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Official Publication of the Kentucky Press Service - Vol. 61, No. 9 - September, 1990

News Bureau is open for your news business

In last month's edition of *The Kentucky Press*, David Thompson warned you I was coming. The move from Floyd County to Franklin County has been made, and since Sept. 4, I've been trying to shape a service for you and a challenging job for me.

This newsletter is the clearest part of the job thus far. On my first day, David handed me a day's worth of reading material to be gleaned for this maiden edition. He's given me pretty loose reins, so you'll probably see a few changes.

The other part of the job is still formulating, and will be for some time. It is developing as I talk with editors across the state and as I draw on my own experience as to what I'd like to see the News Bureau do were I still an editor.

I think of ways the News Bureau could have served me as editor of *The Floyd County Times*. When the local school system, for instance, was the subject of numerous State School Board meetings, we simply couldn't spare a reporter to cover them, especially since the meetings were always on press days. We had, then, to rely on a free lancer in Frankfort or spend hours on the long distance line trying to track down an official who could release information.

For other agency hearings, we generally waited for an official press release that gave one sentence to the Floyd issue, or we waded through a stream of "Who you need to talk to is..." or "He isn't available now, but I'll give him the message." (Once I just about had a heart attack when an official did call back at 7 p.m., just before deadline, after I'd given up.)

That's where I envision the News Bureau as a service to you at individual papers. For example, if a health care agency in your county has filed a Certificate of Need, call me and I'll go to the commission hearing for you, write a story and sent it to you, or call you with the results -- whichever suits your time needs.

Or, if your school system is on the state board's agenda, I'll be your free free lancer.

Or if you're having trouble getting a needed piece of information from a state office, call and I'll run over there if need be. I'm not saying I will be able to break through almost two centuries of red tape, but I'll give it a try. Already I've had an opportunity to get acquainted with some of the folks at the Cabinet of Natural Resources, and I can tell you that finding information -- or getting access -- to it can be a challenge even when you're here.

This is a brand new service. No other state press association has anything like it. So, we're making it up as we go. We welcome your ideas and assignments. The primary goal is to be of service to you. Use me!

Pam Shingler
News Bureau Director

Write it right

Even if your news pages aren't ailing, most can get better. That's the aim of workshops for reporters and editors in October. "Writing for the Reader" will be offered by KPA in Bardstown on Thursday, Oct. 4, Bowling Green on Friday, Oct. 5, and Lexington on Friday, Oct. 19.

Award-winning writer and teacher Clarke Stallworth of Birmingham, Ala., is the presenter for the 9 a.m.-4 p.m. sessions. Stallworth is a former reporter, city editor, managing editor and columnist. He has presented his writing workshops for more than 75 newspapers and is a frequent program leader for the American Press Institute.

Stallworth's workshops feature work on the computer, projected to a big screen with writers having hands on opportunities. He also throws in some sleight of hand to stave off boredom.

"Better reporting, better writing and better editing translates into higher readership, which translates into more circulation and higher ad rates, which becomes profit," Stallworth says.

Among pointers the consultant will toss out are how to entertain while informing, how to show rather than tell,

how to get the sensory details, how to keep out the trash, how to write good headlines, how to create a team spirit -- everything aimed at making your news pages better.

Registration is \$68 per person or \$58 per person if a paper sends three or more participants. Make check payable to KPA and send to News Editorial Workshop, KPA, 332 Capitol Ave., Frankfort 40601.

It's time!

Oct. 1 is approaching. That means it's time to publish your paper's Statement of Ownership, Management and Circulation.

You're required to file on or before the first day of October of each year a form 3526 and publish a complete statement of ownership in the second issue thereafter of the publication to which it relates.

And... while you're at it, go ahead and complete the KPA Rate and Data sheet and mail it with your statement of ownership to KPA. How about it?

Thanks.

National Newspaper Week

"Free Press -- Free People; More News -- More Views"

October 7-13

KPA has a limited supply of 1990 National Newspaper Week Promotion kits from the National Association Managers Inc. -- FREE for the asking.

Included:

- Letter from President George Bush
- Signed editorials by Lloyd G. Schermer, chairman, ANPA, and John M. Andrist, president, NNA
- Two pages of logos
- Booklet, "100+ Ideas for National Newspaper Week"
- House ads on promoting public notices, newspaper recycling and free press traditions
- Cartoons: "Crankshaft" and "Funky Winkerbean"
- Promotions Suggestions and NNW Art Preprints

All you have to do is call 502/223-8821 or 1-800-866-1431.

Recycling newsprint

A problem can be part of a solution

As this edition of The Kentucky Press goes to press, several members of the state legislature are being presented with an ecological solution that could also boost the state's economy, thanks to KPA.

Danville Advocate publisher Mary Schurz, KPA executive director David Thompson and general counsel Mike Judy appeared Sept. 20 before the legislature's Small Business Task Force to testify on new ideas in recycling newsprint.

Schurz, in addition to being KPA vice president, chairs the association's Newsprint Recycling Task Force.

Pointing out that the idea of newsprint recycling was broached in the 1990 General Assembly, the trio expressed the press' desire to work with the legislature on behalf of the environment.

The development of small businesses to carry out the recycling was also a consideration, especially to the legislators.

"The newspaper industry in Kentucky and across the nation knows that it is part of the waste product problem, but we need to be, and want to be, a part of the solution," Thompson said in the opening testimony.

