- Vacation special: have your home exterminated.
- Mt. Kilimanjaro, the breath-taking backdrop for the Serena Lodge. Swim in the lovely pool while you drink it all in.
- The hotel has bowling alleys, tennis courts, comfortable beds, and other athletic facilities.
- Get rid of aunts: Zap does the job in 24 hours.
- Toaster: A gift that every member of the family appreciates. Automatically burns toast.

- Sheer stockings. Designed for fancy dress, but so serviceable that lots of women wear nothing else.
- Stock and save. Limit: one.
- We build bodies that last a lifetime.
- For rent: 6-room hated apartment.
- Man, honest. Will take anything.
- Wanted: chambermaid in rectory. Love in, \$200 a month. References required.
- Man wanted to work in dynamite factor. Must be willing to travel.
- Used cars: Why go elsewhere to be cheated? Come here first!
- Christmas tag-sale. Handmade gifts for the hard-to-find person.
- Modular sofas. Only \$299. For rest or fore play.
- Wanted: Hair-cutter. Excellent growth potential.
- Wanted: Man to take care of cow that does not smoke or drink.
- 3-year-old teacher needed for preschool. Experience preferred.
- Our experienced Mom will take care of your child. Fenced

- yard, meals, and smacks included.
- Our bikinis are exciting. They are simply the tops.
- Auto Repair Service. Free pick-up and delivery. Try us once, you'll never go anywhere again.
- Holcross pullets. Starting to lay Betty Clayton, Granite 5-6204.
- Illiterate? Write today for free help.
- Girl wanted to assist magician in cutting-off head illusion. Blue Cross and salary.
- Wanted. Widower with school-age children requires person to assume housekeeping duties. Must be capable of contributing to growth of family.
- Mixing bowl set designed to please a cook with round bottom for efficient beating.
- Semi-Annual after-Christmas Sale.
- And now, the Superstore-unequaled in size, unmatched in variety, unrivaled inconvenience.
- We will oil your sewing machine and adjust tension in your home for \$1.00.

Child abuse section serves community, draws ads

"Building Blocks," a special section of the Idaho Press-Tribune in Nampa, Idaho (circulation 22,000), was designed to help parents and others interested in child safety. The section focused on physical, emotional and sexual abuse of children — and what is being done about it locally.

The promotion was targeted toward advertisers who support services and offer products for children. In addition to running ROP, additional copies were sent to hospitals and crisis centers.

Strip ads across the center articles were sold at a flat, premium rate to counselors were guaranteed

position. All other ads were sold at the open/contract rate.

While nontraditional advertisers came out in force, more traditional newspaper retail advertisers also saw the value of the section. The section generated \$4,080 in gross revenue, of which \$1,700 was from new sources.

Copy was provided by local agencies and doctors who regularly deal with child abuse.

(Contact: Carolyn J. Sinnard, marketing director for the Idaho Press-Tribune, 1618 N. Midland Blvd., Nampa, Idaho 83652. This article was reprinted from Ideas Magazine)

Scheme

Continued from page 8

which publication the ad was originally placed. The clipped ads then were taken verbatim and prepared for republication without permission or request from either the employer who placed the ad or the publication in which the ad originally appeared.

The defendants would mail simulated invoices and tear sheets from National Employment Advertiser and Professional Employer allegedly to mislead employers into concluding that the employer had contracted with the defendants, that services had been rendered and that the amount appearing on the simulated invoice was due and payable.

According to the indictment, these requests for payment simulated the standard industry practice of billing for employment classified advertising.

In a second federal case, the U.S. Attorney's Office also has filed a civil lawsuit against the defendants. The judge in that case has issued a temporary injunction ordering the defendants to cease the alleged scheme, frozen their assets and appointed a temporary receiver.

Given this latest development, NAA advises newspapers no longer should send them any bogus invoices dates before the indictment. However, you should contact them if you or your advertisers receive any dated after June 24.

For more information, contact Rene' P. Milam, NAA director of legal affairs, at (703) 648-1065.

Newspaper advertising up 5.2%

The Newspaper Association of America (NAA) announced recently that total advertising expenditures in the first quarter of 1996 were up 5.2 percent to \$8.3 billion over the same time period last year.

The underlying strength of the U.S. economy and the upcoming elections helped newsrooms maintain the steady growth in advertising expenditures through the first quarter of 1996.

The growth in total newspaper advertising expenditures was sup-

ported by the strong increases in both the classified and national categories. Classifieds grew 10.4 percent to \$3.25 billion and national was up 7.4 percent to \$1.06 billion.

"Classified advertising represents a sizable portion of the newspaper advertising pie," said Miles Groves, NAA chief economist and vice president of Market and Business Analysis. "This quarter's encouraging growth in recruitment and real estate advertising are indicators of the strength of the U.S. economy."

Lessons

Continued from page 8

of an event. And they have the same effect in advertising.

People often resort to exaggerations when they lack confidence in the truth. To avoid this pitfall, learn as much as possible about your advertiser's products. If the products are worthwhile, the truth will be more interesting — and more credible — than puffery.

3) Don't shout. Vin Scully doesn't shout, because he knows that volume drowns out the significance of the game. Loudness can be compared to boldness in print. It's easy to find the screamers in the newspaper. These are the advertisers who set every word in bold, upper case type. They're especially fond of reverse. And they use starbursts like there's a reward for clutter.

The irony is that, by emphasizing everything in their ads, they emphasize nothing. To borrow a baseball phrase, their ads are outta here!

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

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Russ Metz leaves lasting impression on community journalism

By LISA CARNAHAN
KPA News Bureau

One of the legends of Kentucky journalism is gone, but the mark he left on community journalism in the state will live for many years to come. Russ Metz, a founder of the Kentucky Weekly Newspaper Association and past president of the Kentucky Press Association, died July 10. He was the only three-time first-place winner in the National Newspaper Association's Better Newspaper Contest in column writing. His self-titled column, a collection of humorous stories, appeared in over 50 newspapers across Kentucky, the Midwest and South.

His paper, the Bath County News-Outlook, won more than 500 KPA awards during his tenure as owner and publisher.

Metz was not only an industry leader and a staunch advocate for weekly newspapers, he served as the mentor and inspiration for some of the state's most prestigious weekly journalists.

Steve Lowery, publisher of the Kentucky Standard in Bardstown and a past KPA president, said meeting Russ Metz and a few other well-known weekly journalists, changed the course of his life.

Lowery was a junior at Murray State University and although he had taken some journalism courses, couldn't decide what field he wanted to enter.

"I was just sort of floating along, trying to decide what to do with my life, when I attended a state Weekly Newspaper Association meeting hosted on campus," Lowery said. "Russ talked to me about the weekly newspaper business, and I was so impressed with his passion. After watching those guys, Russ, Larry Stone and Al Smith, I decided it was something I wanted to pursue and could really enjoy."

Lowery recalls being impressed with Russ' "down to earth nature."

"I had seen his caricature for years ... and I walked into the room and there he was, standing there with his pipe and bald head and I was struck by how down to earth he was," he said. "As successful as Russ was, he related to everyone regardless of their degree of success. After 20 years of attending association meetings, he was never anything but a gentleman to me."

Lowery called Metz' death "an impossible hole to fill" in Kentucky journalism.

"There are so few independent newspaper owners left. The guys who are doing it not to get rich, but because they love it. I've watched the number who are willing to give the 60 and 70-hour weeks dwindle and dwindle. Whether that's wrong is irrelevant. Russ just enjoyed what he was doing. It's a huge loss for Kentucky journalism."



Russ Metz while he was editor of the Salem (Ind.) Leader. Metz, one of the most decorated weekly journalists in the country, died July 10 less than a month after undergoing open heart surgery. Owner and publisher of the Bath County News-Outlook, he began his journalism career in Indiana in 1941.

Metz got his start in the newspaper business ironically through his wife Margaret and their quest to be married.

It was 1941. Russ had returned from Canada and a stint in the Royal Canadian Air Force and was looking for a job. He and Margaret had decided to marry, but not until he had a job. Margaret was working for two brothers, an insurance agent and a lawyer. When they asked her when she and Russ planned to get married, she told them of his job search. The brothers told Margaret their father, who owned the town newspaper, the Cannelton (Ind.) Telephone, needed someone.

"That's how it all got started ... and I guess it just sort of got into his blood," she said. "He made \$7 a week and would sweep the floors, whatever was needed."

They all did. I think he just really enjoyed it. He had some original ideas and loved people, so he was just naturally suited for it."

Metz worked for several other Indiana papers, including the Perry County Democrat and the Booneville Enquirer where he worked four years apprenticeship to become a journeyman printer and Linotype operator. He also worked 10 years at the Salem Leader as managing editor, before coming to Kentucky.

Margaret said their journey to Kentucky was spurred by Russ' desire to own a newspaper. She said after searching Publisher's Auxiliary, the couple found three possibilities, one in Illinois, another in Ohio and the Bath County paper in Kentucky.

Although Kentucky was actually their last choice because they knew nothing about the area, as fate would have it, things fell into place in Owsingville and they purchased the paper in November, 1960.

"We just knew it, that this was the one. I guess you could call it intuition," said Margaret.

Russ and Margaret worked together as a team to build the newspaper and tripled the size of

"Russ did it all. He laid out every page and although he didn't take every picture, he took his share. Even Friday night football games. How many 70-year-old men do you know out taking pictures of a high school football game?"

