

## Directories available at convention

The new edition of the Kentucky Press Association Yearbook and Directory will be available for you to pick up at the 2004 Winter Convention and Trade Show on Jan. 22-23 at Embassy Suites in Lexington.

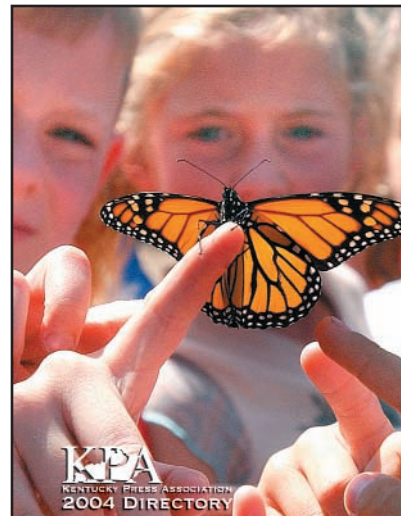
The photo featured on this year's cover was made by Clay Jackson, chief photographer of The Advocate Messenger, Danville. He took this photo when Dianne Stillwell's second grade class at Woodlawn Elementary School was studying life cycles. This Monarch butterfly began its migration to Mexico soon after the picture was taken. The photo has also appeared in USA

Today and Weekly Reader.

The directory isn't the only thing attendees will take home with them after the convention. They will also take home with them information from the numerous industry experts scheduled to speak at the convention on topics involving subjects such as technology, NIE programs, generating online revenue, advertising sales, postal concerns, photography and newspaper credibility.

The events begin at the Lexington hotel at 11 a.m. Thursday when the trade show booths open. An opening reception will be held

See UNDERWAY on Page 4



The new KPA Directory cover photo was made by Clay Jackson of The Advocate Messenger.

## January News & Notes

### General Assembly is underway

The 2004 Kentucky General Assembly convened on Tuesday, Jan. 6 and once again the KPA news bureau will be offering coverage of the events.

Legislative stories can be sent by e-mail or fax and will also be filed on [accesskpa.com](http://accesskpa.com). If you want to receive the stories and/or photos and have not yet notified the News Bureau, please e-mail News Bureau Director Dana Ehlschide at [dehlschide@kypress.com](mailto:dehlschide@kypress.com) and let her know how you prefer to receive the stories.

Legislative roundup stories will be filed weekly each Friday by 4 p.m. and other stories, packages and/or photos will be filed in addition as key legislative initiatives move through the chambers.

As always, the News Bureau's coverage is on a first-come, first-served basis. Keep in mind, the News Bureau can fill such requests as: complete stories, a quote from your legislator to add to a local story or a photograph of your legislator in action.

The service is free of charge to you as a KPA member.

To make a request, contact Ehlschide at 1-800-264-5721 or by e-mail at [dehlschide@kypress.com](mailto:dehlschide@kypress.com).

Kentucky Press Association intern Chad Allen Harpole will be assisting Ehlschide in coverage again this year.

See NEWS on Page 10

## Dr. Thomas Clark on Kentucky newspapers' influence on the state

By DAVID GREER  
Member Services Director

"I could have easily been a newspaperman."

"The newspaper had and still has an impact on the Kentucky mind."

"I've always had a fascination for newspapers and their development."

"No one knows just how much influence newspapers have. Everyone says they do, but no one, including the newspapers, can measure it."

Those are the astute observations of 100-year-old Dr. Thomas D. Clark, Kentucky's historian laureate-for-life and author of more than 30 books – three of them about the state's newspapers.

As a boy in Mississippi, Clark read the local weekly papers, in

addition to dailies from Atlanta, Memphis and New Orleans.

"That was my source of information for many things," he said.

Clark grew up in rural Mississippi. His father farmed while his mother taught school and instilled within him a love of history. But a young Clark briefly dropped out of high school and farmed for two years before realizing he should return to school. He did and then went to college with thoughts of becoming a lawyer. But there were influences to become a journalist – a couple of his cousins ran weeklies back home – and even a job offer or two was made to Clark. But a mentor at the University of Mississippi persuaded him to pursue his love of history

See CLARK on Page 11



Dr. Thomas Clark spoke to those attending the 2003 KPA convention about where newspapers have been and where they are headed.

# Kentucky people, papers in the news

## Ashland Independent names new publisher

Eddie Blakely was named publisher of The Independent in late November.

Blakely, who has been publisher

of the Portsmouth (Ohio) Daily Times since 1999, has been serving as regional publisher within CNHI's Bluegrass Division for some time. In addition to being publisher of the Portsmouth newspaper, he has had regional responsibilities over several

northeastern Kentucky newspapers, including Ashland, since October. He will continue in that regional management role, including oversight of Portsmouth.

Blakely has also served as publisher of newspapers in Orange, Texas, and Port Arthur, Texas.

He replaces Roger Coleman, who resigned in October to accept another position with another newspaper group in the Milwaukee, Wisc. area.

## Barger hired as new editor in London

The London-Laurel News Journal recently hired a new editor. Samantha Barger took the position of editor in November.

Barger has worked in several aspects of the news industry and brings with her a unique community approach to writing. She held a position at the Kentucky Press Association and was Architectural Marketing Director for a firm in Lexington.

Prior to accepting the News Journal position, she worked at The Middlesboro Daily News as a reporter covering the Chamber of Commerce, city and county governments as well as other significant community events.

Barger graduated from Hazard High School and attended Lee University in Cleveland, Tenn.

## CKNJ begins intern program with Campbellsville, LWC

The Central Kentucky News-Journal will be giving Campbellsville University and Lindsey Wilson College journalism students the

opportunity to get some experience in the newspaper field.

The News-Journal is creating a Journalism Scholars Program and will be offering a 10-week paid internship to one student from each school during the spring and fall semesters of each academic year, beginning with an internship awarded to a student from each school during the spring 2004 semester.

This is in addition to the summer internship program in which the News-Journal participates along with other Landmark Community Newspapers. LCNI is the News-Journal's parent company.

News-Journal Publisher Richard RoBards and Editor Beth Foster have worked with Stan McKinney, assistant professor of journalism at CU, and George Kolbenschlag, assistant professor of communications and journalism at LWC, to develop the Journalism Scholars Program.

Any full-time student who is studying communications, journalism or public relations at CU or LWC may apply for the internship, which will also include academic credit for the students selected to fill the positions.

In order to apply, students must complete an application, write an essay, provide letters of recommendation and be recommended by their journalism professor. The top three applicants from both schools will be interviewed by RoBards and Foster with the top candidate for each school being awarded an internship.

Students chosen will be expected to write at least one article each week for publication in the newspaper, as well as attend some public

**See PEOPLE on Page 12**

## The Kentucky Press

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## Deaths

### Former C-J editor Erskine Campbell dies

Erskine Campbell Currie, a veteran Courier-Journal editor, died Nov. 23 in Bend, Ore., after a long illness. He was 76.

Currie worked at The Courier-Journal for 23 years and was the night regional editor for much of that time. He retired in 1985. After

retiring, he moved to Bend with his daughter, helping her care for her children.

Before coming to Louisville, Currie worked for several small newspapers, including papers in Pensacola, Fla., and Birmingham, Ala.

Currie was a native of Hattiesburg, Miss., and graduated from Louisiana State University in 1948. After college, Currie served in the Air Force for four years.

# Convention offers hair shedding experience

Ninety-three newspapers.  
Ninety-three full page ads.  
Ninety-three newspapers, 93 full page ads and each one had to run three straight weeks.

That's a total of 279 full page ads.

Midway through December, it looked like the staff's goal of hitting the \$5 million mark in advertising would fall about a half-million short. December's not the largest month of the year. Budgets are usually spent by then and the advertisers we have through KPS aren't retail merchants looking for a big holiday push.