A proven use of newsprint is as animal bedding, the KPA group said. In shredded form, it has been used by farmers in Wisconsin, Minnesota and Pennsylvania for many years as bedding for cows.

This year, about 100 operations in the US are in the business of making animal bedding from old newspapers. They'll sell up to 100,000 tons of the straw replacement.

Among the benefits of newsprint bedding, compared to straw, are: better sterility, lack of dust, high absorbency, less expense, better insulation properties, less storage problem, fewer odors and faster decomposition in the field.

Newsprint also has fewer heavy metals than straw, contains no fly eggs and no spores and is less slippery.

Plus, improvements in inks, including the advent of soy inks, have lessened the toxicity of newsprint. Thompson estimated that nearly all papers in the state are using safer inks and that some have made the switch to soy ink, at least for color.

The State Journal in Frankfort already uses all soy ink.

The slick paper used for inserts remains a question mark in the issue of shredded papers for animal bedding. Until more tests are done, newspaper

paving materials and garden nurseries.

Committing KPA to work with the legislature in this environmentally and economically sound enterprise,

"... we are willing to work with you in developing this idea for Kentucky's farmers." --David Thompson

shredders simply discard the inserts, Thompson said.

Another way to recycle newspapers that's now being explored is to pulverize them for use in livestock feed,

Thompson planned to tell the solons, "I do think I speak for most of the newspapers in Kentucky in telling you that we are willing to work with you in developing this idea for Kentucky's farmers."

An experiment that's working

There's no Mr. Ed here to discuss what was in today's newspaper, but horses on two Jessamine County farms are bedding down with yesterday's news.

The University of Kentucky Agriculture Extension Service has a pilot project at the farms to study the recycling of newspapers as bedding for Kentucky's most valuable animals.

Extension agent Terry Hutchins said the small-scale experiment uses a paper shredder borrowed from the state Division of Solid Waste and papers donated by Asbury College in Wilmore. The county supplies a truck and two workers to pick up and transport the papers.

"The farmers like it," said Hutchins, who's done quite a bit of research on paper as bedding and expects to issue a report when the pilot is completed in a month or so.

"For small to mid-sized horse farmers, bedding costs exceed feed costs. This can be a real help," the agent said.

Hutchins estimates that in six counties in his area, the population generates enough discarded newsprint to meet the bedding needs (about two tons per year) for every horse in those counties.

The biggest problem he's encountered so far is the inadequacies of the present shredder. "It's way too slow for any kind of volume," he said. Plus, it cannot cut the shreds short enough, making it necessary to run them through a straw chopper to get the desired five-inch long shred.

Once a more adequate system is devised, the use of newsprint for animal bedding will be a real boon to the horse industry, Hutchins is convinced.

SNPA names committees

Six Kentuckians have been named to standing committees of Southern Newspaper Publishers Association for 1990-91 by incoming president Ashton Phelps of the New Orleans Times Picayune.

Homefolks appointed are: Editorial Committee: Judith Clabes, Kentucky Post, Covington. . . Marketing: Lewis Owens, Lexington Herald-Leader (KPA past president). . . Minority Affairs: James Green, Lexington Herald-Leader (KPA board member). . . Smaller Newspapers: Betty Berryman, Winchester Sun (KPA past president); Wally Lage, Paducah Sun, and Mary Schurz, Danville Advocate-Messenger (KPA vice president).

Schurz is a member of the SNPA board of directors.

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The Kentucky Press

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Pick ups

JAMESTOWN --Russell County News has made a dramatic change, making it a "new product." With the Aug. 9 edition, the paper is being placed free in every mailbox in Russell County, Dunnville and selected Adair County rural routes. Total distribution becomes 8000 copies, with 7784 in mailboxes. Paid circulation had previously been 2470. Advertising manager Kathy Lancaster claims advertisers are calling her.

MURRAY --Effective Oct. 1, monthly subscription rates for *The Murray Ledger & Times* will go to \$5. Until then, the paper is offering a six-month or one-year subscription for \$4.75 per month. Out of county subscriptions for the daily will rise from \$59.50 yearly to \$64.50. Price increases for materials and labor forced the change, said general manager Ted Delaney.

CAMPBELLSVILLE --The Central Kentucky News-Journal is cooperating with the local fire department to accept newsprint for recycling.

BENTON --Employees of *The Tribune-Courier* now have the opportunity to join the Marshall County Hospital Payroll Deduction Program, contributing \$1 a week to the local Hospital and Healthcare Foundation.

RUSSELLVILLE --The *News-Democrat* is designating space on its editorial page to list and honor local service personnel serving in the Middle East. The first to be honored was a young man whose wedding announcement had appeared the previous week in the paper; the wedding was postponed... *The Logan Leader* and *News-Democrat*, along with a local radio station, co-sponsored a Logan County Chamber of Commerce breakfast last month.

COVINGTON --The *Kentucky Post* spotlighted its five student interns in an August edition, prior to the students' return to school.

LOUISVILLE --Local readers of *The Courier-Journal* may have noticed a subtle addition: color. A 64,000-pound, four-color flexo-graphic press was integrated into one of the press lines in July for use beginning in August on an experimental basis in the neighborhood sections. The equipment is part of a \$1.5 million project.

GLASGOW --The *Daily Times* advertising department won the 1990 Donrey Media Group's "Award of Excellence" for its 56-page tabloid section called "My Favorite Pet." The section featured pets owned by area residents.