Guy Hatfield
Publisher, Citizen Voice & Times
Clay City Times

the once eight-page weekly. From 1968 to 1974, Russ also served as publisher and general manager of the Cynthiana Democrat, which was owned by Newspapers Inc., and later Landmark Community Newspapers Inc. The company printed several area papers, including his own. Russ commuted between Cynthiana and Owsingville while Margaret stayed at the News-Outlook to keep things running smoothly.

Guy Hatfield said in addition to being his mentor, Metz was his closest friend in the newspaper business despite the fact when they met they worked for competing papers.

"That was back in 1973 and Russ worked for News Inc., the predecessor to Landmark," said Hatfield, owner and publisher of the Citizen Voice & Times in Irvine and the Clay City Times in Powell County and KPA's current vice president. "And even though he was 31 years older than me, we still became close. Anytime I needed advice or we bought new equipment, cameras, computers ... anything, we'd call each other. He'd always laugh and let me buy the software first ... Russ was world-class tight when it came to equipment. He'd buy it just if he had to."

Hatfield described Metz as the epitome of an "old country editor."

"Russ did it all. He laid out every page and although he didn't take every picture, he took his share. Even Friday night football games. How many 70-year-old men do you know out taking pictures of a high school football game?" said Hatfield.

Hatfield said his friendship with Metz began through the weekly newspaper association.

"When I first started the paper, I got an invitation to attend a convention. I didn't know anybody else and Russ and Lowell Denton and some of the others gave me a lot of encouragement telling me the paper looked good. They made me feel good, even though we weren't making any

money. Russ gave me a chance when a lot of others thought I was just a young whipper snapper who'd never amount to much."

David T. Thompson, executive director of the Kentucky Press Association, said Metz "came across to many people as cantankerous, but in a friendly sort-of way."

"Once you got to know him, if he wasn't that way with you, something was wrong," Thompson said. "Russ was a strong supporter of the newspaper industry in general, but an especially strong voice for the weekly newspaper industry. On every issue, in any situation, he it KPA politics or legislation, Russ always made you aware of what this would mean to weekly newspapers."

The Bath County News-Outlook will continue under Metz leadership, with Russ' son Ken now at the helm and Margaret continuing her duties. Russ and Ken worked side by side for the past 17 years and that time helped prepare Ken for sole management.

"I guess I didn't realize just how prepared I really was, but Dad taught me a lot," said Ken. "You never really know until you're faced with doing it, but he was an excellent teacher. For me, this was a natural evolution. It was a family business and a dream come true for my father."

Russ' recent illness was the first time he'd been away from the paper in 36 years.

"He worked all the time and had never really been sick," said Ken. "The longest he had been away was from Wednesday, after the paper was out, until Sunday. He always told people he didn't need a hobby, his hobby was his business. The only way you could get him to unwind was get him out of town."

It was on one of these short out of town trips, this one to Carter Caves on Father's Day, that Russ had his heart attack. He was recuperating at home following open heart surgery when he died.

Russ had certain weekly rituals that revolved around the newspaper business. An avid beef lover, he grilled steaks every Wednesday after the paper was "put to bed."

The day he died was no exception.

Ken said he took the newspaper by the house and his dad was up and dressed sitting on the porch drinking a Coke. The steaks were fixed as they had

been on every other Wednesday.

"That was the last time I saw him ... there were no warnings," said Ken.

Margaret said Russ was "very definitely pleased" Ken chose to follow in his father's footsteps.

"Hopefully, I'll just do what he trained me to do," said Ken. "In later years, he relied on me for the technical stuff. But editorially, he was so well-versed in politics — that was his strong

Russ Metz
The only three-time first-place winner in the National Newspaper Association's Better Newspaper Contest in column writing.

• Founder, past president of the Kentucky Weekly Newspaper Association, member International Society of Weekly Newspaper Editors.

• Past president Kentucky Press Association, 1981

• Most Valuable Member, Kentucky Press Association, 1977

• Edwards W. Temple Memorial Award for community service, 1992

• Numerous memberships and offices in community organizations including past president of the Owsingville Chamber of Commerce and the Industrial Foundation, the Owsingville Lions Club, Bath County Council for the Arts, and member and past board member of the Owsingville United Methodist Church.

• World War II veteran, U.S. Army Air Corps

• Royal Canadian Air Force 1940-41.



Above: Metz posed with his second place award for Best News Photo in the National Newspaper Association's Better Newspaper Contest in 1952. Metz was the only three-time first-place recipient in the contest's best column category. His self-titled column appeared in newspapers across the state and country. Left: Metz during his 10 years at the Salem (Ind.) Leader. He worked at several Indiana papers before coming to Kentucky and purchasing the Bath County News-Outlook which he owned and operated for 36 years.



Left: Metz during his 10 years at the Salem (Ind.) Leader. He worked at several Indiana papers before coming to Kentucky and purchasing the Bath County News-Outlook which he owned and operated for 36 years.

'Radical clarity' assumes reader knows almost nothing

By JIM STASIOWSKI

In his hospital bed, the man read the newspaper description of his gunshot wound. He noticed a hospital spokesperson said he was in "fair condition."

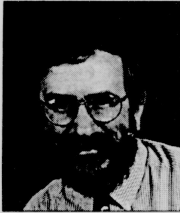
He shouted "Nurse! Nurse, get in here."

"What's the problem, sir?" she said.

"Right here," he said, stabbing a finger at the paper. "It says I'm in fair condition."

"Yes? So what?"

"Look lady," the man said. "I was only in



fair condition before I got shot."

OK, so I made up a story to make a point: What does "fair condition" mean?

I don't know. But when I was a reporter, I wrote it all the time. Never questioned it.

And "critical." What does that mean? I sort of know. I think it means doctors believe the patient still might die from the wound or injury or illness that landed him or her in the hospital.

But what about "serious?" I know serious isn't as serious as critical, but I'll bet some serious folks have died from their non-critical injuries.

My question is: If I'm not really sure what "critical" and "serious" and "fair" mean, how can I possibly expect readers to know?

A writer I coached recently used "guarded condition" to describe a man who had been shot. I've seen guarded before but I didn't know where it fit on the spectrum. It sounded pretty bad, but how can you be worse than critical? I decided guarded is probably on the critical side of serious and on the serious side of critical.

We're not helping readers with "serious" and "critical" and "fair" and "guarded" conditions. We need terms that explain.

A couple of years ago, I stole from the well-respected Poynter Institute an important term: radical clarity.

Radical clarity is the label for a writing style in which the writer assumes the reader knows

See CLARITY, page 17

Ideas

Continued from page 3

Not only do participants learn about other areas of the paper, they have a chance to meet people who work in the same business but have entirely different jobs.

One of the most fun cross-training programs I have seen was one that kept the participants involved in departmental meetings after the job shadow experience ended.

In smaller papers, we learn to rely on each other no matter what department we are from. If I need a flyer designed or proofread, then I ask someone in production or editorial for help. If one of our advertising managers needs some tear sheets delivered or directions to an address, they just ask.

Making carriers aware of their place and importance in our newspaper family is always difficult. Methods of recognition such as carrier-of-the-month programs and perfect service listings are helpful. So are annual carrier picnics and awards banquets. I have found that my carriers also enjoy coming to the office and being introduced to other

"In smaller papers, we learn to rely on each other no matter what department we are from."

Kevin Hohnbuam
circulation director
Eagle Newspapers, Inc.

employees. (One of my most vivid memories as a 12-year-old carrier was meeting the publisher of my newspaper.) I have called carriers at home and asked them to check for the XYZ Market insert in their papers. I have asked carriers for story ideas and feedback on articles we have done.

I take every opportunity I can to involve my carriers in every aspect of our paper. After all, our customers are not just the subscribers to our newspaper; they are the casual readers, the employees, the advertisers, the carriers, and everyone who makes it possible for us to deliver our paper every week.

(Kevin Hohnbuam is circulation director for a group of Eagle Newspapers, Inc., Oregon. He may be reached by telephone at 1-503-266-6831. This article was reprinted from Ideas Magazine and was first published in Oregon Publisher.)

The Job Shop



Reporter

Journalist dedicated to excellence seeks position with 15,000-plus daily. Have covered police, courts, crime and environmental issues. Call Dave Raiford (307) 875-2251.

Sales

Veteran advertising person seeks new challenges. Prefers positions that utilize over 10 years of newspaper sales/sales management experience (RAM, etc.) Call Jon @ (913) 271-8314.

Take advantage of KPA's "The Job Shop." List your newspaper's job opening for just \$10. Or, if your a newspaper professional seeking new opportunities, send us that information!

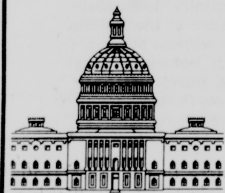
Photographer

The Paducah (KY) Sun, a family-owned 32,000 circulation daily newspaper, is seeking a full-time photographer for news, sports and advertising assignments. Compensation is entry level to moderate experience. Benefits include two health insurance options, pension and company-matched 401(k). Send resumes and references to Jim Paxton, Box 2300, Paducah, KY 42002-2300.

Copy Editor

The Paducah (KY) Sun, a family-owned 32,000 circulation daily newspaper, is seeking entry-level copy editors. College degree and experience with electronic pagination preferred. Benefits include two health insurance options, pension and company-matched 401(k). Send resumes and references to Jim Paxton, Box 2300, Paducah, KY 42002-2300.

The KPA News Bureau is here for you. Take advantage of having a reporter for assignments in the Capital city.