We had already set the one-year advertising record and had more than \$4.5 million on the books. But with two weeks left, there wasn't

## On Second Thought

By David T. Thompson  
KPA Executive Director

(Notice what he's going to look like with a shaved head)



enough time.

Then came a phone call. An ad that needed to be published. In some 93 newspapers and it had to run three times.

Turned out it was better than a full page each time.

So the goal of \$5 million quickly became more realistic and I waited anxiously to find out the final total of that placement. Would it mean \$5 million for the first time in history?

Most definitely by the preliminary figures. But then, there were only two weeks left, so one of the placements had to go in 2004. And some of the newspapers on the schedule don't have a Christmas week issue, or a New Year's week issue, or don't have any issue the last two weeks.



The Kentucky Press Service advertising staff members include: (front row, from left) Tami Hensley, Mark Sheridan, (back row) Teresa Revlett, Holly Willard and Rachel McCarty.

So those had to be scheduled for 2004 as well.

Factor in all of that, and the placement total exceeded \$300,000

for the last two weeks. That put us right at \$4.9 million for the year.

But then the placement actually

See HAIR on Page 9

# 2003-04 to be a banner year for KHSJA

The current school year has been one of firsts for the Kentucky High School Journalism Association. Now in its seventh year, KHSJA can boast of 96 members and some firsts.

For one, I hesitate to call KHSJA members schools because not all members are schools this year. The Lebanon Enterprise is working directly with a group of Marion County High School students who wanted to learn more about journalism. So, The Enterprise itself is a KHSJA member this year. Thanks to general manager/editor Chris Hamilton for his wisdom in investing in journalism's future. Also, the R.E.E.L. Radio Project at WFPL-FM, an NPR station in Louisville, is a KHSJA member this year as it works with a group of high schoolers learning about radio broadcasting.

Also, the 96 KHSJA members for 2003-04 represent an increase of five

## Oh, By The Way

By David Greer  
KPA Member Services Director



members over the previous school year, and something tells me we might get some additional members over the current 96.

KHSJA is sponsoring a software training session on Jan. 21 at the Embassy Suites Hotel in Lexington. Russell Viers, a noted newspaper industry software expert and trainer, will conduct the training. The session will highlight programs such as PhotoShop, PageMaker, QuarkXpress and a review of InDesign. The training is open to teachers and students from KHSJA members.

KPA members will have the opportunity to attend a Russell Viers' program the next day as the 2004 convention begins at the Embassy Suites, 1801 Newtown Pike, Lexington. Information about Russell's KPA session was included in a recent mailing to your newspaper, plus it's also available at www.kypress.com. In fact, all the 2004 convention information is on

our web site.

Not to brag – OK, I will brag a little – we think we've put together a good convention program for Jan. 22 and 23. It offers something for everyone – from the technically minded with the Russell Viers session on Jan. 22 to advertising, editorial, circulation and more on Friday, Jan. 23. The Changing of the Guard luncheon at noon Friday looks to feature a special speaker. The day will be topped off with the always-popular KPA contest awards presentation after dinner.

Looking ahead to April, the Kentucky High School Journalism Association will have its annual convention on April 21 at the Clarion Hotel & Conference Center, on Louisville's east side just off I-64 and Hurstbourne Parkway.

That's the same place where we held the 2003 KPA and KHSJA conventions – just a new name because of new owners.

There's one final item for this month's column. I enjoy tracking the whereabouts of the KPA Journalism Boot Camp alumni. From the 2003 class, Peggy Fukunaga has been interning at The State Journal here in

Frankfort and doing an excellent job. Meanwhile, Jenny Poole, class of 2003, whose husband Dave attended boot camp the year before, has moved from being office manager to reporter/staff writer at the Clay City Times.

"I use what I learned in boot camp every day and would recommend it to anyone interested in journalism," she said in a recent e-mail. Jenny specializes in feature stories.

Boot camper Jason Miller is in Japan teaching English. He's using his journalism skills in writing a journal about his experiences. He frequently e-mails his latest chapter back home to the states. Jason, who stands a little over 6 feet tall, says he feels like a giant when walking down the street. His experiences in learning to navigate the Japanese rail system have been interesting and often quite funny.

Finally, Patti Cox checks in from Garrard County where she and her husband, Jim, own and operate the local weekly, The Central Record. Patti loved boot camp and said Jim plans to attend in 2004 to brush up on his journalism skills too.

# KPS breaks sales record again in 2003

What a year 2003 has been for all of us. It was tough to follow last year's lead.

First of all, remember that 2002 was a record-breaking year with

\$4,166,539.48 in ad sales. The closest year to that previously was in 1999 when we placed \$3,874,159.30.

How do you follow up a record like that?

Break it again.

The KPS ad staff did an outstanding job breaking that record

## Advertising Plus

By Teresa Revlett  
KPS Director of Sales



by placing "close to" \$5 million in advertising for Kentucky and Indiana newspapers. That's considerably more money and it was done without adding staff. Pretty amazing,

huh?

I think so.

I continue to think that it is also pretty amazing the people at the ad agencies who say "I didn't know you could do that" when I talk about multiple ad placements for newspapers who do not have com-

mon ownership. That means that there are a lot more people out there to make happy by offering our convenient one order, one bill service to them. We have a unique situation in that we can place ads for Kentucky and Indiana newspapers at local and national rates. Two states with one phone call.

Who wouldn't want to use us to make the job of multiple ad placements easier?

This task is not something that was accomplished by one person. It was a team effort. Ads are sold, built, distributed to newspapers, tearsheets are pulled and invoices are submitted to clients in a timely manner. That requires a team that is

willing to work together to accomplish one goal - being the best for Kentucky and Indiana newspapers. That's what we are striving for here.

Start the new year off right by telling Mark Sheridan, Rachel McCarty, Holly Willard and Tami Hensley "thanks" for being a great extension to YOUR ad staff. They work hard for you every day and sometimes a kind word of thanks is better than a paycheck.

It is an honor and a privilege to work for all of you.

Now you all know what is in store for 2004 - we have to break another record!

The sky is the limit.

# Advertising spending outlook ready for take off in 2004

## Classified to grow by 4.5 percent, overall spending by 4.1 percent

The amount of money marketers spend on newspaper advertising is expected to increase by about 4.1 percent in the coming year, according to the 2004 forecast for the newspaper business, published in the January issue of *Presstime* magazine. *Presstime* is the flagship publication of the Newspaper Association of America.

In the article, "Ready for Takeoff," NAA Vice President of Research and Business Analysis James Conaghan compares the burgeoning economic and advertising recovery to a jumbo jet rumbling down the runway: "The good news for 2004 is that both the economy and the advertising marketplace now have enough thrust to get back into the air."

Classified ad spending, which has been dragged down by the weakness in the recruitment catego-

ry, is expected to increase by 4.5 percent.

National and retail ad spending in newspapers, which was strong throughout 2003, should increase by 6.5 percent and 3 percent respectively, according to Conaghan.

In addition, optimism in the employment sector is good news for newspapers, writes Conaghan, and should bring gains in recruitment ad dollars "in the upper single digits for the full year."

"Even as the economy started to show the first signs of turning around last year, the jobless nature of the recovery meant that all employment classifieds lagged behind," said John F. Sturm, NAA president and CEO.

"Whether we're talking about newspapers, online postings or the bulletin board at your neighborhood market, there just weren't many jobs available. Now that the jobs are returning, classified publishers will benefit, and newspapers have been as innovative as anyone in positioning themselves to capture much of that business."

In his article, Conaghan com-

ments on the following categories:

- Real estate advertising. If interest rates begin to float upward, the housing market is likely to relinquish its position as the economic growth leader. While real estate advertising should continue to be strong, it may not reach the level of percentage increases of the past three years.

- Auto. While there is some concern that fewer people will be shopping for a new vehicle in 2004, a number of new models are being launched and marketed, which should result in more ad dollars in circulation.