ELIZABETHTOWN --Floie Bowles, publisher emerita of *The News-Enterprise*, is chairing the city's Greenway Advisory Panel... *The News-Enterprise* has started an Editor's Hot Line, giving readers a chance to call in with complaints and comments on anything. Editor David Greer reports, in a July column, that the "answering ma-

chine is getting a real workout."

LONDON --The *Sentinel-Echo* has begun a new editorial page feature, Sentinel Snapshots, designed to highlight "positive events" in the community. The first segment focused on a Laurel County couple who sponsor foreign exchange students.

BOWLING GREEN --Western Kentucky University's department of journalism hosted 20 minority students for a week and a half of interaction with top minority journalists this summer. The young people were from Kentucky, Tennessee, Ohio and Indiana. The camp is sponsored by the *Bowling Green Daily News*, *Frankfort State Journal*, *Owensboro Messenger-Inquirer*, *Louisville Courier-Journal*, *Lexington Herald-Leader*, *Landmark Community Newspapers* and *Dear Publications*, along with Tennessee and Indiana papers and Dow Jones.

PRESTONSBURG --The *Floyd County Times* worked with the Floyd County Adult Literacy Council in late June to produce a tabloid on literacy. Members of the council, along with newspaper staff members, prepared the

tab which was distributed in a Wednesday edition of the paper and at the council's annual Literacy Luncheon... *The Times* staff also produced a special tabloid section in June on vacation spots close to home. The paper picked up the check for staff writers to travel to some of the featured sights. The section also represented a first for the paper: a full-color cover photo.

CUMBERLAND --The *Tri-City News* is sponsoring the third annual photography contest in conjunction with the Kingdom Come Swappin' Meetin', set for the first weekend in October at Southeast Community College. Publisher Jeff Wilder says that 170 entries were judged last year and more are expected this time around.

LEXINGTON --Citing rising production costs, management of the *Lexington Herald-Leader* upped the single copy price from 35 cents to 60 cents for the daily paper, effective Sept. 3. The Sunday paper remains at \$1.25.

HARRODSBURG --The *Harrodsburg Herald* has purchased

Hewlett Packard personal computers, an Itek Graphix laser printer and a Digitek 5000 digital typesetter. Also new is equipment for making halftones from negatives and for full-page negatives... The *Herald* recently took top honors in a window display contest sponsored by Harrodsburg First.

SCOTTSVILLE --Staff of *The Citizen-Times* captured first place for their float in the local fair parade. The theme, "Stepping into the '90s," was depicted with newspaper items from the past, present and future. Along with other staff members, riding on the float were great-great-grandsons of the late R.R. Pitchford Sr., who founded the paper 100 years ago.

Member Milestones

HAZARD --The *Herald-Voice* acknowledged its 79th year of publication in June with an article on the paper's colorful history. Writer Paul David Taulbee traces the history of ownership and changes in publication dates since 1911 when it was begun by a Chicagoan.

BURLINGTON --The *Boone County Recorder* is basking in 115 years of publication this year. A July edition ran reprints of items from an 1875 edition. As part of the promotion, publisher Bryan Dear and editor Terry O'Connor sent sample copies to 5000 non-subscribers.

MIDDLESBORO --Wayne Knuckles, city editor of *The Middlesboro Daily News*, offered an interesting article for newspaper history buffs in July. Tracing the city's newspaper legacy, Knuckles says the past 100 years have seen more than 20 publications come and go in the community, 14 of them before the turn of the century. The *Daily News*, tracing its origins to 1911, is apparently the only one with staying power.

MURRAY --Similarly, Todd O. Ross of the *Murray Ledger & Times* takes a look in an August article at that community's newspaper heritage, including his paper which has been around since 1879.

OWINGSVILLE --An editorial in the Aug. 16 edition of *The News Outlook* notes that paper's 111th anniversary with a recounting of the beginnings of newspapers in the United States.

"How having better
will pass them on to others."
-This

"Over hundred and fifty
years and still growing."

Providence
Sequicentennial Edition

The Journal-Enterprise

NUMBER ELEVEN PROVIDENCE, KENTUCKY, THURSDAY, SEPT. 13, 1990 VOLUME EIGHTY-SEVEN



A PROUD SALUTE
TO OUR
150th
ANNIVERSARY
CELEBRATION



HAPPY BIRTHDAY PROVIDENCE!

PROVIDENCE -- The *Journal-Enterprise* celebrated the sesquicentennial of the city of Providence with a souvenir edition that was buried in a time capsule during a Sept. 9 ceremony. The tabloid included a written and pictorial glimpse of the city over 150 years and was in the paper's Sept. 13 issue.

"Asking a working writer
what he thinks about critics is
like asking a lamppost how it
feels about dogs."

--Christopher Hampton

Naming names

DARRELL HATHCOCK is the new editor and general manager of *The Sentinel-Echo* in London. He replaces **RONALD J. CAUDILL** who now coordinates 16 newspapers in Kentucky and Virginia for Park Newspapers. Hathcock has been advertising manager for the paper since 1987 and formerly worked at the Statesville (N.C.) *Record & Landmark*.