**Call News Bureau Director Lisa Carnahan
1-800-264-5721**

Journalism professor joins NAA to study ways to increase youth readership

A University of Iowa journalism professor is spending a year away from the classroom helping the newspaper industry find ways to increase youth readership. Dr. Mary Arnold is serving as a consultant to the Newspaper Association of America Foundation, developing programs for the organization to achieve its mission of helping young people become more informed citizens with the skills they need to lead productive lives.

"We are excited about tapping Mary's high energy and creativity," said Toni Laws, NAA senior vice president for diversity and the Foundation. "The newspaper industry will benefit from Mary's extensive experience in the area of promoting youth readership."

As current head of the Association for Education in Journalism and Mass Communication's Scholastic Journalism Division and former executive director of the Iowa High School Press Association, Arnold has taken a leadership role in developing education programs for youth.

During the leave of absence from the university, Arnold will lay the foundation for programming efforts in student newspapering and youth content. Attracting young readers, training young journalists and grooming a new generation of leaders are program goals.

"Student newspapering is another way of saying 'high school journalism,'" said Arnold. "The NAA Foundation is establishing a grants program for partnerships between high schools and newspapers in local communities. These seed grants will encourage student newspapers to work with and learn from journalists in their home communities."

Arnold and Don Flores, then publisher of the Iowa Press Citizen, established such a partnership with West Liberty High School. This three-way partnership between newspaper, university and high school encourages students of color to stay in school, graduate, go on to postsecondary education and consider careers in newspaper journalism.

Editors

Continued from page 6

• Do you get a lot of letters to the editor? If not, do you know why? Do you accept letters by fax and e-mail? Do you publish letters promptly?

• Do you solicit opinions other than yours to encourage healthy debate in your community?

• Do your news pages and your editorial pages reflect the diversity of your community?

• Does your newspaper set the public agenda for your community? Does it provide strong leadership?

• Did your newspaper fully inform readers about the current year's city, county and school budgets? Were the stories easy to understand? Did you look at taxing and spending trends? Did you look at the effectiveness of programs?

• Do your stories quote Joe and Mary Doe about how government affects them or do you rely too heavily on Paul Politician?

• Do you know what the most important concerns of your readers and community are? Quick! Can you name the top five concerns? Are you covering these concerns in stories and editorials?

• Do your reporters routinely check the expense reports of gov-

ernment officials and politicians? When they go out of town to their association meetings, do you report on the cost?

• Do you encourage readers to let your newspaper know about wrongdoings of government? Do you quickly follow up on tips? Do you have a news hotline?

• When governments shuts the public out, do you protest and take action, legally and editorially?

• Do you routinely publish the names, or addresses and telephone numbers of local elected officials?

• Do you publish the top contributors to local campaigns?

• When your local governments vote on an issue, do you let readers know how each person voted, or do you simply say the issue passed 4-1?

• Do you know which of your politicians or bureaucrats have auto allowances or government vehicles? How many of them have cellular phones? Have you checked to see if they are using them for personal business?

• Does your newspaper endorse political candidates? Why not?

• My newspaper is respected. My newspaper is a leader. My newspaper has no sacred cows. My newspaper fulfills its First Amendment responsibilities.

AP Stylebook, Libel Manual now available

The AP Stylebook and Libel Manual for 1996 is now available. It is the 31st edition of the book, first published in its current format in 1977.

The 1996 AP Stylebook includes these changes:

• Changes the on-line entry to online (one word).

• Adds entries for genus, species, home page, Nation of Islam, Little League, v-chip.

• Changes preferred spellings: fjord, Macau, Mallorca.

• Updates union listing, college sports conferences, and some filing practices.

• Revises entries on e-mail (to note non-transmitting symbols), Jehovah's Witnesses, Federal National Mortgage Association in business section.

The price of the stylebook remains the same: \$7.75 a copy (plus shipping) for AP member newspapers; \$8.75 for bookstores serving AP member schools; \$9.75 for all others. Shipping is \$2.50 for up to five books, \$5 for six or more.

Copies can be ordered through AP Newsfeatures, 50 Rockefeller Plaza, New York, N.Y. 10020, by fax to 212-621-1567.

Access

Continued from page 7

greatest affront? Your trusty, old suppliers will let this competitor be their exclusive sales agent.

With the mark-up you'll pay for this indispensable raw material, you'll be pumping cash into your competitor's pockets every time you cover a story or put out a paper.

This nightmare could become a reality for newspapers if Ameritech succeeds with a new plan to "partner" with government agencies in the sale of public records and public notices. Calling CivicLink a "creative alliance between business and government." Ameritech marketing reps are making the rounds, calling on government officials in Michigan, Indiana and Illinois.

Reports from Illinois Press Association members confirm that Ameritech has targeted DuPage and Cook county courts and government agencies, and may have made sales pitches to other county officials as well. In Indiana, Ameritech passed legislation requiring government agencies to make their records available through computers and modem, then stepped in as the comforting preferred vendor for those hapless local and county officials who were stuck with this new state-imposed, unfunded mandate. This Michigan-State Press Association is fighting a similar bill this session.

I have not yet heard a sale pre-

sentation from Ameritech, but here are some quotes from its brochure on CivicLink. "CivicLink is an 'electronic gateway' to public record databases. Initially, (it) will be focused toward business people who need regularly and timely access."

Where it operates, CivicLink offers access to civil and criminal case information, marriage records, tax assessments and records, liens, and real estate transactions. Sound like anything you publish in your newspaper?

"Once an infrastructure is built to provide access," there will be additional services for constituents, citizens and visitors."

The brochure lists RFPS for public works projects, contract bids and award status, birth and marriage certificates, cable programming guides and news about neighborhoods and schools. Are still just interested or are you starting to get nervous?

After promising "more service at less cost," the pitch turns to revenue. "Often overlooked as a role of government is its ability to bring added value to its constituents through the information it provides. Much of the information generated by government provides revenue opportunities for the government as well as constituents. The opportunities for increased new, non-tax revenues for government are wide-ranging."

At the end of the brochure is this clue about how it works. "As with any alliance, there are dis-

tinct roles and responsibilities that require full participation of each party. These roles are shared between Ameritech Information Access Inc., a separate subsidiary of Ameritech, and the government agency," with "Ameritech serving as the back office for government, providing technical expertise and a large portion of the administrative function."

Most troubling is the fact that some government officials are being seduced by this vision of less overhead, fewer FTEs and more non-tax revenue. Ameritech's brochure features this gushing endorsement from the mayor of Indianapolis: "We need Ameritech as a partner because of their access to the market, because of their knowledge of technology and because of their capitol, to provide the door between the citizen and government."

Newspapers have faced stiff competition from "new media" for 100 years for the hearts and time of readers and the dollars of advertisers.

I am not a Luddite railing against technology, or an apologist for bad managers who can't compete against new entrants. I am a realist who is sounding an alarm for the industry he loves.

Joseph Thornton is an attorney for Craven & Thornton which represents the Illinois Press Association. This article first appeared in Illinois PressLines, and then was reprinted in Publisher's Auxiliary.

Newspaper design

I hate jumps — and so do the rest of your readers

By Edward F. Henninger
Director, OMNIA Consulting
Rock Hill S.C.

I hate jumps.

I think jumps are lazy and that they can be avoided in we take the time to writer better, plan better, edit better and design better.

I feel that the only person that jumps serve is the person who is putting the page together. Jumps certainly do not serve readers, and readers continue to tell us so. I have had readers tell me that they check page 1 or a section front for jumps — and when they see jumps, those are the very stories that they won't read.

About 15 years ago, readers were irked by jumps. About 10 years ago, they became insistent that they did not like jumps at all. Now, they're telling us that if we jump a story, they will not read it.

Seems a bit extreme, doesn't it? Perhaps. But that attitude may not be so extreme when we consider that our readers are our customers — and our customers have been telling us for years that they are put off by jumps.

Let me try this analogy on you: for the past five years, you've been nagging at your daughter to clean up her room. She won't. She can't. She doesn't. And she thinks you just ought to learn to live with it.

You won't. You can't. You don't. Readers consistently remind us that they feel the same about jumps.

They won't. They can't. They don't.

So ... we continue to jump stories.

I fail to get the sense here. It seems to me that if we're trying to win new readers — and trying to keep the readers we have — we should pay very close attention to what they're telling us is good and bad about our product.

Instead, we go on jumping — and disappointing our loyal readers.

Here are some of the practices that I believe particularly irk our readers:

- The "hide-and-peek" jump. The game we play with our readers by telling them, for example, that a jump is on page A5 ... when we've placed it on A7. This one they usually call us on, often because they want to read the rest of the story.

- The "guess-what-happened-on-the-way-to-the-jump page" jump. We thought we put that jump somewhere. Yes ... let's see, now ... where was that jump? Oops! No jump. Nowhere. Says "See COMMISSION, page A11" but A8 is the last page in the section. Hmmm.

- The "where-did-this-come-from" jump. There's the jump. Yep. Right there on page A7. Unfortunately, there's no corresponding lead on page 1 or the section front.

- The "why-did-I-bother-coming-all-this-way" jump. The story jumps ... all five lines. Yes, I have seen this. And this is the kind of jump that drives readers to swear and to feel gullible and to curse themselves. They feel they've been had by taking the time and the bother to follow the jump inside — only to find that it's so short. This is the sort of jump that should be edited into the lead page. We are editors first. I've actually had editors tell me that they need these short jumps to "fill" the jump page. Fine, I respond: write a note to your readers explaining to them why you were more concerned about your needs than theirs.

