

Hoosier news readers score prizes

Marketing campaign focuses on vitality of state newspapers

Reading the paper was a win-win situation for prize recipients in HSPA's ongoing newspaper marketing campaign.

Thirteen Hoosiers caught up on their community's news and won tickets to a Colts game and other prizes in the News Readers Are Winners contest.

Readers logged nearly 4,000 responses in the contest, the second stage of HSPA's marketing campaign to draw attention to the vitality of the Indiana newspaper industry.

NEWS READERS ARE WINNERS

The winning readers were announced with print and web ads in participating newspapers the week of Nov. 14.

Jean Troyer of Marion won the grand prize: four tickets to the Indianapolis Colts vs. Dallas Cowboys game on Dec. 5 and a \$150 dining certificate to Weber

Grill in downtown Indianapolis.

Troyer said she reads the *Chronicle-Tribune* (Marion) about five days a week, often online. She also buys the paper at newsstands.

"I like to stay informed," she said. "I read it front to back."

Local news and events listings are her favorite parts of the paper.

To enter the contest, readers visited an HSPA website and answered one-question quizzes about Indiana and famous Hoosiers. Contestants were also asked to identify the newspaper they read.

The contest allowed HSPA member newspapers to incorporate the Internet and mobile and social networking tools to reach out to readers who may not receive a print copy of their community's newspaper.

Donna Parker of Fairmont won a getaway to St. Petersburg, Fla.,

for two people, including flights, a two-night stay at Tradewinds Island Grand Hotel on St. Petersburg beach and car rental.

Parker, 56, said she has been reading the *Chronicle-Tribune* (Marion) for at least 10 years.

"I read every night," she said. "I'm not a subscriber, but I work at a hospital and we get it there."

Parker especially likes to read the obituaries and the front page for information she can't get elsewhere.

"I like to know what's going on locally," she said.

That's why Connie Ker of

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The Daily Clintonian (Clinton) file photo

The Ernie Pyle State Historic Site features the house the famed World War II correspondent was raised in and a vintage Jeep and trailer. The state has turned the site over to the Friends of Ernie Pyle.

Friends group to operate Ernie Pyle site

By The Daily Clintonian (Clinton)

DANA — The Ernie Pyle State Historic Site could be open to visitors 26 weeks a year and include a traveling exhibition under a new governing board.

Those are among the plans of the Friends of Ernie Pyle, a longtime supporter of the site that will take over operation of it from the state through an agreement reached last week.

The Indiana Department of Natural Resources Commission agreed to transfer ownership of the shuttered center dedicated to the World War II correspondent at a Nov. 16 meeting.

The Pyle birth house and museum in his Dana hometown has been closed — except for occasions such as Veterans Day and the Ernie Pyle Firemen's Festival — since the beginning of 2010 because of low numbers of visitors and state budget cuts.

Friends of Ernie Pyle sought to have the center turned over to the group when the state began plans for de-accession, or removing it from

See Pyle, Page 4

New website your link to HSPA

Redesigned format will make navigation easier, updates more frequent

User-friendly is the mantra of the newly designed HSPA website.

Pages are organized in an easy-to-navigate format, advertising services are displayed prominently and a Google map function can assist members in getting to HSPA events.

The association has instituted a soft launch of the new hspa.com to allow staff members to tweak the content while making better information immediately available to members.

HSPA initiated the redesign with newspapers' needs in mind, said Stephen Key, HSPA executive director and general counsel.

"Our members need relevant information quickly and frequently," Key said. "Newspaper staffs from publishers on down will find more information they can use at hspa.com."

The site uses a Wordpress template and Bluehost web-hosting that will be adaptable as staff members make changes and additions to the site in the future.



Photo by Jim Brown

HSPA and HSPA Foundation staff members receive training on the groups' redesigned websites. From left are Milissa Tuley, Shawn Goldsby, Web designer Tyler Chance and Karen Braeckel.