The Grayson County News-Gazette in Leitchfield is without general manager **JIM ALLEN** for the first time in almost 20 years. "Major" Allen has opted for a full-time Army Reserve assignment as Public Affairs Officer for the 83rd ARCON, headquartered in Columbus, Ohio. Allen says he planned the switch before the military crisis in the Middle East arose. Stepping in as interim general manager is **MARYJANE SMITH**, accounting supervisor since 1977. **EDNA DUGGINS**, editor for 10 years, has been named the paper's interim managing editor.

KELLY E. MIRT, former advertising director of *The Owensboro Messenger-Inquirer*, is the new advertising director at the Boulder (Colo.) *Camera*. Stepping in in Owensboro is **TIM THOMPSON**, former retail advertising manager of the Spartanburg (S.C.) *Herald-Journal*.

MARY CAROL TINGLE has been promoted to general manager/advertising manager at *The Henry County Local* in New Castle. She has worked in bookkeeping and advertising at *The Local* for two years and is a senior in accounting/management at Kentucky State University.

JEFF SPRADLING is the new editor of *The Clay City Times*, replacing **JAMES MULCAHY** who has joined *The Bourbon Times*. A Morehead State University graduate, Spradling has experience with the *MSU Trailblazer*, *Morehead News*, *Maysville Ledger-Independent*, *Grayson Journal-Enquirer*, *Mt. Sterling Advocate* and *The Carlisle Mercury*.

TAMMY HOWARD won this year's School Bell award presented by the Kentucky Education Association at its spring convention. An Eastern Kentucky University alumnus, she is assistant editor of *The Beattyville Enterprise* and staff writer for *The Jackson Times*.

Now managing the printing business of *The Manchester Enterprise* is **JAY NOLAN**. A former Army officer, he earned degrees from UK and Pepperdine University.



HOLLY MOORE has joined *The Gallatin County News* as a reporter and editorial assistant. She is a senior at Northern Kentucky University where she edits the campus newspaper, *The Northerner*. She also has experience with *The Dixie News* in Boone County.

The Kentucky New Era in Hopkinsville has added staff photographer **DONNA WILSON**, a May graduate of Austin Peay State University, where she was photographic editor of the student newspaper and a student worker in the public affairs office.

Joining the sports staff of *The Bourbon County Citizen* recently was **ANTHONY FARIS**, standout baseball player at Bourbon County High School and Pembroke (N.C.) State University.

LOUISE PAUL has replaced **SYLVIA CURTIS**, who retired as bookkeeper and Jill-of-all-trades at *The Sentinel-News* in Shelbyville. Curtis, who joined the newspaper's staff three decades ago, was feted at a retirement reception Aug. 10.

BECKY JACKSON has left the editorial helm of *The Trimble Banner-Democrat* in Bedford. **TERESA LITER**, a recent ECU graduate, has joined the staff as writer-photographer.

SUSAN ALLEN and **TIM PRESTON** are new staff writers at *The Floyd County Times* in Prestonsburg. Both have experience with newspapers in Pike, Floyd and Johnson counties. **CHARLOTTE MCFALL** is the new bookkeeper for *The Times*, and **TRENA HOLBROOK** has joined the staff as receptionist. In the paper's advertising

department, **KIM FRASURE** has been named manager, assisted by new staff members **SUSAN COLEMAN** and **JEFF SAMMONS**. Former *Times* staff writer **FRANK CLARK** died Sept. 6 in his home

state of Pennsylvania as a result of brain cancer. He was 27.

FONDA ESTES is the latest addition to *The Estill County Tribune* staff. (Continued on page 5)

SPJ chapter gives honors, awards

A former publisher and staff members from five KPA newspapers were among those honored with Metro Journalism Awards from the Louisville chapter of the Society of Professional Journalists last month.

Five high school journalists were given Lewis M. Conn Junior Journalist Awards. The incentive awards honor the late founder of the *Jefferson Reporter*, *Kentucky Business Ledger*, *The Area Business Databank* and the Association of Area Business Publications.

The student winners were Kristen Chapman, Pleasure Ridge Park High School; Kevin Hyde, Trinity High; Janice G. Smith, Providence High, Clarksville, Ind.; Travis Schraffenberger, Floyd (Ind.) Central High; and Daniel E. Roth, Atherton High.

Top professional winners were, by paper:

The Courier-Journal: Magazine feature reporting, **Bob Hill**; Service reporting, **Diane Hellenman**; Sports, **Holly Holland** and **Pat Forde**; Business reporting, **Grace Schneider**; Minority/women's affairs, **Lawrence Muhammad**; Column writing, **Al**

Cross; Continuing coverage, **Calvin Miller**; Enterprise reporting, **Gideon Gil** and **Ben Hershberg**; Deadline reporting, **Leslie Scanlon**, **Andrew Wolfson**, **Jim Adams**, **Robin Garr**, **Muhammad, Miller**, **Gerald A. Ryan**, **Cary B. Willis**, **Hershberg**, **Cross**, **Rick McDonough**, **Bill Weronka**, **Judy Bryant** and **Tom Dorsey**; Photography, **Durell Hall Jr.**

The Pioneer News, **Shep**
ersville: Criticism, **John Roberts**.

The News Enterprise, Elizabethtown: Continuing coverage, **Melissa Muscovalley**, **Greg Kocher**, **Ben Sheroan**, **Pamela Lill**; Enterprise reporting, **Chad Carlton**, **Kocher**, **Steven J. Paul**, **Karen Morgan**, **Tim Johnson**; Sports, **Darrell Bird**.