- The "I-can't-make-sense-from-five-lines" jump: yes I've seen this, too. The lead is so short before the story jumps that the reader doesn't know enough to make an informed decision on whether to jump. My standing rule if you MUST jump: make sure you have at least four inches of text on the lead page AND four inches of text on the jump page. But that doesn't mean you jump an eight-inch story!

The best solution? Learn to write tighter. Learn to edit tighter. Learn to segment, by writing a story into natural segments.

Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. He can be reached at (8-3) 327-3322; FAX (803) 327-3323.

Policy

Continued from page 6

raphers shall not be permitted to move about in order to obtain photographs of court proceedings.

4. Movement During Proceedings.

News media photographic or audio equipment shall not be placed in or removed from the courtroom except prior to commencement or after adjournment of proceedings each day, or during a recess. Neither television film magazines nor still camera film or lenses shall be changed in the courtroom except during a recess in the proceeding.

5. Courtroom Light Sources.

With the concurrence of the presiding judge, modifications and additions may be made in light sources existing in the facility, provided such modifications or additions are installed and maintained without public expense.

6. Conferences of Counsel.

To protect the attorney-client privilege and the effective right of counsel, there shall be no audio pickup or broadcast of conferences which occur in the courtroom between attorneys and their clients, between co-counsel of a client, or between counsel and the presiding judge held at the bench.

7. Impermissible Use of Media Material.

None of the film, video tape, still photographs, or audio reproductions developed during or by the virtue of coverage of a judicial proceeding shall be admissible as evidence in the proceeding out of which it arose, any proceeding subsequent or collateral thereto, or upon any retrial or appeal of such proceedings.

Many district and circuit judges throughout the state welcome cameras so long as the provisions of the SCR 4 Appendix are met. The most often voiced complaint from judges is reporters who don't take care of the necessary arrangements in advance, but instead wait until right before the court proceeding to ask permission to bring the camera and to work out the logistics required in SCR 4 Appendix. Worse yet, according to some judges, is when a reporter shows up late for trial or hearing, bringing the clatter of his equipment into the courtroom as he jostles through the crowd for a favorable position.

This type of behavior has led some judges to enact their own rules applicable to camera in their courtrooms, in addition to SCR 4 Appendix. For example, Honorable William F. Stewart, Circuit Judge of the 53rd Judicial Circuit of Kentucky which encompasses Anderson, Shelby and Spencer counties, recently initiated a rule for the 53rd Judicial Circuit. His rule requires members of the news media to take their places with their equipment before proceedings begin and to make arrangements the day prior to the proceeding.

In addition, his rule deals with access to hallways and offices and the problem of crowds in hallways interfering with jury and grand jury sessions. Judge Stewart's rule provides:

A copy of STANDARD OF CONDUCT AND TECHNOLOGY GOVERNING ELECTRONIC MEDIA AND STILL PHOTOGRAPHY COVERAGE OF JUDICIAL PROCEEDINGS, Supreme Court, Rule 4, Appendix, is attached hereto and adopted by the Court as a part of this Amended Rule as if copied fully herein

and shall be strictly compiled with by all media coverage of proceeding in the 53rd Judicial Circuit.

In addition, the following shall apply to proceedings in:

SHELBY COUNTY

1. The general public and news media shall enter and exit the Circuit Courtroom on the second floor by the main front door of the courtroom and shall have their photographic equipment in place prior to the commencement of court proceedings by prior arrangements with the Shelby county Sheriff and/or his designated Deputy, such arrangements being made the day prior to such proceeding.
2. The second floor back office spaces and hallway are not public spaces and are hereby restricted to the general public and news media, except in instances of access to the second floor by disabled persons and prisoner transport.
3. No interviews shall be conducted on the second floor of the courthouse when either the court or the grand jury is actively in session.

ANDERSON COUNTY

1. The general public and news media shall not have access to the office and working spaces set aside on the second floor of the courthouse for petit juries, grand juries and court personnel.
2. No interviews shall take place on the second floor of the courthouse when either the court or the grand jury is actively in session, and cameras shall be permitted in the courtroom so long as prior arrangements for setting up the equipment before court proceedings begin have been made with Ms. Jan Rogers, Circuit Clerk of Anderson

county. These arrangements shall be made the day prior to the court proceeding.

SPENCER COUNTY

1. The general public and news media shall not have access to the office of working spaces set aside on the second floor of the courthouse for petit juries, grand juries and court personnel.

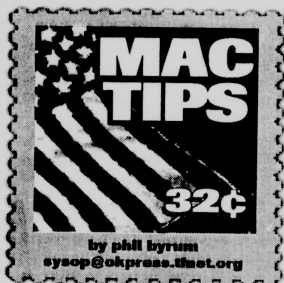
2. No interviews shall take place on the second floor of the courthouse when either the court or the grand jury is actively in session, and no cameras shall be permitted in the courtroom so long as prior arrangements for setting up the equipment before court proceedings begin have been made with Ms. Phyllis Shafar, Circuit Clerk of Spencer County.

For the purposes of this rule, the terms "media coverage" and "news media" shall be used as a generic term which encompasses television film and videotape cameras, still photography cameras, audio recording devices, radio broadcast equipment and any similar photographic or audio equipment.

No matter what part of the state you cover, it is wise to check with the circuit and district courts — well in advance of any proceeding you might want to cover — to see if there are special rules governing that particular court. Once you've determined that, you will be able to assure courtroom personnel that you are aware and capable of complying with those rules, as well as SCR 4 Appendix, each time you wish to photograph a trial or hearing.

If you have questions about camera coverage in courthouses, don't hesitate to call your hotline.

Postal reclassification doesn't have to be hard



Postal rules...

Most of you publishers know by now that on July 1, 1996, the U.S. Postal Service changed some of the rules affecting your mailings. One of the things that seems to have generated a lot of "panic" is this business about certifying your mailing list:

CASS CERTIFICATION

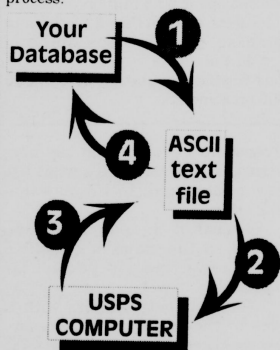
We have had all kinds of phone calls from folks wringing their hands over the thought that, "mailing lists must be processed by CASS certified software." Some publishers have plunked down a thousand bucks for a computer program. Others have simply said, "to hell with it."

First, don't panic. You can continue mailing as you are. You can also buy a mailing program that is "CASS certified." There is another alternative—use someone else's program. Many shipping/mailling companies will process your mailing list for a fee. And, you won't believe this, but the U.S. Postal Service will also do it for you—for FREE!

We did the OPA mailing lists and those of a couple member newspapers using that free service. Yes, there's a catch. For it to be "free," you have to do some work yourself.

You have to fill out a form requesting the mailing list conversion.

You have to send your mailing list on a computer disk to one of the two USPS Business Centers in the state. Here is a simplified diagram of the process:



It all begins and ends with your mailing list database. That is also where the biggest complications are.

Knowing that many of you are not "computer inclined," I won't go

through the details of the process. It would be meaningless to many. Instead, let me just outline the steps. Those of you who follow this will probably have the capability to take advantage of the USPS free service.

• Step 1: Make a backup.

Don't proceed using your original database because the chances are you'll mess up the first time you try.

• Step 2: Prepare your database.

You will need to sort your database in a set order, and leave it that way until this whole process is done. Next, be sure you have fields for these six items. These are those fields which must be gathered up and sent to the Postal Service on computer diskette:

- Personal Name (Max 50 characters)
- Firm Name (Max 50 characters)
- Address (Max 50 characters)
- City (Max 28 characters)
- State (Max 2 characters)
- Zip (Max 5 digits)

You must have three additional fields in which to store the following information coming back to you from the postal computer:

- Zip code extension (4-digit)
- Carrier Route code (4 characters)
- Barcode (3 digits)

• Step 3: Prepare the disk.

Be forewarned: the post office will ONLY accept an IBM disk, even if you have a Macintosh database! That is no problem for the newer Macs. Just export the fields above to a text file.

This is the easy part, since most database programs will let you EXPORT records for a specified set of fields. The file that gets exported is known as a "tab delimited text file" which is a simple word processor document. That just means that the computer writes out the contents of the fields with a tab character inbetween them and a carriage return after the last field.

Unfortunately, the post office will not accept such a file. They demand a "fixed length text file." You must understand this!

NOW, THE HARD PART...

Notice that the first field above, Personal Name, has a max length of 50 characters. An example name: "Bob Smith" consists of nine characters (3 letters, a space, 5 letters). The post office requires it to have 50 characters. Their term "max" means no more than 50 characters for the personal name. It also means NO LESS THAN 50! So, a correctly formatted "Bob Smith" will be 3 letters (Bob), a space, 5 letters (Smith) AND 41 MORE SPACES! If you can't figure out a way to generate a FIXED LENGTH text file—give up doing it yourself! By the way, you must also remove any tab characters that were exported.

We use the database program Panorama which has a function called "text funnels." Creating a fixed length text file is easy with it. It is highly likely that your database program can do the same thing.

• Step 4: Read the USPS disk

After your disk is modified by the postal computer, you will get back an IBM disk with a fixed length text file on it. The problem now is to get your

data out of fixed length format back to tab delimited. Again, easy with a program like Panorama.

I know this is not enough information to help you actually do it, but my purpose was to first, let you know you DO NOT necessarily have to buy anything at all to comply with USPS rules, and lastly, to give you a hint of a complex, but not impossible process.