- Retail. Retail advertising stands to benefit from an improving economy and more job seekers returning to work. Preprints and smaller retail categories should lead the way.

- National. In a year when the Olympics and the presidential election will likely crowd some advertisers out of the television market, newspapers should benefit from limited broadcast inventory.

Categories such as travel and telecommunications should continue to do well.

## AVAILABLE

Continued from page 1

at 6 p.m. Thursday evening in the trade show area.

A full day of activities begins at 8 a.m. Friday when the trade show and the registration desk opens. Sessions begin at 9 a.m. and continue throughout the day. See Page 8 for a complete list of sessions and speakers.

The annual Changing of the Guard Lunch will be held at noon on Friday. Sharon Tuminski, 2003 KPA president and business manager for the Winchester Sun, will pass the gavel to Danville Advocate-Messenger Managing Editor John Nelson as he becomes the 119<sup>th</sup> president of the Kentucky Press Association.

Gov. Ernie Fletcher has been invited to address the membership as the luncheon's keynote speaker. KPA is awaiting confirmation from his office.

At 6 p.m., after an afternoon of sessions, the KPA Excellence in Kentucky Newspapers Contest Awards Reception begins with the highly anticipated contest awards banquet following at 7 p.m.

At 9:30, the KPA President's Reception is set to begin.

For more information on the convention, contact Sue Cammack at 800-264-5721.

# Will Kentucky open juvenile court in the future?

By Kim Greene  
KPA General  
Counsel  
Dinsmore &  
Shohl



How many of you enjoy regular open access to juvenile court proceedings? Hmm.

There are no hands raised.

In Kentucky, many people have taken it as an article of faith that juvenile court proceedings are closed. Have been forever. Will be forevermore. In fact, isn't that what the statute says? KRS 610.070, the section of the Kentucky Unified Juvenile Code which deals with hearing, states: "The general public shall be excluded . . ."

This hasn't set well with a lot of people for a long time. Why shouldn't the news media and the public be able to attend hearings concerning the state's treatment of foster children? And why shouldn't the public be able to monitor how the courts are treating criminal charges against juveniles?

Given this country's long and proud history of open courts, why does our society condone having the door slammed in the public's face for this entire segment of our court system? It wasn't always that way. In fact, many juvenile courts were open until the mid-twentieth century when virtually every state adopted a uniform juvenile code. That uniform code included many needed reforms, but it also included language closing hearings and court records. Since then, in Kentucky at least, closed juvenile court proceedings and records have been accepted as "gospel."

But does it need to be? We all know the rationale: if it's done in secret there is greater opportunity

for the young person to rehabilitate himself or herself. Maybe. Some commentators think otherwise, though. And that rationale doesn't have any bearing on dependency cases, where the real focus is the conduct of the state and its employees who deal with children in their care. In any event, the tide seems to be turning in a number of states. And there was a brief chink in the armor here in Kentucky.

For example, some years ago then-Jefferson District Judge Tom McDonald allowed the news media into hearings at which the Cabinet for Families and Children was called to account for its handling of foster kids. Judge McDonald did that on the basis of some language in KRS 610.070, which allows the judge to admit to a hearing "such persons . . . as the judge shall find have a direct interest in the case or in the work of the court, . . ." His reasoning was that the public needed to be able to hold the state accountable for its treatment of foster children. At the time, he was displeased with some things the state was (or wasn't) doing. So long as the public had no idea, the judge's effort to urge reform was not going anywhere.

This limited access to one type of hearing was, of course, useful and, hopefully, the ensuing news coverage had a beneficial impact. But there were still far more juvenile court proceedings closed than there were open to us.

There is also language in our state constitution which could help us attack the blanket statutory closing of juvenile court proceedings on a constitutional basis. Section 14 of the Kentucky constitution provides: "All courts shall be open..."

It was this language that recently convinced the Superior Court of Pennsylvania to declare that

dependency hearings in Pennsylvania juvenile courts are presumptively open based on that state's constitutional guarantee of open hearings.

Some of you may have read Barbara White Stack's piece in the September 2003 issue of *Quill*, "challenges in many states have started a trend that others could follow." I recommend it to you. Stack's employer, the *Pittsburgh Post-Gazette*, challenged the constitutionality of the Pennsylvania statute closing juvenile court proceedings. They did this in the context of a particular case in which a child welfare agency had removed a 12-year-old girl and her younger brother from their home and the juvenile court judge was to decide who would have custody of them. It was the background of this case that made closing the hearing so offensive to Stack and the *Post-Gazette*.

John and Marcia Bright had allowed their eight and 12-year-old daughters to be alone with a family friend. On one occasion, the man took the eight year old on a hunting trip where he sexually assaulted her, killed her and hid her body. There was lots of news coverage of the murder because the parents had pleaded for help finding their daughter and the killer had pretended to help in the search. After he confessed and led the police to the body, the Brights were charged with buying a car with money donated for the little girl's funeral. It also became known publicly that the killer had previously pleaded guilty to corrupting the morals of the Brights' 12 year old daughter, which the Brights obviously knew. And the Brights had complained to the child welfare agency about this man's improper relationship with their children. So many opportunities to

intervene and possibly prevent the tragic loss of the eight year old.

Breathtaking, isn't it? How many times is a story like this repeated in Kentucky? There's no way for us to know. And, since our juvenile proceedings are closed, how are we ever to monitor how our public institutions handle these responsibilities with life and death consequences for our state's most vulnerable?

Fortunately, the Pennsylvania Superior Court agreed that statutes closing such proceedings were unconstitutional and that those hearings should be presumptively open: "In Pennsylvania, the common law, the First Amendment to the U.S. Constitution and the Pennsylvania Constitution, all support the principle of openness." The decision was based largely on a Pennsylvania constitutional provision very much like our Section 14.

Other states, including Illinois, New York, Nevada, Oregon, Pennsylvania and Washington, all have some form of openness in their juvenile proceedings. Some of that is based upon constitutional provisions like the one in Pennsylvania and the one in Kentucky. How would the Kentucky Supreme Court answer this same question? Would KRS 610.070 withstand a constitutional challenge?

Do you think it's time to find out?

As always, if you have any comments or questions about this or other issues relating to access, don't hesitate to call your Hotline attorneys.

**Jon L. Fleischaker:** (502) 540-2319  
**Kimberly K. Greene:** (502) 540-2350  
**R. Kenyon Meyer:** (502)540-2325  
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## Looking for an employee?

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# AG Opinions

## The Big Sandy News/Martin Co. Occupational Tax Administrator

The Kentucky Attorney General's office was asked to decide whether Marlena Slone, the Martin County Occupational Tax Administrator, violated the Kentucky Open Records Act in denying the request of Lilly Adkins, a reporter for The Big Sandy News, for a list of all businesses and individuals to whom a B & O tax form was sent and the names of all businesses and individuals who have paid the tax.

Adkins submitted the request on Oct. 21 indicating that the requested information would be used for an upcoming article in The Big Sandy News. In a timely response, Kennis Maynard, the Martin County Attorney, denied Adkins's request on behalf of Slone, advising her that the B & O tax is only in the early stages of implementation and as a result, the tax administrator is currently engaged in the major task of establishing a manageable procedure for collecting the tax and creating a suitable record keeping system.

Maynard said the office responsible for administration of the B & O tax does not compile a list such as the one requested and Kentucky law does not require public offices to research and organize information from numerous records to generate a list, which would satisfy a request to inspect.

Maynard explained in his correspondence with the AG's office that several steps were taken to gather names and addresses of businesses for tax purposes and that no master list was compiled.

"In order to obtain the information requested, it would be necessary to compile a list from post-it notes, scraps of paper and phone messages," Maynard wrote.