With the new site, staff members can move content or update directories, for example, on site rather than requesting a change from a host administrator.

Brown & Chance Design spearheaded the redesign effort. Its two founders have ties to journalism education.

Jim Brown, executive associate dean emeritus and professor emeritus of the Indiana University School of Journalism-Indianapolis, is a longtime supporter

of HSPA's efforts to better serve its members through technology.

Tyler Chance works as an assistant instructor for the IU School of Journalism-Indianapolis and is a copy editor/page designer for the *Journal & Courier* (Lafayette).

Among the site's new features that the pair created is a searchable newspaper directory. Users can find information about member publications,

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INSIDE

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■ HSPA continues incentive effort to boost ICAN Plus display ad sales as economy slowly rebounds. **Page 2**



■ Legal hotline: A school board member has a verbal altercation with a school bus driver. Should a newspaper get the bus surveillance tape? **Page 4**

2010-2011 Calendar

Dec. 3	Newsroom Seminar and Better Newspaper Contest, Indiana Convention Center, Indianapolis
Jan. 29	APME/HSPA Foundation Job Fair, IUPUI campus, Indianapolis
Feb. 2-3	HSPA/HSPA Foundation annual meetings, Indianapolis Marriott

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Get your holiday bonus bucks here

ICAN advertising program increases revenue for member papers, HSPA

Hoosier State Press Association is continuing its incentive program to encourage advertising representatives at member newspapers to sell ICAN Plus display ads.

HSPA will pay \$25 to salespeople for every 2x2 ICAN Plus ad they sell and \$50 for every 2x4 they sell through Dec. 31.

The Holiday Bonus Bucks incentive program benefits advertisers, newspapers, their advertising staffs and HSPA.

Advertisers get exposure to 1.5 million readers with their ad placed in more than 90 participating newspapers.

The cost for the black-and-white ads is only \$900

Add revenue with HSPA's ICAN ads

Visit www.hspa.com and click on Advertising Services for an ICAN or ICAN Plus advertising insertion order form and deadline details.

for a 2x2 and \$1,800 for a 2x4.

Newspaper employees who sell the ads will receive personal checks directly from Hoosier State Press Association. There is no cost to the newspaper.

The newspaper benefits because it keeps 15 percent of the ad cost.

If the newspaper is one of the 90-plus Indiana papers that run ICAN Plus ads it will also see a greater payout from the portion of

revenue HSPA pays back to its ICAN Plus newspapers annually.

HSPA's ICAN programs, including daily and weekly classified ads in addition to display ads, help fuel the association's services. ICAN provides about 80 percent of the revenue needed to cover expenses.

"HSPA could not offer the breath of services that support Indiana newspapers without the cooperation of our ICAN newspapers," said Stephen Key, HSPA executive director and general counsel.

The association doesn't want newspapers' advertising customers to diminish their local advertising but to consider ICAN Plus an inexpensive but efficient way to expand their advertising reach, Key said.

Website

Continued from Page 1

such as an editor's name or a circulation size, by searching under a paper's name, city or county.

"The display results are immediately restricted to those papers that match the search terms," Brown said.

Brown and Chance gave a face lift to the HSPA Foundation website as well.

Among the redesigned features at hspafoundation.org is an improved online application form for members to request HSPA Foundation Pulliam interns, said Karen T. Braeckel, HSPA Foundation director.

The online forms feature will be utilized for other foundation functions as well.

"We hope to offer all conference and event registrations online with an



Photo by Jim Brown

Web designer Tyler Chance, left, shows HSPA Foundation Director Karen Braeckel a feature of the redesigned HSPA website. The association will be adding content to the site in the coming weeks.

option to pay through Google Checkout," she said. "This should save our members time in filling out forms. And it solves the problem of trying to find the buried brochure."

More information and features on both sites will be

added in the coming weeks, Key said.