Finally, here is an example, of a mailing list entry before and after the USPS computer gets ahold of it:

Bob Smith
2314 N E. 14th Street, Suite 216
OKC, Oklahoma 73105

BOB SMITH
2314 NE 14 ST STE 216
OKLAHOMA CITY OK 73105

(You will also get a 4-digit zip code extension "0243", a carrier route code "R003" and a barcode "465" which you may or may not want to add to your mail labels.)

By the way, the most common error in the addresses we ran through the system were like this:

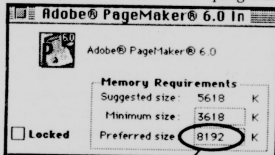
Loyd Benson
Okla House of Representatives
State Capitol Building
Oklahoma City, OK 73105

The postal system will not accept building names as an "address." Their computer wants the third line to read:
2300 N LINCOLN BLVD

Memory enough...

We added enough memory to our computer to give it 32 megabytes of RAM. Now I keep getting the alert that there is not enough memory to do what I want. How much is enough?

You already have enough, you're simply not controlling it properly. This may surprise you, but the computer does not allocate memory to the programs you run—you do! Click one time on a program icon and select Command-I. A window will appear telling you what the "Preferred Memory" amount is for that program.



This is the one that matters!

You can change that number! Your specific problem was this:

Program	Memory Allocation
PageMaker	14,356
Illustrator	10,988
Word	7,683
System	7,053

Add up those numbers and you will see they equal 40,080! Surprise, but that is MORE than the 32 megabytes (32,768) you have in the machine.

Using the Command-I technique, change the allocations for the three programs to this:

Program	Memory Allocation
PageMaker	8,192
Illustrator	8,192
Word	4,096
System	7,053

The total is now 27,533, likely more than enough with a bit of room to spare. Note: altering the amount of memory the System uses is not possible with Command-I—a topic all its own.

Oh, I almost forgot, you can also choose not to run all three programs at the same time!

One more suggestion: No matter how you allocate memory, if you are opening and closing programs all day, RESTART your computer after lunch! Macintosh memory management has always been a bit flaky. Restarting helps a lot.

All Time Best MacTip

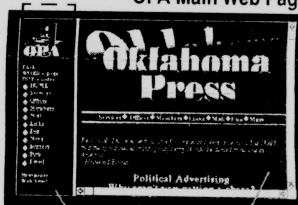
STAY OUT OF THE SYSTEM FOLDER UNLESS YOU KNOW EXACTLY WHY YOU ARE IN IT!

WebTips?

Since so many newspapers are starting to create World Wide Web sites, here's a few page design tips:

FRAMES are subdivided areas of a Web page. For example, below is our main Web page (www.okpress.com). On the left is a tall, skinny subsection, or frame. To its right is the more dominant main frame. Frames have names so that you can reference them in your "programming."

OPA Main Web Page



frame_left frame_main

The skinny boxed area on the left (frame_left) contains buttons to change what appears in the larger right frame (frame_main). First, you must create the frames in your default page (default.html).

```
<FRAMESET COLS="110,4">
```

The first line of code simply defines a frame 110 pixels wide, the tall, skinny one.

```
<FRAME SRC="buttons.html" NAME="frame_left">
```

This second line of code specifies the source (SRC) of the picture that goes into the skinny frame (buttons.html). It also defines the frame's name.

```
<FRAME SRC="main.html" NAME="frame_main">
```

The third line defines the remaining area as a frame, fills it with a source picture (main.html) and gives it a name.

```
</FRAMESET>
```

Last of all is the standard end of frame definition code.

Now, to get a button on the left to put a picture into the right side, all you have to do is "target" the name of the frame in the button definition with this code: TARGET= frame_main.

Can you protect your confidential sources?

By JANE KIRTLEY
Executive Director
Reporters Committee
for Freedom of the Press

It's getting harder and harder to protect your right to protect your confidential source. And it is becoming almost impossible to resist demands to turn over unpublished information. In the first four months of this year, courts in Texas, Florida, Minnesota and California, in criminal cases as well as civil cases, have ordered journalists to reveal the names of confidential sources or to turn over unpublished photographs or videotape, or face criminal contempt.

The reporter's privilege is under siege again. This isn't really news. The Reporters Committee for Freedom of the Press completed a five-year survey in 1995 that showed that more than half of the news organizations responding received at least one subpoena each year; more than half of those subpoenas were issued in criminal cases; and nearly 90 percent of the time journalists subpoenaed in civil cases weren't parties to the underlying lawsuit.

Subpoenas served in criminal cases are always a problem, particularly if issued by a criminal defen-

dant. Courts must balance competing First Amendment interests against the defendant's right to a fair trial. It's not always easy to do. But the good news is that journalists still have a good chance of winning a motion to quash subpoenas in civil cases. A recent ruling by the U.S. Court of Appeals in Manhattan illustrates this point.

Graco Children's Products, a manufacturer of baby cradles that swung from head-to-toe rather than from side-to-side, was sued by parents who claimed their babies died while in the cradles. Graco claimed the children were victims of Sudden Infant Death Syndrome and the cradles weren't defective.

NBC's "Dateline" produced a story about the lawsuits, and Graco demanded that the network turn over video outtakes that hadn't been aired. The manufacturer claimed the outtakes contained inconsistent statements by one of the plaintiffs and her lawyer, and that because the plaintiff couldn't recall exactly what she said to NBC, no alternative short of subpoena forcing the network to disclose them would do.

The trial judge denied the motion to quash, and when NBC refused to comply with the subpo-

na, he found the network in contempt of court and ordered it pay a fine of \$5,000 per day — five times more than Graco had requested — until it produced the videotape.

The Second Circuit reversed. It applied New York shield law, which creates a qualified privilege for unpublished (or unbroadcast) material. The shield law establishes a three-part test protecting non-confidential but unpublished material from disclosure unless it is relevant to the case, critical and necessary to a party's claim or defense, and unobtainable from any other source.

Although conceding that the outtakes were material relevant to the case, the appeals court found nothing in the portion of the interview that had been aired to indicate the plaintiff had made any statements inconsistent with those she gave at depositions taken during pretrial discovery. In fact, the court said, there was no basis whatever to conclude that the outtakes would establish any inconsistencies at all. And even if such inconsistent statements had been made, Graco had failed to demonstrate that they would be critical or necessary to its defense, the court said.

In other words, there's nothing

AP policy

AP discourages reliance on anonymous sources and allows their use sparingly and under strict conditions:

1) To convey fact, no opinion.
2) When the material is essential to the story.

3) When the information cannot be obtained any other way.

AP requires, with limited exceptions, that the material be confirmed by a second source.

Any use of anonymous source material also must be approved by the appropriate desk supervisor.

Reporters are required, if asked, to reveal the identity of a source to the supervisor.

Once anonymity is granted to a source, that confidentiality is inviolate, even if the source material turns out to be wrong.

inherently unique about a news organization's photograph or videotape — even if it is the only photograph or videotape in existence. As long as the information can be obtained elsewhere, the party seeking it must go there first, before it can compel the journalist to turn it over.

Judge refuses to block circulation overhaul

CINCINNATI (AP) — A federal judge ruled that the most radical circulation overhaul in The Cincinnati Enquirer's 155-year history would begin taking effect August 1.

U.S. District Judge Sandra Beckwith on July 26 denied a request to temporarily block the conversion made by 174 wholesalers who buy the papers in bulk from The Enquirer and resell them to subscribers.

Under the overhaul, the newspaper will rely on a network of contracted carriers for distribution. About 225 carriers have sold the rights to their routes back to the paper since the conversion plans were announced two months ago.

"These people's businesses have been seized," said attorney Stanley Chesley, who is represent-

ing almost all of the remaining carriers.

Beckwith ruled that the dispute largely centers on the value of the routes, and will not cause the kind of harm that would require immediate legal action. She was concerned that the attorneys waited almost 60 days before trying to stop the paper from making the conversion.

"If I would issue a temporary restraining order ... what would ensue is chaos in terms of the subscribers," she said. "The unfortunate subscribers have become a badminton bird in the game between the newspaper and the carriers."

Beckwith said she was worried about any short-term economic hardship some carriers could suffer, and set a hearing for Aug. 5 to consider a preliminary injunction against the con-

version.

Also on July 26, Beckwith issued a temporary order blocking the newspaper from using the wholesalers' customer lists. The paper said it had not relied on those lists and, instead, was building its new subscriber database through a massive advertising and telephone campaign.

The lawsuit accuses the paper of violating trade-secret law by breaching an agreement with wholesalers not to use the customer data.

The newspaper has spent \$9.5 million on settlements with wholesalers and another \$1 million to compile the database, attorney John Smith of Rochester, N.Y., told the court.

The paper has a paid circulation of 205,000 daily and 355,000 on Sundays.

The National
Classification
reform hotline
has been set
up for inquiries:
800/THE USPS
ext. 2006

Content

Continued from page 5

importance of planning. "Do some thinking about what you want to do online," he said.

Kouba outlined the three aspects of production of an online newspaper: people, programming and support. The challenge with personnel is the issue of whether to integrate the effort into the newsroom with the people who gather the news. Programming involves automating the process and support touches on computer hardware and software as well as training.

He estimated the cost of establishing an Internet presence as representing a wide range, from a low of \$2,000 to \$2,500 using an existing PC to a high-end workstation costing \$25,000 and up. The decision about whether to host the site at the newspaper must be made, with the costs and headaches going up significantly for those hosting the site.

Many newspapers have formed partnerships with Internet providers who take over this function, though the important part is finding a partner who is reliable. The panelists discussed avenues for generating revenue on the Web, ranging from selling space to creating Web sites for advertisers, as

Greensboro is doing. The key here is trust. Fields said that's what has drawn customers to the newspaper's effort.