The Sentinel-News, Shelbyville: Business reporting and deadline reporting, **Duane Puckett**; Minority/women's affairs, **Mickey Meece**.

The Lebanon Enterprise: Column writing, **Ninie Glasscock**.

Other awards went to the **Corydon (Ind.) Democrat**; *The News*, **Tell City, Ind.**; *Louisville Magazine*, **Business First**, **WHAS-TV**, **WHAS radio**, **WAVE-TV**, **WFPL radio** and **WAMZ radio**.

On tap . . .

September

Advanced Leadership in Advertising Dept., ANPA, Sept. 30-Oct. 3, Chicago (703/648-1319)
Seminar on "Chemicals & The Environment: Reporting, Risks & The Right to Know," SNPA, Sept. 30-Oct. 3, Atlanta (404/256-0444)

October

"Writing for the Reader," KPA, Oct. 4, Bardstovwn; Oct. 5, Bowling Green; Oct. 19, Lexington (1-800-866-1431)
Oct. 1: Statement of ownership to be published in issue of newspaper and filed with local postal service.
Society of Professional Journalists convention, Oct. 11-13, Galt House, Louisville (Rachel Kamuf, 502/583-1731);
**Minority Job Fair, Oct. 10-11; National Press Photographers Flying Short Course, Oct. 14
Family Newspaper Conference, Oct. 12-14, Portland, ME, NEMA (508/744-8940)
Management Development, ANPA, Oct. 14-18, St. Louis (703/648-1319)
Multicultural Management, ANPA, Oct. 21-23, Chicago (703/648-1319)

November

Nov. 1: KPA/KPS Board of Directors meeting
Leadership in Circulation Dept., ANPA, Nov. 4-7, San Antonio (703/648-1319)
Seminar on "Newspaper Print Quality for the '90s," SNPA Foundation, Nov. 11-14, Columbia, S.C. (404/256-0444)
Middle Management Seminar, Newspaper Management Center, Nov. 11-16, Week One, Northwestern University/ Evansville (708/491-4900)
Workshop on Copy Editing, Mid-America Press Institute, Nov. 16-17, St. Louis (618/453-3281)
Leadership in Ad Dept., ANPA, Nov. 27-29, Alexandria, Va. (703/648-1319)

In general

US Postal Service offers Second Class Mail Seminars: Oct. 4-5, Buffalo, N.Y.; Oct. 16-17, New Haven, Conn.; Oct. 18-19, New York City; Nov. 5-6, Denver; Nov. 7-8, Dallas; Nov. 28-29, Boston; Feb. 19-20, Los Angeles; Feb. 27-28, Detroit; April 9-10, New York City (1-800-877-7843)

Black, white and Red all over

Good editors, writers share good habits

by Martin L. Red Gibson
The University of Texas at Austin

Writers and copy editors cannot change their characteristics easily, but they can develop new habits -- if they try.

You may be able to provide a better list of habits, but the one below will get us started. Let's check some habits every journalist needs.

1. Looking for a local angle in every story.
 2. Looking for features.
 3. Looking for story parts worth special treatment -- pull quotes, charts, art.
 4. Seeking a second source.
 5. Providing perspective.
 6. Checking the math.
 7. Following the dollar.
 8. Giving examples.
 9. Explaining.
 10. Rechecking.
- We'll go over those.

The good newspaper reporter or editor, whether on a weekly or a metro daily, knows that news must have some relevance to the paper's readers. That is, readers want to read about things that affect them. The more direct the effect, the more interest the reader has.

Only as a last resort will the good journalist fall back on "he could not be reached for comment."

So editors and reporters constantly examine stories from other places. We try to show how events elsewhere affect our readers. Or, and this is just as important, we take an event or activity that occurs in another place and ask whether that sort of thing happens in our own city. Let's say we read that computer users have been found to have more headaches than the average person. We ask about computer users in our own town. That will probably include the newspaper staff, but we check anyway.

Features. The good news person looks for feature ideas all the time. He or she looks at everything and everybody as a potential feature subject. "What would my readers like to know about this person?" the journalist asks. Or, "What about this person would my readers find unusual or interesting?"

Writers need to be conscious of ways to enhance their stories, our third habit. They need to realize the value of those quotes we pull out for highlighted treatment (called pull quotes or inset quotes, among other things). Writers will be a little more likely to press for good quotes if they know the layout may feature a quote. Charts and photos have a similar effect. Editors always need to be alert for material that can be presented graphically. They need to be

thinking about photos before the story is taken. They need the holistic approach -- words, charts, photos and headlines make up the package. And it never hurts for reporters to think of these things.

Not every story has to have more than one source, but many do. The good writer automatically assumes -- our fourth habit -- that any story involving criticism of someone will allow that person to offer a defense. Only as a last resort will the good journalist fall back on "he could not be reached for comment." Ideally, you use a second source even if it merely reinforces the views of the first source. On the up side, the second source sometimes says good things about the first source -- good things the first source could not say without being immodest.

In providing perspective, our fifth habit, the writer and editor want to be sure readers have something to measure an event by. For example, a story about how much we pay our public officials takes on more meaning if we give the pay scale for officials in other, similar places. We provide information on local pay through the years for still another kind of perspective.

Editors need to develop the habit of looking at math with a jaundiced eye. For one thing, math mistakes are common and are easily detected by readers. Editors should habitually check all figures. Check percentages. Check addition. Check subtraction. Check ra-

ties. Check it all. You will find enough errors to justify the time you spend on this sixth habit.