"The Web is among the easiest ways to make information available to our members," he said. "The redesigned websites will improve the way HSPA offers services to Indiana newspapers."

Member notices

Employees sought

Print and online journalist — Immediate opening for a print and online journalist at the Fort Wayne operations of KPC Media Group, a family-owned company serving northeast Indiana. The ideal candidate will have strong reporting and writing skills along with a thorough understanding of online journalism. Ability to take photos and videos is a plus. Responsibilities will include producing content for the *Greater Fort Wayne Business Weekly*, *Times Community Publications* and associated websites. Send resume and writing samples to Nancy Sible at nancys@kpcnews.net. (1)

Circulation director — The six-day Times in Frankfort,

Ind., seeks an enthusiastic circulation pro — a customer-service crusader who can recruit, train and retain customer-focused carriers and employees. Excellent organizational, communication and problem-solving skills essential. Must be a proactive planner with the business know-how and creativity to achieve circulation volume/revenue goals. Bachelor's degree preferred. *The Times*, a member of Paxton Media Group, is an equal-opportunity employer. E-mail cover letter and resume to publisher Sharon Bardonner at sbardonner@ftimes.com. (1)

Communications consultant/editor/writer — Purdue University seeks an individual to serve as liaison between designated areas within Purdue Agriculture

and Agricultural Communication. The person will assist clients in achieving their communication goals in educational outreach, research, recruitment, promotion and identity/positioning efforts; consult with clients to determine communications needs and strategies; conceptualize new communication pieces; and, as necessary, revamp existing materials. The individual will operate as a team coordinator, marketing consultant, project manager and editor/writer for projects. The job also requires managing the planning, scheduling, creation and production of electronic and printed materials. The position is less than 40 hours a week with benefits. Apply at www.purdue.edu/jobs and reference job No. 1000966.

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Supreme Court to rule on corporations' right to privacy

An impending U.S. Supreme Court ruling could affect journalists' ability to collect information about actions taken by corporations.

Guest Voice

By Daniel Skallman

The court will hear oral arguments in January to decide whether corporate entities can claim the same privacy rights as an individual under the federal Freedom of Information Act.

At stake in this case is media outlets' ability to report information to the public about corporations that could affect public health, safety and welfare, according to a friend-of-the-court brief filed with the Supreme Court by The Reporters Committee for Freedom of the Press and 22 media organizations.

The case started in April 2005 when CompTel, a communications industry association representing some of AT&T's competitors, filed a Freedom of Information Act request with the FCC's Enforcement Bureau to obtain information regarding an FCC investigation of AT&T for contract work the

company had done for the government.

AT&T petitioned the FCC opposing CompTel's request, arguing that the documents were collected by the FCC for law enforcement purposes and were thus exempt from disclosure under Exemption 7(c), which prevents public disclosure of personal information in law enforcement records if such disclosure could reasonably be expected to constitute an unwarranted invasion of personal privacy.

The FCC repeatedly rejected AT&T's claim, holding that the exemption does not apply to corporations.

AT&T then appealed the ruling to the U.S. Court of Appeals in Philadelphia (3rd Circuit), which overruled the FCC's finding, writing in its opinion that Freedom of Information Act text unambiguously indicates that a corporation may have a personal privacy interest within the meaning of Exemption 7(c).

The Reporters Committee friend-of-the-court brief supports the Federal Communications Commission's appeal of the lower court ruling.

"Creating a new category

of privacy for corporations would create a severe impediment to journalists ... that depend on FOIA to enable their watchdog function of monitoring government agencies and their regulatory functions and through them the corporate power structure," the brief said.

The Reporters Committee argued that Exemption 7(c) is meant to apply only to individuals in order to protect intimate, personal details unrelated to business conduct and that the Freedom of Information Act firmly rejects the application of personal privacy protections for attempts to avoid disclosure of embarrassing business information.