Several of the panelists commented on the value of classified advertising and its particular adaptability to web access.

Web technology carries with it some of the same challenges any new venture presents - but that shouldn't scare journalists.

"WE own the content," DeCotis said. "It's just a matter of finding the best way to present it."

(Kathy Silverberg is executive editor of the Florence (Ala.) Times-Daily. This article was reprinted from the June issue of The American Editor.)

Media needs sensitivity lesson on stereotyping

By CINDY HOSBEIN-TANG
Assistant Professor of Journalism
University of Kentucky

I'll never forget the morning of October 25, 1994 when a 17-year-old African-American teenager was shot and killed by a Lexington police officer. Scores of young blacks descended upon city hall "looking for answers" about the shooting from officials.

When police called it an accident, some of the youths became very angry. As a result, journalists were attacked and police and media vehicles were damaged. The terms "rampage," "race riot," and "disturbance," were commonly heard and read about in the Lexington media. Business in the downtown area came to a near standstill.

Local church leaders tried to calm them down at an evening meeting, but the gathering was virtually uncontrollable. Tempers flared and the young people were shouting at reporters. Their words were filled with hate

"Newspapers, as well as television and radio news operations often pay great attention to issues like drug abuse, gang violence, and teenage pregnancy in the black community, but virtually ignore the positive accomplishments of many African-Americans."

Cindy Hosbein-Tang
assistant professor of journalism, UK

against the media. When I later asked about their dislike against journalists, they replied that the media never wrote positive stories, but focused on the negative aspects within their race. At the time, I thought it was just an emotional reaction. Now nearly two years later, I'm beginning to realize that they were right.

Newspapers, as well as television and radio news operations often pay great attention to issues like drug abuse, gang violence, and teen-

age pregnancy in the black community, but virtually ignore the positive accomplishments of many African-Americans.

Take for example a study comparing mainstream media with African-American media in Boston. The mainstream media, when covering blacks, portrayed mostly black-on-black crime and other incidents which perpetuated common stereotypes of violence and laziness.

By contrast, the African-American media covered pieces about entrepreneurs, community groups and other positive events about blacks that the mainstream media ignored.

A 45-member task force that studied media stereotyping (a joint effort between the W.K. Kellogg Foundation and the National Issues Forums Institute) recently concluded that positive images of black men in American society have become elusive, even though they say the overwhelming majority of African-American

See STEREOTYPING, page 19

Check insurance coverage before going on Internet

By Stanley Schwartz

While publishers gleefully jumped onto the Internet, giving readers and advertisers added value to the printed page, there are unseen pitfalls they need to watch for, according to a media attorney.

Those pitfalls, said Peter G. Stone, Ottawa Newspaper Vice President/Finance & Law, could land a newspaper in court facing more than libel and privacy laws. There are trade secrets, unfair competition, breach of contract and copyright laws to consider as well, he explained.

And with the Internet carrying your information across the globe, Stone said, you could become liable for that material in other jurisdictions from "as far away as Sri Lanka." The statute of limitations for these laws differ in the various locations, expanding the time you could be liable. By allowing people access to your archives, you could also restart the clock on those statutes of limitation for anything republished electronically.

"Check with your insurance provider," he advised. "Is the company aware of your new business? What happens when you get sued on-line? Are you covered?" he asked.

Stone described the Internet as the "Wild West," with no control over the system.

"Despite the technological increases day by day, the law is still way behind the technology," he said. "It would be a mistake not to consider the liability question."

The Internet, as it was originally designed in the 1960s, Stone explained, was meant to be decen-

tralized so that government agencies across the country could continue to function in the event of a nuclear attack.

"There's no one entity that can control the Internet," he said. "It's chaos out there with up to 50 million PCs on-line."

The mass media — traditionally TV and radio — transmitted news and information to a passive audience. Now that has changed to the interactive nature of the Internet.

Third parties can be involved in whatever you produce on-line, Stone said. He warned that newspapers could be liable for what those third parties produce.

While newspapers research and edit their articles, placing them on their own Web page, Stone said, a third party can tap into your Web page and defame someone. There's a possibility you could be liable.

"In any lawsuit," he explained, "the plaintiff always goes after whoever has the deepest pockets. And you being the publisher or distributor can be easily identified, while the third party can remain anonymous."

Case law is being made now concerning whether an electronic newspaper publisher is responsible for the content as a distributor of information. Historically, libraries and book stands have not been responsible for material they carry.

"There's no definition of what (newspapers) are" on-line, Stone said. "Are we publishers, distributors or common carriers, subject to federal control?"

See INSURANCE, page 18

Clarity

Continued from page 12

next to nothing. So in writing about the Super Bowl, for instance, the writer using radical clarity adds, "... which is the championship of U.S. professional football."

The most important thing about radical clarity is not that the writer always use it, but that the writer always be able to use it. Now I don't advocate you tack "which is the championship ..." clause onto your next Super Bowl story, but I think it's important (perhaps critical) that we change our standards for using specialized terminology.

Here is a very common sense standard: Use no term in a story unless the writer himself or herself understands it.

For instance, I recently read a story about a government program in which homeless alcoholics first go into "detoxification" and then into "alcohol treatment."

Huh? I sort of know what detoxification is, but I didn't know there was a distinction between it and alcohol treatment. I asked the writer to explain the distinction and he stumbled around long enough that I knew he was uncertain. And if he was uncertain, how can our readers understand what such terms mean?

In a story about mental illness, I came across "manic depressive." I don't know what that means. (The writer later explained the term manic depressive is falling from favor. Such sufferers should be called bipolar. Oh. Now I'll have two terms I don't understand.)

We need to come up with radical clarity explanations of "manic depressive," "detoxification," "critical," and "fair," and "guarded."

And the answer is as close as the sources who use those terms. In

a story about a killing, the writer wrote the infant died of "shaken baby syndrome, characterized by brain damage resulting from severe shaking." She got the explanation from the coroner.

Characterized ... etc., is not graceful prose, but it's radical clarity that allows the reader to grasp what the heck happened. If the writer merely wrote "shaken baby syndrome," the reader might have concluded the shaking damaged the baby's heart or liver or lungs.

So when a doctor says "manic depressive," ask him or her to give a brief description. The alcohol counselor should distinguish between "detoxification" and "treatment."

Let's start by telling those hospital spokespeople we're convinced our readers don't know what "critical," "guarded" and "serious" mean. I'd like to see newspapers adopt the only two categories of conditions readers care about "life-threatening" and "not life-threatening."

I think that's fair. The final word: As we're talking about radical clarity, let's look at one situation in which explanation actually cheapens the meaning of a perfectly good adjective — key.

Late in the story, the sports-writer wrote, "Then Otis came off the bench to make three key plays to help the Beagles to victory."

Earth to sportswriter: by that time in the story, the reader already knew the Beagles had won and the adjective "key" means "controlling, essential, important." So even without "to help the Beagles to victory," key means precisely that.

(Writing coach Jim Stasiowski welcomes your comments or questions. Write him at 5812 Heron Drive, Baltimore MD., 21227 or call (410) 247-4600.)

Park media group sold again

Media General, a media conglomerate based in Richmond, Va., announced in July that it would acquire Park Communications from Lexington security broker Gary Knapp and his partner.

Knapp and Donald R. Tomlin purchased the media properties which include the Somerset Commonwealth Journal, several weekly newspapers and shoppers and WTVQ-TV (Channel 36) in Lexington a year ago for \$711.4 million. Media General said it would pay \$710 million in cash and assumed debt.

Media General spokesman Bob Pendegash said based on the company's growth last year, the company plans to keep most if not all of Park's Kentucky holdings.

Media General currently owns nine daily newspapers in Virginia, North Carolina and Florida. It will acquire the Danville (Va.) Register & Bee this summer and also owns 40 percent of the Denver Post. Among its holdings are the Tampa Tribune, the Winston-Salem Journal in North Carolina, The News and Advance of Lynchburg, Va., and the Daily Progress of Charlottesville, Va.

"We are extremely pleased to become a part of a company of the stature of Media General," Wright M. Thomas, president and chief executive officer of Park Communications said. "It offers a great growth opportunity for the people both in the newspaper and broadcast divisions of our company."

NAA: Consumer spending on newspapers up 2.9%

Consumers in America spent \$9.72 billion on daily and Sunday newspapers in 1995, up 2.9 percent from 1994, according to estimates from the Newspaper Association of America (NAA).

According to the estimates, daily newspaper circulation expenditures grew 2.7 percent to \$601 billion and Sunday circulation spending expenditures grew 3.2 percent to \$3.71 billion.

"With the weakening in newsprint prices, improvements this year should be volume driven rather than price driven," Miles Groves, NAA vice president business analysis and chief economist

Estimates show more than 25

percent of newspapers audited by the Audit Bureau of Circulation (ABC) reported some type of price change, either increase or decrease in 1995. The median daily and Sunday single copy prices for ABC-reported newspapers was \$.50 and \$1.25 respectively. The median daily monthly home delivery rate was \$7.75 and daily weekly home delivery rate was \$2. The median Sunday monthly home delivery rate was \$5.75 and Sunday weekly home delivery rate was \$1.35.

Preliminary estimates show overall circulation and advertising expenditures increased 5.1 percent to \$45.8 billion, up from \$43.6 billion in 1994.