As a related habit, our No. 7, journalists learn to follow the dollar. That means we show what monetary effect an event or circumstance will have on readers. Money is a substitute for time. I give the government money to build roads so I won't have to use my time laying pavement. That money represents time I spent doing something else. So a tax increase takes my time. A war in the Middle East takes my time.

...we quickly destroy reader confidence in our product if even one story per page has an error.

The journalist is supposed to show me how all these things, how everything, affects my pocketbook. We want quality education in our town. What does that cost? What will be the costs if we don't have good public education? What if people with kids don't want to move here because of our schools? Does that cost money? We want green trees downtown. What does that

mean in money? Find the dollar.

Give examples, I advise as the eighth tip. Well, if you go back over the material above you will see that I have tried to give you something concrete to go with every abstraction. That keeps readers from having to guess at what you mean.

A writer who takes time to explain, our ninth point, wins the reader's gratitude. Most of your readers are likely to be as smart as you, but few of them are likely to be as well informed as you on the subject of your story. Be wise enough to know what they will find unfamiliar. Explain unfamiliar terms. Explain processes the reader won't understand.

The good editor gets the final habit, rechecking, early in life and, we hope, without being burned. Nobody ever said every story will have something wrong with it, something you might catch by taking a second look. But we quickly destroy reader confidence in our product if even one story per page has an error. We cannot catch every error, but we greatly increase our chances if we take a second look at every story before putting it into the newspaper.

Databank

***A manual that provides guidelines to identify fraudulent advertising is available from the US Office of Consumer Affairs. Write to Bonnie Jansen, director of public affairs, OCA, 1725 I St., NW, Suite 1003, Washington, DC 20006; or call 202/634-4310.

***Back issues for 1986-88 of Design, the journal of the Society of Newspaper Design, are being offered by the society. "Design Collection 3" is a 368-page edition of out-of-print issues. Cost for the three-hole punched collection is \$49. Write Ray Chattman, SND, The Newspaper Center, Box 17290, Dulles International Airport, Washington, DC 20041; or call 703/620-1083.

***Copies of *Strategic Newspaper Marketing*, written by Don E. Schultz, professor of advertising at Northwestern University's Medill School of Journalism, are available from the International Newspaper Marketing Association, Book Dept., PO Box 17422, Washington, DC 20041; or call 703/648-1094. Cost is \$35 for members, \$50 for non-members. It's billed as "an excellent primer for those entering the promotional field."



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NNA Update by Max Heath

Postal productivity, finances improving steadily

Despite the sizeable rate increase looming in February 1991, there is reason for some optimism that the US Postal Service is getting its act together under Postmaster General Tony Frank.

Productivity is up

USPS speakers at the Aug. 9 meeting of the Mailer's Technical Advisory Committee (MTAC) revealed that productivity is up 2.9 percent for the first three quarters of the fiscal year. That means a \$450 million savings to ratepayers. Even more important, momentum is upward with a 3.4 percent gain in the third quarter.

Ed Horgan, associate postmaster general, said the deficit for FY90, originally pegged at \$2.2 billion, will be less than \$1 billion. The deficit for period 11 (of 13) ending July 27 was \$326 million, or \$564 million better than budgeted.

Horgan, coining a new term, proclaimed "postalflation" was under control with all five regions and headquarters under plan on expenses.

There are 23,500 fewer employees this year in the 750,000-member workforce through attrition and reorganization (no layoffs).

Volume is up

Also on the good news front, volume is up. For the first three quarters, total revenue (with no rate increase) is up 3.2 percent with pieces up 3.4 percent and weight up 5.1 percent.

First Class mail is strong with 3.2 percent more pieces and 2.7 percent more revenue in 1990 versus 1989. That is being driven by 18 percent revenue growth in private mailing cards, 23.2 percent in presort private cards and 19.2 percent growth in carrier route presort letters.

Third Class is up just .5 percent in volume and 1.6 percent in revenue, although carrier route presort is up about 12 percent in volume and revenue.

Second Class mail is steady with little change in volume and revenue off 1.2 percent. In county, used by small newspapers, is down 10.5 percent in revenue and 8.7 percent in volume. Regular rate, used by newspapers of all sizes outside the county, is up 2 percent in volume but down 1 percent in revenue.

Delivery plan for '90s

Plans now being implemented will increase productivity further by reducing the amount of carrier office time. From 1978-88 carrier office time has increased from 33 percent to 47 percent of hours worked. Household growth has been 17.5 percent and mail volume is up 65.7 percent. Average route deliveries have grown from 1300 pieces to over 2000 pieces.

For years, carriers have cased letters, then flats (newspapers, maga-

zines, large envelopes) separately, then matched the two from two cases into one scheme. Average time is 80 minutes casing letters and 76 minutes flats.

A goal has been set by 1995 to average 4179 pieces to 700 delivery stops per route. Automation, vertical flat casing, use of routers (who just sort, not deliver) and 9-digit Zip codes will help make this possible, explained operations specialist Bob West. More centralized delivery, such as to apartment complex cluster boxes, instead of curb or door delivery, is foreseen.

Stopping the growth in number of routes and enlarging existing routes from about 500 stops to 700 (allowing more mail delivery without employee growth) is the key, according to operations specialist Julie Rios. Fast-growth areas will be an exception.