Citing OAG 91-12, OAG 89-45, OAG 91-100 and OAG 88-79, Maynard observed that "a requester cannot require an agency to create a document that does not exist." He also stated that "the tax

administrator is the sole employee responsible for the administration of this scheme and the amount of work required for implementation has been substantial."

Upon receiving Maynard's response, Adkins faxed a letter to the AG's office in which she elaborated upon her reason for requesting the list.

"I have requested the information because the people in this county who do pay the tax, myself included, want to know if the tax is being paid equally. If each of the businesses and individuals employed in Martin County are required to pay the tax, how can it possibly be an advantage for either one, unless of course some of the businesses or individuals are not being required to pay?" she said. "This is the reason for the initial request and no other motive exists. The people of Martin County have the right to know that each business and each individual employed in the county is being treated fairly and that all are being required to pay the tax equally. Also, if they haven't compiled a list of whom they have sent a packet and they don't have a list of the people who have paid, how can that be fair and how can they enforce collection when they don't really know who has paid?"

She also argued that there must be some form of checks and balances to ensure fairness.

The Attorney General has ruled previously that the purpose of the Open Records Act is not to provide information but to provide access to public records, which are not exempt by law.

Because the AG's office has no reason to question the truthfulness of Maynard when he said the records do not exist, the AG's office found that Maynard properly responded to Adkins's request by advising her that the information requested is not available in an existing document.

# WKU students, faculty visit media professionals in New York, DC

## Trip part of media mentoring tours initiated by Dr. Pam Johnson

Eight Western Kentucky University photojournalism students had an opportunity to explore new media jobs during recent visits to New York and Washington, D.C.

The trip was part of media mentoring tours initiated this semester by Dr. Pam Johnson, director of the School of Journalism and Broadcasting. As part of the tours, students and faculty in each program – print journalism, broadcasting, advertising, photojournalism and public relations – are visiting professionals.

"The media mentoring tours have far exceeded our expectations," Dr. Johnson said. "There are three primary benefits of the tours: students are motivated by seeing the 'real' workforce and they get internship and job opportunities; the director, professors and students meet with our alumni; and the director, professors and students meet with executives of the media organizations."

On the Nov. 5-9 trip to New York and Washington, the WKU group visited several businesses including The Washington Post, USA Today, Musarium, Picture Projects, Sound Portraits Productions and The New York Times.

The visits were an educational experience for students and faculty, affirmed the photojournalism program's new media publishing track and helped define new media job opportunities for students, said James Kenney, director of the photojournalism sequence.

"We have the answers in traditional photojournalism, but we don't have a lot of examples to give in new media," Kenney said. "We're trying to figure out how best to teach students and fashion our curriculum."

Dr. Johnson agreed. "New media opportunities are important for our students to see first hand because it is such a new area and it's changing every day," she said. "We, as faculty, must update our curriculum to provide graduates who are ready to hit the ground running in new media opportunities."

Students (all seniors) participating in the visits were: Grant Swertfeger of Bowling Green; Steven King of Pelham, Ala.; Fielder Strain of Tullahoma, Tenn.; Brian Wagner of Knoxville, Tenn.; Hannah vanZutphen-Kann of Ann Arbor, Mich.; Lavondia Majors of Old Hickory, Tenn.; Matt Thorne of Morgantown, W.Va.; and Joshua McCoy of Fancy Farm.

In reports to assistant professor Tim Broekema, the students said the trip provided insights into the future of new media, regardless of the size of the business.

"Two of the most interesting places we visited were Musarium and Picture Projects," McCoy said. "These were two small businesses operated out of a house and an apartment building. These places gave us hope that multimedia content and life exist beyond the giants of New York and Washington."

Majors said "the smaller places gave me hope that I would be able to use this medium in a way that I see fit. I realize now how young new media is and how far we have to go."

"From the attic offices to the New York multi-leveled offices, it is evident that new media has become another tool of communication," Wagner said. "Personally, desiring to produce new media work of my own, the trip provided insight into how I can create, use and publish new media to larger markets than I thought possible."

McCoy said new media professionals have the greatest job in world. "They have the opportunity to tell the stories of America through sound, pictures and words."

# Eugene Carnall still 'up and running' at News-Democrat & Leader at 78

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By CHRIS COOPER  
News-Democrat & Leader

Eugene Carnall is back in the saddle, once again running the press at the News-Democrat & Leader.

Carnall still has trouble washing off the ink that stains his callused hands, but says he is used to it, having worked for Logan County's news source for over 52 years.

When illness caused pressman Steve Justice – who apprenticed under Carnall – to take some time off, Carnall was the first one to call. For decades he has dedicated his life to the goal of bringing the news to his community and was more than happy to be of service when called upon. "As long as I can contribute to the process," said Carnall, "I am more than willing."

For half a century, Carnall was the process. It took the paper, the ink, the press, and Eugene Carnall. He really never left the paper, only cut back a bit in 2000 when he semi-retired. But Carnall could be seen at

least three days a week lending his knowledge and two effective hands where needed.

How is the process different from when Carnall began his career?

"Not that much," he said. "It's kind of like riding a bike."

Carnall started working at the newspaper in 1951 under the Byrne Evans family when it was known officially as the News-Democrat and unofficially as "The Democrat." He had been working on the family farm for four years after returning from WWII where he served 30 months and survived three major battles.

"I wanted to get married, but I didn't think working on the farm would generate enough money to raise a family of my own," said Carnall, who stumbled upon the job of "Printer's Devil" after talking with a fellow veteran who was related to the Evans family.

"I didn't know if the newspaper business was something I would be interested in," said Carnall, who did-



Eugene Carnall has been working in the pressroom of the News-Democrat in Russellville for over 50 years.

n't jump at the offer right away, but eventually came back to the fellow veteran, inquiring about the position.

After being hired, Carnall not only married his wife Cricket but had two children, Murray and Lee Ann. He worked his way up the

newspaper ladder from being the gopher to being in charge of the whole printing operation. He helped move the current press into the building in 1972 and became best friends with every nut and bolt that

See CARNALL on Page 10

## Murray State journalism department will be recommended for re-accreditation this spring

The JMC Department at Murray State University will be recommended for ACEJMC re-accreditation this spring.

The site visit team reviewed the department's self-study and came to campus Oct. 12-15 for the review. It was found that the department was in compliance of all 12 standards.

The standards included such areas as curriculum, student advising, instruction, faculty scholarship and professional activities, public service, alumni relations, student diversity and minority/female representation.

The site-visit team noted as strengths:

—Strong commitment to teaching and advising

—Enthusiastic students who appreciate the faculty and opportuni-

ties in JMC and MSU

—Impressive support from the dean of the College of Business and Public Affairs and from departmental alumni

—Effective effort to address concerns raised in the last re-accreditation report regarding the use of professionals in class

—Some upgrades in computing and software

—Regular revisions to keep curriculum fresh

The team also listed three weaknesses:

—Heavy teaching loads that impair the ability to increase research productivity, especially in light of the university's hopes of creating a greater research presence

—Television studio equipment is

outdated and needs replacing

—State funding continues to be a problem

The team consisted of James Gentry, dean of the School of Journalism and Mass Communications at the University of Kansas; Sandra Dickson, professor of the College of Journalism and Communications at the University of Florida; Harold "Hal" Shaver, dean of the School of Journalism and Mass Communications at Marshall University; and Elizabeth Uyenco, senior vice president and director of media research for Optimum Media/DDB Chicago.

The second step in the accreditation will be the ACEJMC accrediting committee and finally, the full council meeting in May.

MSU is one of three ACEJMC-accredited programs in the state and one of 107 in the country.

The department first received accreditation from the Accrediting Council for Education in Journalism and Mass Communications in 1986. It was re-accredited in 1992 and 1998.

The unit has 511 majors (journalism, advertising, public relations and radio-TV) and 43 students in the master's program.