Newsprint

Continued from page 1

plants used 83,770,066 tons of newsprint with 80,403,291 of those tons containing recycled fiber, or 95.98 percent. Recycled newsprint use increased by 871 tons (2.1 percent) over 1994 while total newsprint consumed fell by 945 tons.

"The decrease in total newsprint consumed was expected," said KPA executive director David T. Thompson, "because of the industry's efforts to offset substantial increases in newsprint prices in the past 18 months. Our annual surveys of printing plants show decreasing amounts of newsprint have been consumed each year since 1989."

As a comparison, in the three years that the annual survey has been required by the state, total newsprint consumption has fallen 2300 tons since 1993. But use of

recycled fiber newsprint has increased from 49,220,884 tons in 1993 to the 80,403,291 consumed in 1995.

The 1995 survey identified 42 Kentucky plants where newspapers are printed and all 42 reported using some level of recycled newsprint in both 1994 and 1995. Additionally, 27 of the 42 plants use only recycled newsprint.

"The report shows that Kentucky newspapers are committed to using as much recycled newsprint as possible," Thompson said. "KPA first surveyed newspapers in 1989 and found 18.2 percent of the newsprint used contained recycled fibers. In seven years, that use has increased more than five times."

Thompson said the latest results probably rank Kentucky "one or two nationally" of states using recycled newsprint.

The 42 plants print the state's 150 newspapers plus 419 other publications that use newsprint.

Nominations

Continued from page 1

submit a letter of application.

KPA by-laws state: "The only persons eligible for election to the office of Vice-President are those who are currently serving as elected directors; those who have been elected to serve on the new board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."

Nominations must be sent, along with a letter of interest or reasons for suggested to: David T.

Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, KY., 40601.

All nominees consenting to the nomination and agreeing to serve if elected will be interviewed by the Nominating Committee once it has been determined that the nominee meets by-law requirements.

Following the interview process, the nominating committee will recommend a candidate for vice-president to the Kentucky Press Association/Kentucky Press Service Board of Directors. Following action by the board, the individual will be recommended for approval to the full membership of the Kentucky Press Association during the business session of the 1997 Winter Convention.

Insurance

Continued from page 17

In the case involving CompuServe, the company exercised little or no control over the content on its system. There was no agreement between CompuServe and third parties to edit material. Therefore, Stone said, the court found CompuServe not liable for disseminating information.

In the case involving Prodigy, where the company did take an active role in "sanitizing" the content on its system, by issuing content guidelines and had software to screen for offensive language, the company could be liable, Stone said.

"It's a Catch-22," he added. "If you are in control you are liable. If you let it go you will not be responsible for third parties. Still," he warned, "check your insurance provider. Even if we are just ruled as distributors of information we are still the ones with the deep pockets."

The 1996 Telecommunications

bill has added a new element to the on-line liability question, Stone said. Because language in it prohibits the dissemination of "indecent material." That aspect of the law is trying to control speech, he explained, though it has been put on hold by a restraining order.

"With the indecency provision, newspapers would have been subject to community standards of indecency for all communities. We would have been responsible for the morals of the lowest common denominator."

What to do now?

The best way around most of these regulations, Stone said, is to post clear rules and regulations regarding your Web page. Also, use disclaimers that would hold your company harmless for what a third party would do. And make no warranties as to the accuracy of the information.

"Let people looking at your information know that they are browsing at their own risk," Stone said.

(This article was reprinted from *Publisher's Auxilliary*)

DEATHS

Bill Vaught

Longtime sports editor of the Danville Advocate-Messenger, Bill Vaught, died June 27 at Jewish Hospital, Louisville. He was 65.

Vaught, 65, worked at the newspaper for over half a century. He underwent a heart transplant at the hospital on June 9 and developed complications following the surgery.

He began work at the newspaper immediately after graduating from Danville High School, holding several positions, including linotype and teletype operators.

In 1942, Vaught began covering sports almost as a hobby, but eventually turned it into a full-fledged department. He became the paper's first full-time sports editor and was later joined by his son, assistant sports editor Larry Vaught.

Vaught was also a Baptist minister.

He is survived by his wife, Mary

Elizabeth Hargadon Vaught; step-mother, Jewel Vaught, Danville; two sons, Larry Vaught, Danville, and Ray Vaught, Bedford; a daughter, Mary Kay Godbey, Danville; two brothers, Bobby Joe Vaught and Jack Vaught, both of Danville; a sister, Henrietta Webb, Perryville; six grandchildren and a step-granddaughter.

Frances Holliday

Frances Holliday, 87, died July 1 in Clearwater, Fla. A native of Jackson, Ky., and a graduate of the University of Kentucky, she served as managing editor of the *Kentucky Kernal* and a copy editor for the *Lexington Herald* during her senior year.

Upon graduation, she served as editor of the *Jackson Times*, which was then owned by her parents, and was given a merit award for community service from the Kentucky Press Association.

Former editor blazing path of new technology with school tab

By LISA CARNAHAN
KPA News Bureau

The monthly publication of the Whitley County School System is setting the standard, far exceeding the technological level of most of the state's newspapers.

The newsletter is fully paginated, with layout done on a Macintosh computer. All photos are scanned and the publication is then sent electronically to J. Frank Publishing in Manchester for printing. No more paste-up, no hand-carrying of layout sheets or even disks.

This year, school officials will enter the world of digital photography, using a Kodak digital camera for last minute photos. This will eliminate two steps: developing film and scanning the photos.

A former newspaper editor leads the team which produces the school publication.

David Sweet, public relations coordinator for the Whitley County School System, is a former editor of the Whitley News-Journal. He left the newspaper five years ago to accept his current duties which also includes Title I parent liaison for the high school.

Sweet said his predecessor at the school system, Sheila Voight, approached him while he was at the Whitley newspaper and inquired about designing her publication on a computer.

Once Sweet accepted the school position, he took Voight's advances a step further. He started putting the publication on a SyQuest disk and would either mail the disk to

Manchester or make the 100-mile trip himself. The next step, sending it electronically via modem, was the logical transition.

Sweet said he received some "technical assistance" from employees of the News Journal who send their publication electronically to Danville for printing.

In addition to Sweet, three other school employees — Sarita Floyd, Jill Byrd and Darlene McNeil — assist in gathering and writing the news for the publication. Sweet then edits the copy and lays out each edition of "The Whitley County District Ed News."

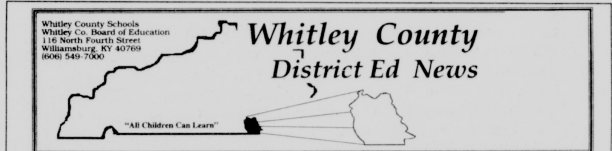
Sweet said school district officials have been very receptive to his technological advances for the publication.

"We have some technical-minded people here," said Sweet. "This has been very successful for us. All our equipment was purchased through Title I and we view this as our community relations effort. We honor a lot of parent volunteers and its a tool to communicate with our parents."

When asked about any further technological advances Sweet might be shooting for, the former newspaper editor says his goal is to take the central office technology to the students.

"Our high school students have a publication ... and I'd like to work with them and have them do a lot of these same things. Hopefully, that will happen over the next year or two," he said.

Sweet is currently working on his teaching certificate in hopes of teaching an English/media course if it becomes available at the school.



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April 1996



Whitley County School System, Perry, Byrd, and another help work together at a performance activity during KIRIS testing.

Whitley test scores keep going, and going . . . up

Just like a certain pink rabbit, the Whitley County KIRIS test scores are just going, and going, and going . . . up.

The Whitley County School District's KIRIS test scores reveal that the schools continue to improve.

We are pleased with the progress the district has made at this time," said J. Frank Publishing, the district's assessment coordinator. "The staff, students and parents at all of our schools should be proud of the progress that has been made in improving their test scores."

At the fourth grade level, progress was made in all subject areas. The fourth grade is now ahead of its improvement goal by 4.1 points for the benchmark.

Poplar Creek Elementary made the top 10 of the state. Poplar Creek was listed fifth in the Lexington Herald's list of the top 100 schools in the state. The school was ranked fifth in the high school level. There are a couple of areas that need improvement. We worked hard to bring the scores up," said Poplar Creek Principal Wesley Jones.

"We worked through the after school program, and our teachers and students have worked hard with open response questions and other areas. The eighth grade made progress in all subject areas. The middle school is now ahead of its improvement goal by 7.2 points for the benchmark.

The middle school also made the Lexington Herald's list of the top 100 schools in the state. The school was ranked fifth. At the high school level, there are a couple of areas that need improvement. We were aware of these needs and made provisions to improve upon these areas."

See KIRIS, page 6

Good attendance will pay off, June 5

Who says good school attendance doesn't pay? Evidently, it will pay off for students who attend Whitley County Schools from now until the end of school.

According to the Whitley County Schools Superintendent Louise Anderson, a total of \$3,000 in U.S. Savings Bonds will be given away on the last day of school, June 5.

"This is an attendance incentive that we thought would benefit students as well as improve attendance," Anderson said. "The Central Office staff donated part of the money they received as rewards from the KIRIS. There must be one to make this possible."

Starting April 8 until the end of school, each day a student attends school his/her name will be put into the drawing. On the last day of school, names will be drawn for the savings bonds.

The more students attend, the better their chances for winning the savings bonds," Anderson said.

However, a student may only win one savings bond, that more students will be eligible.

Lexington Children's Theatre to perform

It's final, it's official. Lexington Children's Theatre is coming to town!

Due to inclement weather, past shows had to be rescheduled, however, LCT's performance of "Tales of Beatrix Potter" will be shown on Thursday, April 18.