Labor contracts up soon

Several roadblocks to further gains in expense control exist, however. The biggest is the 83 percent of the budget spent on labor. USPS is readying for what is probably the most important negotiations with postal unions in its history. Wage restraint and work rules flexibility (but not concessions or givebacks) will allow USPS to operate at less than inflation, as mailers have been promised, for the future. (The current rate case is seeking revenue to make up for the late 1980s when USPS operated at 2 percent above inflation each year. PMG Frank has promised to return this 6 percent to mailers over the next three years by operating at 2 percent under inflation.)

Joseph Mahon, assistant PMG for labor relations, sees little likelihood of a strike. Interest arbitration is likely, with Mahon hopeful of a negotiated settlement.

Benefit costs a big problem

Another major problem (nationwide, but worse in the Postal Service) is cost of employee benefits. Joel Trosch, assistant PMG for employee relations, said health benefits cost USPS \$1.8 billion in 1989. USPS made a mistake by not withdrawing from the federal system with postal reorganization in 1970, Dross indicated. The Federal Employee Health Benefit System has 35 plans, including many HMOs, with charges based on the average of the six largest plans. Employees migrate to the highest cost plans.

USPS is studying a pullout to avoid growth in costs to a projected \$5 billion by 1995. But Congress may oppose a pullout of 600,000 people due to its effect on federal costing. Congress is considering bills to change the federal system. Clearly, USPS needs the ability to control increases by eliminating the range of adverse selection available.

Inflation, gas costs hurt

Also hurting postal costs are inflation in the economy in general and of fuel in particular. This year's cost-of-living adjustment was 10 cents per hour higher than expected, adding \$700 million to FY90, said Richard Porras, assistant PMG for the department of the controller.

And each cent added to gasoline costs per gallon equals \$1 million more cost to the Postal Service. Adding heating oil and contract carriers, etc., drives cost up \$2.5 million overall for each cent increase in gasoline prices.

Porras wants also to improve postal investment revenue by going to the open market rather than the Treasury as required. He said a return three-fourths to one point better could be achieved if the Treasury would free USPS.

Deficit reduction payoff?

One of the darkest clouds looming over the Postal Service is a proposal from the Office of Management and Budget to charge USPS \$1.3 billion to help reduce the federal deficit. While the Postal Service is now off-budget, this proposal would shift part of the deficit-cutting burden from taxpayers to postal rate payers. It is blatantly unfair, and all mailers (including those in the newspaper business) should oppose this if it moves forward to Congress.

William Johnstone, assistant PMG for government relations, said every time a budget summit has been held, decisions harmful to USPS have emerged. He also said pending legislation on aviation security (requiring all mail to be screened, possibly at Postal Service expense) will slow the mail if implemented.

The revenue forgone appropriation (used by in county publications) could be affected if Gramm-Rudman-Hollings kicks in this October (if no budget settlement is reached).

Bill Clay of Missouri will become chairman of the House Postal Committee in 1991 when Bill Ford moves to another chairmanship. (That may be an improvement for newspapers, since Ford had a vendetta against some suburban papers in Michigan.)

2C Subcommittee info

The Second Class Subcommittee of MTAC dealt with several issues of interest to newspaper mailers.

Brown sacks

Brown sacks will be available to all second class mailers in the central region by Oct. 1. That is the fourth of five postal regions to be fully stocked on brown "equipment." Only the Eastern Region is yet to come. If you have problems obtaining brown sacks for newspaper use, call your Management

Sectional Center. If that doesn't work, call Harry Stanley at Postal HQ (202/268-4323). He'll help solve the problem.

Publication Watch forms

Smaller publishers, including newspapers of all sizes, were urged to make more use of the Publication Watch, PS Form 3721. Deborah Scavotto of Christian Science Monitor, chair of an ad hoc committee on problems with the new watch form, said articles will be in Memo to Mailers and other postal publications soon. A flow chart has been produced to reinforce proper channeling of 3721s.

A recent survey showed 96 percent of publishers were aware of the form and 88 percent used them. Frequency of titles using them was 18 percent daily, 42 percent weekly, 16 percent biweekly, and 22 percent monthly. Seventy-one percent verified the subscriber address or label and 18 percent checked for production or transportation delays before filling out the form. (Both are good ideas.)

The problem was reported "sometimes solved" by 45 percent of the publications surveyed. But 41 percent said it was not. Only 14 percent said yes.

Focus group report

More participation of newspapers in focus groups which meet quarterly in each postal region is sought. Attempts will be made to involve the local postal customer councils to get more participation. Delivery problems and solutions are the sole purpose of the focus groups.

Independent publications

There was discussion of continuing problems with newspaper supplements, sections, and pages being ruled independent publications. Newspaper publishers should appeal any local rulings with which they disagree to USPS regional offices of mail classification. Leo Raymond of HQ classification (202/268-5199) has been giving particular attention to this problem.

Quips

"Every author, however modest, keeps a most outrageous vanity chained like a madman in the padded cell of his breast."

—Logan Pearsall Smith

"Truth is shorter than fiction."

—Irving Cohen

"Some editors are failed writers, but so are most writers."

—T.S. Eliot

'One changing lifestyle. please'

Paper tries new way to 'digest' the news

For folks who don't take the time any more to pore over the morning paper at the breakfast table at home, the Lexington *Herald-Leader* has a solution.