According to JMC chair, Dr. Jeanne Scafella, "Accreditation means the department has met the highest standards for scholarship, faculty and program activities. It also allows our students to be eligible for national scholarships, internships and student journalism competitions that are only open to accredited programs."

# 2004 KPA Winter Convention Agenda

## Thursday, January 22

8 a.m. - Trade Show Set Up

10 a.m. - KPA/KPS Board of Directors Meeting

11 a.m. - Trade Show Opens

Noon - KPA/KPS Board of Directors Luncheon

### 1-5 p.m. - KPA New Media Division/KPA News Editorial Division

Russell Viers

Russell Viers, noted newspaper software expert, talks about what's new in the world of technology, including Adobe's new Creative Suite. With near evangelist-like excitement in his voice, Russell says this new software package will completely revolutionize the way newspapers are produced. Come and hear what all the shouting is about. (Separate registration required. Registration is not included in convention registration fee.)

6 p.m. - Opening Reception - Trade Show Area

7:15 p.m. - Opening Reception Ends - Dinner On Your Own

## Friday, January 23

8 a.m. - Trade Show and Registration Desk Opens

8 a.m. - KPA Business Meeting

### 9 a.m. - KPA Circulation Division Building an Award-Winning NIE program

Robie Scott

A 15-year veteran of The Post & Courier in Charleston, S.C., Robie shares her NIE success stories during this two-hour session. She returned recently from Argentina where she worked with the Buenos Aires Herald, an English-language newspaper, to lay the foundation for an NIE program. While there, she trained 280 teachers.

9 a.m. - KPA News Editorial Division/KPA College Student

### Seminar Kentucky's Open Meetings and Open Records Law

#### AOOC Debut of the Reporter's Handbook, resource for covering the courts

Kim Greene  
Chief Justice Joseph Lambert

Kim Greene, open meetings and open records expert and KPA legal counsel, talks about the latest developments in this area. Bring your questions about open meetings and open records to this 60-minute session. Also, Kentucky Supreme Court Chief Justice Joseph Lambert will make a brief presentation about the new Reporter's Handbook reference guide published by the Administrative Office of the Courts and compiled by Kentucky journalists, lawyers and legal educators. Free copies of the Handbook will be available. All journalists, veterans and newcomers alike, will find this to be a valuable resource for covering Kentucky's courts.

### 9 a.m. - KPA Ad Division 25 Ideas for Generating Online Revenue

Mark Cohen

Mark Cohen, vice president/division manager for CNHI, has led a task force to examine Internet strategies. This 60-minute session will help papers of all sizes develop new online revenue streams. Cohen began his career in 1979 as an account executive with the Cincinnati Enquirer. Later, he took a management assignment with a Northern Kentucky weekly chain. He also worked in Terre Haute and Indianapolis before joining CNHI.

### 9 a.m. - KPA Ad Division Green Lights & Red Flags - The Dos and Don'ts of Print Ads

Lesley Fair, Division of Advertising Practices, Federal Trade Commission

James Shackelford, Consumer Protection Division, Kentucky Attorney General's Office, Neil Kingery, President/CEO, Better Business Bureau, Lexington,

Heather Clary, Director of Communications, BBB, Lexington

Our four presenters will offer insight into acceptable advertising practices while steering newspapers away from illegal and unethical practices. Fair has represented the FTC in numerous investigations of deceptive advertising in traditional and online media. Shackelford has spoken at a number of Continuing Legal Education seminars on commercial and consumer topics. He is also a published author on the topic. Kingery is also president-elect of the BBB Southeast region, comprised of 40 additional BBB offices. Clary joined the BBB in 1999 after 12 years as a radio reporter in Kentucky. She served as a volunteer arbitrator for the BBB for 10 years before joining the staff full time. This three-hour session is based on a similar program using the same title that was presented at Bellarmine University last summer.

### 10 a.m. - KPA Ad Division Sales Secrets I Learned at the Track

Peter Wagner

With more than 30 years in the newspaper business, Peter Wagner is the consummate "Idea man." He and his wife founded a weekly in 1972. Since then, the N'West Iowa Review has been named one of the best weeklies in America on several occasions. His company also operates other publications, including a second weekly, a tri-state entertainment guide, a 17,000 circulation shopper, a magazine for upscale readers, a PR firm, specialty pubs and a printing plant. This two-hour session covers maximizing face-to-face sales, identifying your best customers, relationship building and team selling.

### 10:45 a.m. - KPA News Editorial Division/KPA College Student Seminar

Mastering the Fine Art of Packaging Photos and Text  
Jock Lauterer

Founding director of the Carolina

Community Media Project at the University of North Carolina at Chapel Hill School of Journalism and Mass Communications, Jock Lauterer is a master of packaging photos and text for maximum reader impact. Prior to returning in 2001 to UNC-Chapel Hill, his alma Mater, Lauterer ran the photojournalism program for 10 years at Penn State. This 60-minute presentation is an ideal session for reporters, editors, photographers and page designers. Jock also has 15 years experience as co-founder, publisher and editor of two North Carolina papers and has authored six books.

### 11 a.m. - KPA Circulation Division You Don't Have to Be Big to Be Mighty

Sandra Stone, Meade County Messenger, Camelia Begley, Winchester Sun, Jamie Sizemore and Stephanie Foley, The News-Enterprise, Elizabethtown

Newspapers of all sizes can and do have award-winning NIE programs. Success is not limited only to large metro dailies. In this 60-minute roundtable discussion, representatives of a weekly and two small dailies share their secrets for developing and maintaining an active NIE program that puts papers in schools and develops readers for life.

### Noon - Changing of the Guard Lunch

Gov. Ernie Fletcher (tentative)

2003 KPA President Sharon Tuminski, business manager for the Winchester Sun, passes the gavel to Danville Advocate-Messenger Managing Editor John Nelson as he becomes the 119th president of the Kentucky Press Association. Gov. Ernie Fletcher has been invited to address our membership. We are awaiting confirmation from his office.

1:45 p.m. - KPA Circulation Division

See AGENDA on Page 9

# AGENDA

## Continued from page 8

### The U.S. Postal Service and Delivery of Your Newspaper

Max Heath, Vice President, Landmark Community Newspapers Inc.  
U.S. Postal Service representatives

Max Heath, circulation executive for Landmark Community Newspapers and noted expert on the delivery of newspapers through the U.S. Postal Service, leads this two-hour panel discussion and Q&A session. Bring your rules, rates and delivery questions and problems to this session for expert advice.

### 1:45 p.m. - KPA News Editorial Division/KPA College Student Seminar

Writer's Reality Workshop  
Jeff Wagner

Editorial department staff members will want to attend Jeff Wagner's Writer's Reality Workshop, a three-hour hands-on interactive seminar. This session gives editors and reporters the

chance to test their news sense and editorial skills while covering a simulated breaking news event. Audiotape and 35mm slides take seminar participants through a news department budget meeting, story development and eventual writing of the story. Ethical issues are also discussed in detail. Wagner is general manager of Iowa Information Inc., his family's publishing business. He began as a staff photographer in junior high school and created the award-winning design for The N'West Iowa Review, his firm's flagship publication.

### 1:45 p.m. - KPA Ad Division 50 All-New Ideas for Fun and Profit!

Peter Wagner

This is a follow-up to Peter Wagner's original 100 Ideas for Fun and Profit. His new session features 50 new sales promotion ideas published during the past 18 months. Emphasis is placed on ways to maximize revenue from each promotion and shows the importance of being your community's revenue idea leader. Two-

and-half hours.

### 1:45 p.m. - KPA News Editorial Division/KPA College Student Seminar

#### Newspapers and Credibility

Linda Raymond

Linda Raymond served as a reporter, an editor and public editor at The Courier-Journal and Louisville Times for 30 years. She spent the last five years in the trenches as Courier-Journal public editor where she talked with scores of readers daily hearing their concerns, complaints and perceptions of the newspaper. Hear her views on newspaper credibility as papers work to gain new readers and retain the ones they already have. Linda is now a college journalism instructor. 60 minutes.