To be difficult to juggle everyone's schedule around," said Jill Byrd, Cultural Enrichment Committee Coordinator.

Also, due to scheduling conflicts and KIRIS testing, only the pre-school through third graders will be able to see the performance.

"We will not be able to have the Royal Badge of Courage performed due to KIRIS testing," Byrd said. "However, the cultural enrichment committee is trying to schedule an other event in May for the upper grades."

The Lexington Children's Theatre will be on campus as part of our Cultural Enrichment activities. Byrd noted, "This allows our students to experience theatre without having to take long field trips, it also saves both time and money for our students and allows them opportunities they may not have otherwise."

Four actors/musicians/puppeteers plan to tell the tale of the beloved author/artist's tales in a unique combination of storytelling, puppetry, and song.

The Tale of Peter Rabbit, The Tale of Benjamin Bunny, The Tale of Mrs. Tittlemouse, and The Tale of Mrs. Topsy Turbo will all be impressively performed, taking the young audience on a tour of fascination with the characters.

See Theatre, page 11

David Sweet, former editor of the Whitley News-Journal, leads a staff in producing the monthly publication of the Whitley County School System. The publication is fully-paginated and is sent electronically for printing.

Newspaper Week kits available

The Kentucky Press Association, in conjunction with the national Newspaper Association Managers Organization, is offering free National Newspaper Week promotional packages.

The event is being observed Oct. 6-12 this year and the theme of this year's promotion is "Newspapers: Your link to your community." The focus for the first time will be on the strengths of newspapers and how newspapers link people to their communities.

National Newspaper Week is designed to urge newspapers to toot their own horns. The kits will include house ads, short articles, editorial cartoons and logo sheets.

For more information and to order your promotional package, contact KPA secretary Sue Cammack at 1-800-264-5721.

Stereotyping

Continued from page 17

men are positive, creative contributing members of their communities.

At the same time, the group believes that negative stereotypical images of black males "destroy the self-concepts of thousands of African-American boys."

The result, is a vicious circle. The media suggest to young boys that "they are not expected to achieve greatness; rather, they are more likely to live hopeless lives of crime and poverty." What results is the self-fulfilling prophesy. Fewer young blacks bother to try and more and more end up as predicted, giving the media more stories of despair to report.

Even though the task force believes the media stereotypes minorities in a negative manner, members do not think journalists do so intentionally.

Since minorities make up only 9.4 percent of the national's journalism workforce, there are fewer blacks who have the authority to make coverage decisions. Less than 5 percent of all newspaper

journalists are black yet blacks made up 13 percent of the U.S. population, according to the National Association of Black Journalists (NABJ). Clearly, whites cannot see the whole picture of life as an African-American.

In July, I spoke with Lexington Herald-Leader commentator Merlene Davis and editorial writer Bob Campbell about this topic. Both are African-American. Ms. Davis says whites cannot identify with blacks and that makes it difficult to write stories about them. She also says there are not enough blacks making major decisions at newspapers, hence affecting the outcome of their stories.

Campbell says the media fails to show minorities as ordinary people, adding there has to be problem before they will report on it. He commented, "the mainstream media is largely a white controlled institution that shapes our opinions and perceptions of each other," he added, "journalists try hard to be objective and fair, but are still influenced by personal biases."

What can be done about minority stereotyping? The obvious is to become more sensitive to

the issue. Journalists should also think about writing more positive stories about minorities. Go to their neighborhoods and find out what is happening and let your readers know about it. Meet with local NAACP officials, church leaders and neighborhood groups. Find out where young people hang out after school and visit with them. What concerns do they have and how can you report on it?

Finally, every newspaper should make an effort to hire more minorities. I know it is easier said than done, but having a reporter or editor visit with area high school students to encourage young blacks to pursue a journalism career can help.

The University of Kentucky conducts a yearly minority high school journalism workshop. Eager young adults stay a week learning about the business and publish one newspaper as a result. If more universities around the country pursued minorities in such a fashion, then then numbers of African-American journalists would probably increase. It will take some time, but you know the old saying, "it's better late than never."

People

Continued from page 2

this fall, opening offices in Fort Mitchell, Cold Spring and Erlanger for news, advertising and circulation.

Publisher Harry M. Whipple said the Enquirer's newsroom and advertising office will move to Fort Mitchell from Covington by mid-September. Two new distribution centers for the newspaper went into service in Cold Spring and Erlanger on Aug. 1, Whipple said. He also announced that an edition of the newspaper, already circulated in Boone, Campbell and Kenton counties, will be extended into Grant, Pendleton, Bracken and Mason counties beginning Aug. 1.

Clark named new ad manager at Corbin

Shirley Clark has been named acting advertising manager at the Corbin Times-Tribune. Clark worked for the newspaper for eight years and is currently involved in the Greater Corbin Chamber of Commerce and selling real estate.

She began her career in newspapers at the Tri-County Shopping Guide in the early 70s and when Thomson Newspapers purchased the shopper and the newspaper, she became a member of the Times-Tribune staff.

Brown named editor at Farmer's Pride

J.O. "Buddy" Brown has been named editor of the Farmer's Pride in Columbia. Brown has been news editor of the Greensburg Record-Herald since 1989 and prior to that, held editor's positions in Clinton and Cumberland counties.

Brown was editor of the Cumberland County News when it was named the best small weekly newspaper in the state and the Greensburg newspaper earned the KPA General Excellence Award twice while Brown was editor.

Brown assumed the duties from Sharon Burton who relinquished the title of editor to focus on the management and publishing duties required by her other

positions with The Farmer's Pride and Farmland Publications, Inc.

New Era names two vice-presidents

Two members of the Kentucky New Era management have been promoted to executive levels representing the first such top-level managerial changes in nearly three decades.

Charles A. "Chuck" Henderson has been named vice president/general manager of the Kentucky New Era Corp., with Taylor W. Hayes named vice president/development.

The promotions are the first changes announced relating to the planned retirement of longtime New Era president and publisher Robert C. Carter on Sept. 1, 1997.

Henderson will be involved in the internal operations of the New Era as well as several corporation subsidiaries.

Hayes' initial assignment will be to head a new company, Sign Pro. He will have the sole responsibility of heading the new company and will be involved in reorganization of the sales offices in Hopkinsville and Clarksville, Tenn.

Mills named news editor in Greensburg

Tom Mills, a former sports writer for the Greensburg Record-Herald, has returned to the paper as news editor.

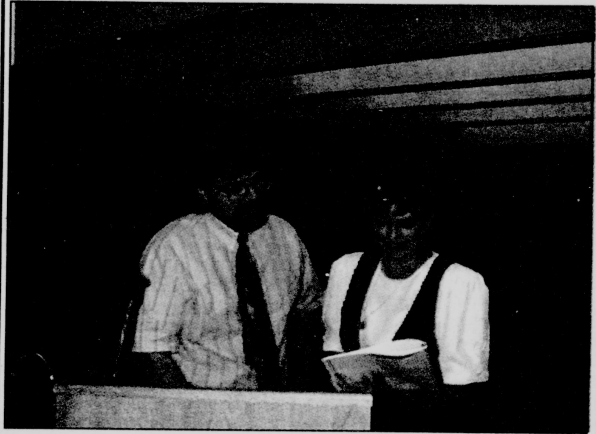
A native of Greensburg, Mills spent the past three years with the Crossville Chronicle in Crossville, Tenn., which is published three times a week. While at the Tennessee paper, Mills won several state press association awards and several from the paper's parent company, American Publishing.

Two join news staff at Carlisle Mercury

Laura M. Fryman and Roxann Jolly are the newest members of the Carlisle Mercury staff.

Fryman, of Myers Station, will be covering sports and community news. Jolly also will be covering community news for the paper.

Ad transfer made easy



Kevin Slimp of Ad Tech conducted two seminars in July for newspapers interested in receiving ads electronically. Slimp discussed material in the training manuals that were provided to attendees with KPS Advertising Director Gloria Davis. Two more seminars are planned for August 15 and August 16 and registration is still being accepted. (Photo By Lisa Carnahan)

NAA claims USPS adopting strategy of bigger, not better

As the House Postal Subcommittee opened hearings on postal reform legislation, the Newspaper Association of America (NAA) issued a statement charging that the U.S. Postal Service is adopting the wrong strategy as it enters a new era of electronic communications.

"The United States Postal Service's competitive strategy is captured in the headline of its current ad: More Mail for Less Money," said NAA President and CEO John F. Sturm in a prepared statement. "Its misguided mission is to fill America's mailboxes to the brim with more unwanted mail by cutting deals with a few mega mailers, instead of cutting costs for all mailers. It is forsaking its 324-year mission of keeping Americans connected with each other in favor of becoming the world's largest advertising mail agency."

"The American people want the USPS to get better, not bigger," said Sturm. "Faced with a new future, virtu-

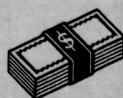
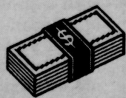
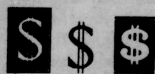
ally every federal agency and corporation in America is getting leaner and more productive. The USPS is not. Instead, it is using the next century's potential threat of electronic competition to push Congress to give it a mandate to exploit its monopoly and increase its volume of mail."

According to Sturm, "the solutions for becoming more competitive are right under postal management's noses: increased productivity, lower costs and improved service. And, these solutions do not require an act of Congress."

"The American people do not want more advertising mail. They want their own First-Class mail delivered more efficiently at fair rates. Making the USPS an improved public service — not giving the USPS more power to take business away from the private sector — should be the goal of any new postal legislation passed by Congress," he said.

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