At two locations -- and maybe more by the time you read this -- you can get a copy of the paper while waiting for your Egg McMuffin in the McDonald's drive through line.

Spiffy new racks fall in line between the ordering box and the pay window at the McDonald's restaurant on Harrodsburg Road in Lexington and at the Nicholasville franchise. Both stores are owned by Allan Nahra.

At press time, Don Hargis of the *Herald-Leader* circulation department was waiting for word from McDonald's franchisers permitting him to place similar racks at 58 stores in the paper's prime circulation area.

The special racks, which carry the McDonald's logo, are designed to be reached from the car window. Unlike conventional racks, the access door opens up and out to shield the paper from rain.

Open parole hearings topic of KPA testimony

Representatives of KPA plan to testify Oct. 1 before the General Assembly's Program Review and Investigation Committee which is studying the state's parole system.

Presenting the case for open hearings and records of the Parole Board will be Steve Lowery, *The Kentucky Standard*, Bardstown; Stan Macdonald, *The Courier-Journal*, Louisville, and Attorney Jon Fleischaker of KPA Hot Line.

Also attending will be KPA President David Hawpe, *The Courier-Journal*, and Pam Shingler of KPA.

If you have comments to share, call Lowery at 502/348-9003 or Shingler at 502/223-8821.

According to the Reporters' Committee for Freedom of the Press, 32 states already have open parole board hearings and the issue is pending in nine others. Doug Drummond of the Washington-based Committee is helping with research for the testimony.

"Never mistake motion for action."

--Ernest Hemingway

Hargis said that circulation figures and in-paper surveys indicate that 80 percent of the McDonald's rack sales are to new customers.

He added that the addition of another stop in the drive through "does not seem to slow down the line."

One thing that makes the rack attractive to the restaurant corporation is the newspaper's pledge to donate 2 cents for every newspaper sold in the drive through lanes to Ronald McDonald House.

Hargis said the paper has already received a thank you letter from the Ronald McDonald House.

The racks have been in use for about a month and a half.

Gettin' close to home

When we struggle in our own little, homogeneous worlds of Inez or Glasgow or even Louisville, it's hard to digest all those international statistics that hit us daily.

An organization called Development Innovations and Networks has come up with a close-to-home interpretation that might reflect the way a UFO pilot sees us earthlings. (It comes to us via Community Farm Alliance, via *The Courier-Journal*.)

Reduce the world to a community of 1,000 people, such as say Brownsville or Beattyville; here's how the population looks.

Nationality:

564 Asians
210 Europeans
86 Africans
80 South Americans
60 North Americans

Religion:

300 Christians (183 Roman Catholics, 84 Protestants, 33 Orthodox)
175 Moslems
128 Hindus
85 other religions
55 Buddhists
47 Animists
210 with no religion

Economic:

60 would have half the income.
500 would be hungry.
600 would live in shanty towns.
700 would be illiterate.

Kind of humbling, isn't it?

ADVERTISING CORNER

Ads placed in July \$157,895.88

Ads placed in August \$94,993.94

Total placed through KPS in Kentucky newspapers in 1990
\$768,306.61

Code alert!



The New York Times does it. So does *The Washington Post*. But apparently, Kentucky newspapers haven't seen the need yet for the Universal Product Code.

Those little lines that mean nothing to most consumers but everything to cash register scanners are beginning to appear on the front pages of newspapers, according to John Iobst, manager of computer/chemistry for the American Newspaper Publishers Association.

Iobst, who says he's gotten calls from papers across the country, predicts the codes will be in full use within two years, as grocery stores and drug stores request papers to accommodate their registers.

Calls to several papers around the state reveal that Kentucky newspapers feel no pressure to adopt the code.

A circulation spokesperson at *The Kentucky Post* in Covington says his paper does not sell enough papers in stores to warrant code usage. Ditto for *The Daily Independent* in Ashland and *The Messenger-Inquirer* in Owensboro.

A circulation manager at the Lexington *Herald-Leader* says the idea has been discussed, but not acted upon. Folks at *The Courier-Journal* indicate they haven't even discussed the matter.

Any paper that does want to explore use of the product code must go through the Uniform Code Council in Dayton, Ohio. It is here that numbers are assigned and regulations are posted.

To get a copy of the instructions for applying for a code number and other information about usage, call the council at 503/435-3870; or write PO Box 1244, Dayton, Ohio 45401-1244.

Contest draws 2500+ entries

KPA staffer Sue Cammack sorted more than 2500 entries in the 1990 Fall Newspaper Contest.

This year's is one of the largest KPA state contests ever, says executive director David Thompson.

A rough count includes: Weeklies I, 186; Weeklies II, 308; Weeklies III, 566; Multi-weeklies, 286; Dailies I, 392; Dailies II, 351, and Dailies III, 415.

Judging is next month by members of the Michigan Press Association. Winners will be announced during the KPA winter convention in Lexington and will be featured in the January edition of *The Kentucky Press*.

"All newspaper editorial writers ever do is come down from the hills after the battle is over and shoot the wounded."

--Unknown (or unadmitted)

WE'RE CONCERNED ABOUT YESTERDAY'S NEWS.

News can appear one day and be gone the next. But the paper news is printed on can and should live on.

Last year, more than one third of all U.S. newsprint was recycled. And that number is growing every day.

Recycling

is the one way we can all give something back.



Read. Then Recycle.