### 3 p.m. - KPA Associates Division Stan Lampe Unplugged

Stan Lampe

Associate members will be treated to 60 minutes of over-the-top pontificating from Stan Lampe, the recently retired director of media relations at Ashland Inc. in Covington. He has been quoted in

local, regional and national media frequently on behalf of Ashland, the state's largest public company. Stan previously worked as a public relations and government relations specialist for Canadian-based Alcan Aluminum. Never shy or short of opinions on most everything, Stan will be informative, entertaining and perhaps a little crazy. Stan says his father "passed away before seeing his son attend Harvard but the shock of his second son going to Harvard might have killed him anyway."

### 4 p.m. - Scholastic Journalism Meeting Journalism Educators

College journalism educators from around the state will meet to discuss issues of mutual interest.

### 6 p.m. - KPA Excellence in Kentucky Newspapers Contest Awards Reception

### 7 p.m. - KPA Excellence in Kentucky Newspapers Contest Awards Banquet

### 9:30 p.m. - KPA President's Reception

# HAIR

## Continued from page 3

came in in 2003. It's just a quirk of the schedule that not all can run this year.

I offer this explanation. I had told the staff if they could sell \$5 million in a year (well, I knew they could sell \$5 million so let me rephrase that to when they sold \$5 million in a year) they could shave my head at the winter convention.

I felt safe in mid-December that the hair-shedding experience wasn't going to happen at the 2004 Winter Convention. There was just no way a half-million dollar order would come in.

But as if the staff was holding back making me feel safe from the shears, saving up one last placement, the call came in.

I've seen many of you since mid-October. And you've noticed a much shorter hairdo. I wanted a flat top but the barber said there wasn't enough up there for that. So I told

him to buzz it. I just needed to know what I was going to look like sans hair.

In October, I was starting to squirm, knowing that we had already set the one year record and \$5 million was just a few sales calls away. The sales tapered off and in my Friday E-Mail to the board in early December, I wrote:

"NO SKIN HEAD HERE

"As much as I was hoping the ad staff would hit \$5 million this year and get to shave my head at the convention, it looks like we'll fall short. As of today, we have \$2.635 million for Kentucky newspapers and \$1.902 million for Indiana. That gives us a total of \$4.538 million for the year with time to get up around \$4.65 to \$4.7 million. If I could find an advertiser with a half million dollars to spend, believe me I'd direct them to the ad staff right now."

Well, I didn't find that half-million dollar advertiser. But somehow it showed up.

We won't hit the \$5 million mark

technically but then I can't fault the staff that there were only two weeks left in the year for a placement that required three weeks. So for all intents and purposes, we hit the \$5 million.

That means sometime during the Winter Convention, you'll see shaving cream and razors in the hands of some staff members.

Hey, maybe this could turn out to be a fund-raiser for the Kentucky Journalism Foundation. We can sell one swipe through the executive director's hair, or lack of it, for say \$1,000. That would fund a couple more internships, surely.

For all their efforts in 2003, KPA President Sharon Tuminski will be awarding the Russ Metz Most Valuable Member Award to the KPS advertising staff. The president selects the Most Valuable Member for his/her year in office and appropriately Sharon felt strongly that what the advertising staff did for newspapers across the state this year, the award should be presented to them.

So kudos to Teresa Revlett, Mark Sheridan, Rachel McCarty, Holly Willard and Tami Hensley.

The carryover of this placement for the first week of January means we've already set an all-time January record. As of Friday, December 19, the January 2004 ad schedule showed \$431,000.

I keep monthly advertising totals so I can see how we're doing compared to previous years. Of the 12 months in 2003, five all-time monthly records are on the books — February, June, July, September and December. In fact, July's \$560,000 is the second highest month in KPS history.

Now we've started off 2004 with a record-breaking month for January. Combined with December 2003, that's going to end up being more than \$900,000 in those two months alone.

And it's a great start for the staff for the New Year. Now if I can just think of the appropriate reward for hitting \$7 million!

# KCTCS honors college newspapers, journalists

The work of approximately 40 student journalists who attend colleges in the Kentucky Community and Technical College System (KCTCS) was honored in the 35th annual Kentucky community college newspaper competition.

Categories included editorial and news writing, layout, advertising, and photography. The Hill, the student newspaper at Henderson Community College, was honored as the best overall paper. This marks the 10th year that The Hill has been named the best newspaper in the community colleges' annual contest.

Overall, The Hill (circulation 1,200) is one of the best two-year college papers in the region. The paper competes in Division B (5,000 circulation or less) in the Kentucky Intercollegiate Press Association annual contest.

The paper received its first All-American rating from the Associated Collegiate Press Association in 1997. In addition, The Hill was one of the first two-year college newspapers to go "on-line." Its web address is [www.hencc.kctcs.edu/thehill](http://www.hencc.kctcs.edu/thehill).

In the KCTCS competition, which covered editions published in the 2002/03 academic year, three other student newspapers were honored in the "Best Overall Paper" category.

- College Street News, Elizabethtown Community and Technical College District, silver award

- The Bridge, Somerset Community College, bronze award

- Southeasterner, Southeast Community College, merit award

"The student newspaper competition exemplifies the KCTCS commitment to promote student success through responsive, innovative support programs and services," said Michael B. McCall, KCTCS president.

"Our student newspapers serve as laboratories for developing a variety of technical skills, as well as encouraging critical thinking. We congratulate not only the winners, but all participants."

The following institutions and students earned top awards in the KCTCS student newspaper contest:

Best Overall Paper - The Hill, Henderson Community College

Overall Paper Layout - 1st, Fall 2002 Staff, Henderson; 2nd, Fall 2002 Staff, College Street News, Elizabethtown Community and Technical College District; 3rd, Cindy Burton and Bob Flynn, The Bridge, Somerset Community College

Single Page Layout - 1st, Bob Flynn, Somerset; 2nd, Cindy Burton, Somerset; 3rd, Lenora Morris and Wes Baggerly, Henderson

Advertising - 1st, Cindy Burton, Somerset; 2nd, Beth Cambron, Henderson

Editorial - 1st, Milt Spalding II, Elizabethtown; 2nd, Jamie Duncan, Southeasterner, Southeast Community College

Critical Review - 1st, Chris Curry, Elizabethtown; 2nd, Wes Baggerly, Henderson; 3rd, Andrea Askins, Henderson

Signed Column - 1st, Clark Bailey, Southeast; 2nd, Danny Pevley, Somerset; 3rd, Dan Crawley, Somerset

News Story - 1st, Milt Spalding II, Elizabethtown; 2nd, John Stone, Henderson; 3rd, Jillian Messer, Henderson

Feature Story - 1st, Jerusha Reader, Southeast; 2nd, Danny Pevley, Somerset; 3rd, Chris Curry, Elizabethtown

Story Illustration - 1st, Luke Bonnett, Elizabethtown

Sports Story - 1st, B.C. Thomas, Henderson; 2nd, Andrew Clevenger, Henderson; 3rd, Travis Hobbs, Henderson

Sports Column - 1st, Travis Hobbs, Henderson; 2nd, B.C. Thomas, Henderson

Sports Photo - 3rd, Al Mason, Henderson

Photo Essay - 1st, Cody Rice and Wes Baggerly, Henderson; 2nd, Milt Spalding II, Elizabethtown

Feature Photo - 1st, Cody Rice, Henderson; 2nd, Abby Kuester, Henderson

## NEWS

Continued from page 1

### Institute of Newspaper Technology announces session in March

The Institute of Newspaper Technology is hosting its hands-on training program March 11-13, 2004 on the campus of the University of Tennessee in Knoxville.

The multi-day intensive training program brings newspaper professionals up-to-date on the rapidly changing technology front, with classes in Photoshop, Quark, InDesign, Creator, Acrobat, web technologies and more. It returns attendees with product and troubleshooting suggestions for more efficient pagination and workflow.

Attendees come from the smallest weeklies to the largest metro newspapers, and will be instructed on the native Mac or PC platforms in new, state-of-the-art computer laboratories.

For full details go to [www.newspaperinstitute.com](http://www.newspaperinstitute.com). Inquiries about the upcoming session of the Institute should be directed to [kevinslimp@newspaperinstitute.com](mailto:kevinslimp@newspaperinstitute.com).

### New advertising contest coming for NNA members

In order to recognize the importance of advertising in community newspapers and the creativity and quality of these ads, the National Newspaper Association is initiating

a Best of Advertising Contest that will highlight and reward the efforts of newspaper ad reps and graphic designers.

Several categories from the Better Newspaper Contest have been moved to the Best of Advertising Contest, in addition to new categories being added.

Running concurrently with NNA's Better Newspaper Contest in 2004, the new ad contest will honor ads in the following categories:

Best Single Ad Idea; Best Series Ad Idea; Best Section or Edition dedicated to Sales Promotion; Best Use of Ad Color; Best Multiple Advertiser Section; Best Classified Section; Best Use of Local Photography in Ads; Best Newspaper Promotion; Best Small-Page Ad and Best Idea.

The contest is open to all NNA member newspapers in good standing.

The call for entries and rules for the contest will appear in the January and February issues of Publishers' Auxiliary, and is available on NNA's web site after Jan 4, 2004.

Several circulation divisions in the 2004 Better Newspaper Contest are revised, and a new open category, "Obituary Writing" has been added.

The Best of Newspapers in Education Contest, entering its second year, will have a revised entry structure, allowing for both NNA members and non-members to participate in 2004—a first for NNA.

For more information e-mail to [contest@nna.org](mailto:contest@nna.org).

## CARNELL

Continued from page 7

held it together.

"I ran a tight ship," said Carnall, "but I didn't run it alone. All the people I worked with helped the process be successful. We worked together."

Carnall said there have been a lot of good people working for the newspaper over the years. He has worked for several owners including Al Smith, who purchased the paper from the Evans family and later became a member of the University of Kentucky Journalism

Hall of Fame.

Owner after owner, publisher after publisher, Carnall warmed up to them all. He was seen for his talent and his immense dedication to the process and was looked up as a fixture just as important as the electricity that ran the place.

How long will he continue to turn into the parking lot of the News Democrat & Leader, hanging his coat in the alcove, and grabbing his coffee cup from under the sink? "As long as I'm needed and as long as I can contribute," said Carnall.

Carnall and his wife have three grandchildren.

# CLARK

## Continued from page 1

and Clark never looked back.

After obtaining his master's degree from the University of Kentucky and a doctorate from Duke, Clark was recruited back to UK in 1931 to teach history and gather materials for the university library. He served as chair of the history department from 1942 to 1965.

Afterwards, he was named distinguished professor. As a historian, he published his first book, "The Beginning of the L&N," in 1933.

But it was Clark's lifelong interest in newspapers that brought about an invitation for the historian to speak at the 2003 KPA convention in Louisville. That led to a two-hour follow-up interview with Clark recently at the Lexington home he shares with wife Loretta.

Newspapering in Kentucky has its roots in Danville in the late 1700s when delegates debated the merits of statehood. There was no newspaper in Kentucky then and delegates knew that to sell the statehood idea they would need a newspaper to communicate with voters.

Delegates decided to start their own paper. An editor from Philadelphia was hired but backed out when he was unable to convince his wife that living in the wild, uncivilized frontier would be fun. Delegates then turned to their second choice – a man named John Bradford. "He didn't have one iota of experience (as an editor)," Clark said. "He was a land surveyor and land scout."

Bradford traveled to the northeast for a crash course in newspapering. There, he and his brother learned to run a press. They then brought a press back to Kentucky. It was shipped by boat on the Ohio River to Maysville where it was hauled by wagon to Lexington. The Bradfords used the press to begin publishing The Kentucky Gazette.

"1787 on – the newspaper was to become a tremendous factor in Kentucky," Clark said. "John Bradford had a passion for reporting Indian raids. A lot of content was word-of-mouth but the paper also carried ads for local merchants."

The Kentucky Gazette was also

long on politics with substantial coverage devoted to Congress in Washington. "It kept people informed on what the government was doing," Clark said.

In 1830, George Prentice from Connecticut founded the Louisville Daily Journal, one of three papers that would eventually merge to form The Courier-Journal. In the years 1830 to 1868, Prentice grew to be "a powerful voice in the West," Clark said.

In 1844, Maysville newspaperman Walter Haldeman came to Louisville and established the Morning Courier.

Then, rather unexpectedly, the Morning Courier, the Daily Journal and the Louisville Democrat merged.

It was on Nov. 8, 1868, without any previous notice "people got up and found a new newspaper – The Louisville Courier-Journal."

Before the merger, Prentice, getting up in years, hired 28-year-old Henry Watterson of the Nashville Banner to be editor of his paper. Later, Watterson became editor of The Courier-Journal.

Soon, Watterson (yes, that Watterson as in the Watterson Expressway) gained national prominence. In his editorials, he advocated reconciliation between the North and South, growth and investment in the new South.

"Henry Watterson was an able writer," Clark said. "He was quoted over and over and over. The editorials of The Courier-Journal were strong instruments in state and national issues."

He was even touted as a possible Democratic presidential candidate in 1884 although he wasn't interested and the party eventually nominated William Jennings Bryan.

Watterson loved to travel. He began spending considerable time in England and The Courier-Journal faltered financially when publisher Haldeman refused to support Bryan and withdrew the paper from the Democratic Party. Many subscribers and advertisers were upset and abandoned the paper. By selling their stock and relying on revenues from their recently established and politically neutral afternoon paper, The Louisville Times, Haldeman

and Watterson had the cash to keep The Courier-Journal alive but it was a struggle for several years. In 1918, Judge Robert Worth Bingham bought the papers from the Haldeman family. The Bingham would own and operate The Courier-Journal for another 68 years.

For several years the leading paper in Lexington was the Observer and Reporter founded by Edwin Bryant. But he eventually went to Louisville to help the Haldemans start the Louisville Morning Courier, Clark said.

In the 1880s, W.C.P. Breckinridge started the Lexington Herald to be the voice for the Democratic Party. In 1888, the Republican Party brought in Sam Roberts to start the Lexington Leader. The papers merged in the 1980s to form The Herald-Leader, now owned by Knight Ridder.

While daily papers were operating in the state's larger cities, county or community papers popped up around the state. Some, Clark said, stood out as strong voices in rural Kentucky. One was the Interior Journal in Stanford.

"That was a strong paper and voiced very strong opinions on a variety of things," the historian said. Weeklies in Elizabethtown, Bardstown and Hartford were also known as strong publications, he said. Despite being small compared to their big city counterparts, Clark said weeklies in rural areas carried considerable influence although at times it could be hard to measure.

Many early newspapers – both dailies and weeklies – used the modern equivalent of syndicated copy sent to them by mail. The "ready-made" sheets, as they were called, usually contained interesting tidbits, recipes and ads for products ranging from patent medicines to shoes, corsets and trusses to even pianos and music boxes. Editors just added their own local content and they had enough pages to print an issue.

In some communities, Clark said local news could be hard to come by. Thus, weekly editors were often quite inventive. "The weather was always good for a story," he said. Editors loved stories about strange

animals allegedly seen around town – such as mad dogs. Another favorite was the so-called hoop snake – a serpent that could supposedly swallow its own tail and roll down the street like a wheel. Another favorite involved eggs with multiple yolks.

Clark recalled the time he was reading back issues of The Kentucky Standard in Bardstown while researching a book. In three or four consecutive issues, he said, the editor chronicled a spider building a web around a dead baby mouse found in a livery stable. Each subsequent version of the story told how far up off the floor the web had lifted the mouse. Editors of competing weekly papers often became upset with one another in print, sometimes resorting to intense name-calling. Sometimes their disagreements resulted in fist-fights and even occasionally were settled with guns.

In the early days of Kentucky journalism, papers were often politically aligned with one party or the other or sometimes were owned and operated by the party or its members. Today, most newspapers are politically neutral. Clark misses the partisan content that used to appear on many opinion pages.

"I think it's better to be politically aligned," he said. "It was the only way the public had to be informed."

Despite small staffs and often having relatively quiet communities to cover, many weekly editors were crusaders, Clark said. Editors were always advocates for improving the state's education system. Editors were advocates for literacy. If people couldn't read then newspapers were out of business. Several decades ago, editors campaigned for greater crop diversification among the state's farmers but that effort went nowhere, he said.

Still, newspaper opinion pages in Kentucky papers were and continue to be very influential. "It's impossible to conduct a campaign for public improvement without a newspaper to support it," he said.

"I would hate to be without a newspaper," Clark said. "A community without a newspaper is a poor place. There's no element of community."

# PEOPLE

## Continued from page 2

meetings and pursue other learning opportunities during the program.

The News-Journal expects to announce the names of the recipients of its spring 2004 Journalism Scholars Program internship in mid-January.

## Courier-Journal launches Velocity magazine

The Courier-Journal launched a new free publication for 25- to 34-year-olds on Dec. 3. The weekly magazine, named Velocity, will be published every Wednesday and distributed at more than 1,100 locations throughout the 13-county Louisville area. It will focus on lifestyle and entertainment information, including events, movies, local music, dining out, home décor and fashion. A companion Web site, velocityweekly.com, also was launched.

## David Paxton named to publishers' board

David M. Paxton, president and chief executive of Paducah-based Paxton Media Group, will serve a three-year term as a director of the Southern Newspaper Publisher's Association.

Paxton was elected in November during the group's convention in Boca Raton, Fla. The board consists of one director from each of 14 states and four at-large directors. Paxton will represent Louisiana, where Paxton Media Group owns The Daily Star in Hammond.

Directors serve three-year terms that are staggered so that six new directors are elected each year. The association is composed of more than 420 daily newspapers primarily in the South.

## Messenger reporter wins communications award

Meade County Messenger reporter Karen Kennedy has been selected as the 2003 recipient of Kentucky Farm Bureau's communications award to a writer.

The award has been presented annually since 1960 to a print journalist whose work generates a better public understanding of agriculture.

Kennedy is a New Jersey native who holds a communications degree from Shippensburg University, a teaching certificate from Glassboro State College and a master's degree from Western Kentucky University. She came to Meade County from the Philadelphia area 10 years ago when her husband's employer transferred him to their Elizabethtown office. She taught English in the Hardin County school system prior to joining the Messenger six years ago.

Kennedy has been writing about farming and rural life as part of her duties as a general assignment reporter. She has written a regular feature – "Focus on Farmers" – profiling local farmers and farm families, plus covers general farm news.

Kennedy was selected from among six nominees for the Farm Bureau award. Roger Nesbitt, a KFB official who heads the selection committee, said Kennedy "does a wonderful job reporting on the challenges facing farmers today and their role in the community."

Kennedy received a cash award and a plaque during a ceremony on Dec. 8 at the Kentucky Farm Bureau's annual convention in Louisville.

## Morgantown has weekly survey on op-ed page

The Banner in Morgantown has added another feature to the newspaper that is designed to get readers even more directly involved in the editorial process.

A weekly Reader's Survey question has been added to the op-ed pages, which is page four of the A section. Each week a question will be posed to readers seeking their opinions on various issues. Survey results and a new question will appear in the following issue.

## Barr hired as bookkeeper at Springfield Sun

The Springfield Sun has a new face on board.

Longtime Springfield area resident Pamela Barr has been hired as the newspaper's bookkeeper. In the position she will be working with customers in a variety of ways, including billings and other record keeping duties at the paper.

Barr replaces Jennie Mason, who left the newspaper about a month ago. Previously, the bookkeeper's

position was held by Jane Bradshaw, who worked for more than 30 years at the paper. She died in June.

## Former sports columnist publishes book

A former sports columnist for the Commonwealth Journal has recently published his fourth book about University of Kentucky basketball.

Jamie H. Vaught's latest book, *Krazy About Kentucky: Big Blue Hoops*, was published by Wasteland Press. Vaught describes *Krazy About Kentucky* as "... Another entertaining look at the UK hoops program through the eyes of players and coaches."

The manuscript was edited by Jim Kurk, a former colleague of Vaught's and former sports editor for the Commonwealth Journal. Kurk has been sports editor of *The Gleaner* in Henderson since he left Somerset nearly 20 years ago.

*Krazy About Kentucky* contains intimate information about Reggie Hanson, a former Pulaski County High School and UK star who is now an assistant coach for the Wildcats, as well as UK stars Mike Casey, Mike Pratt, Bob Guyette, Jamal Mashburn, Jared Prickett, Ron Mercer, Nazr Mohammed, Jamaal Magloire and Scott Padgett. There are also chapters about UK Coach and Mrs. Tubby Smith.

Vaught's previous books about the Wildcats are: *Crazy About The Cats: From Rupp to Pitino*, *Still Crazy About The Cats*, and *Cats Up Close: Champions of Kentucky Basketball*.

A former columnist for *The Cat's Pause Magazine* for 13 years, Vaught is columnist for several publications, including *The Daily News* in Middlesboro and *Lexington Big Blue Nation* magazine. He has also written articles for *Kentucky Monthly* in recent years.

## Former KPA staffer wins state award

Lisa Lamb, former Kentucky Press Association member services director, was named the fifth recipient of the Jennifer Schaaf Award. Lamb is the director of communications for the Kentucky Department of Corrections. The award is presented annually by the Society for Professional Journalists, Bluegrass Chapter, in cooperation with the

Kentucky Association of Government Communicators.

Lamb also served as news bureau director, KHSJA administrator at KPA where she worked from January 1996 to January 2002. Before coming on board at KPA she was at Harlan Daily Enterprise for 10 years.

The award was established in honor and in memory of Jennifer Schaaf, a government public relations professional who exemplified the dedication to the public interest that taxpayers deserve and journalists expect from public servants who speak for government. The recipient is chosen by the Society of Professional Journalists and is presented annually in recognition of excellence in government communication.

Criterion for the award include: responsiveness to media and public inquiries; accuracy, clarity and completeness of information provided; news judgment; ability to be helpful with background information; ability to help government officials and employees understand journalists and journalism; awareness that serving public officials and the larger public interest is not mutually exclusive; and understanding of journalists' and citizens' problems in dealing with government.

## WKU's College Heights Herald selects editors for spring semester

Brandy Warren, a senior print journalism major from Louisville, will serve a second semester as editor of the Western Kentucky University student newspaper.

Other Herald staff members for the 2004 spring semester include: Amanda Hall, a Bardstown senior, advertising manager; Joseph Lord, a Louisville senior, managing editor for news; Justin Fowler, a Columbia senior, managing editor for visual; Danny Schoenbaechler, a Louisville senior, sports editor; Kyle Hightower, a Paducah senior, features editor; Keith Farner, a Louisville senior, assistant news editor; Mai Hoang, a Louisville senior, opinion editor; James Branaman, a Richmond senior, photo editor; Lee Fisher, a Mayfield sophomore, online editor; Rachael Novak, a Louisville senior, advertising sales manager; and Michael Reuter, a Bowling Green senior, creative director.