"The notion that corporations have personal privacy rights under FOIA is startling and frightening," said Reporters Committee Executive Director Lucy Dalglish. "It is clear that Congress had the privacy of individuals in mind when it adopted Exemption 7(c)."

Daniel Skallman is a journalism intern with The Reporters Committee for Freedom of Press Rights.

Readers

Continued from Page 1

Warsaw has subscribed to the *Times-Union* since 1974, she said.

As a News Readers Are Winners prize recipient, Ker will receive a weekend in downtown Indianapolis, including an overnight stay at Hilton Garden Inn, a private wine tasting at Mass Ave Wine Shoppe and tickets to "9 to 5: The Musical" and an Indianapolis Symphony Orchestra concert.

Ker, 62, and her husband use the paper to keep up with their community, she said.

"I appreciate the local (news)," Ker said. "You can get the world and national

headlines on television."

Besides the front page, Ker never misses a Dr. Gott column, the television listings or the grocery store ads in her paper.

The couple depend on the paper for information and entertainment, especially since mobility is an issue for her husband, Ker said.

"We feel very fortunate to have a daily paper," she said. "It's a part of our day. I would miss it terribly."

As a child in Fort Wayne, Ker was accustomed to getting both a daily and evening newspaper delivered at home.

"I grew up with newspaper readers," she said. "I still have a lot of respect for those in journalism. I hope we don't lose that."

Kathy Carli of Indianapolis is among the 10 winners of a pair of tickets to Holiday World in Santa Claus.

While she enjoys the lifestyle and entertainment sections, her family gets the paper to keep up with local news, she said.

Carli, 56, has been a subscriber to *The Indianapolis Star* for more than 15 years.

Other winners of tickets to Holiday World were Janelle Berryhill of Gas City, Dan Gates of South Bend, Logan Gerwe of Osgood, Diana Lynch of Princeton, Katie Miller of Marion, Brittany Nettleton of Sweetser, Rebecca Parker of Princeton, Robert Spencer of Vevay and Judi Talbert of Pine Village.

News in brief

Payne Awards seeks nominations

Captivating ethical dilemmas have dominated the field of journalism in 2010.

From the Wikileaks release of classified Afghanistan War and Iraq War documents to *Rolling Stone's* piece on Gen. Stanley McChrystal, journalism ethics have been in the news.

The Payne Awards for Ethics in Journalism for 2010 honors journalists and news organizations that have maintained their ethical standards and reported with clarity in the face of political and economic pressure.

The Payne Awards seeks entries from news organizations, individual journalists and student journalists in broadcasting, print or new media. Nominations will be accepted until Feb. 25 for stories published or decisions made in 2010.

Journalists and media outlets can nominate

themselves or be nominated by someone else. The award includes a cash prize of \$1,000.

For the past 12 years, the awards — sponsored by the University of Oregon School of Journalism and Communication and founded by former King Broadcasting chief executive officer Ancil Payne — have helped recognize top journalists and news organizations around the United States and have become a hallmark of excellence in journalism.

Send nomination letters to ltaylor@ulum.com. Provide the date of publication or the date of the decision, if available. Include articles, photos, web pages or other relevant materials.

For more information on The Payne Awards, contact Lewis Taylor at (541) 434-7038 or go to <http://payneawards.uoregon.edu>.

Ad department reorganized

Times Media Co. has reconfigured responsibilities within its advertising department.

The changes will allow the company to best serve the organization and parent company Lee Enterprises, said Bill Masterson Jr., publisher of *The Times of Northwest Indiana*.

Lisa Daugherty has been appointed to the position of corporate director of classified sales for Lee. In the newly created role, Daugherty and Dave Worstell will direct Lee's existing and emerging sales initiatives. Worstell is sales and marketing director at *The Billings (Mont.) Gazette*.

Daugherty will continue to be director of advertising for *The Times* and will assume responsibilities as general manager of *The Times' Crown Point* office.

Paul Farrell, vice president of sales and marketing at Lee, said Daugherty was instrumental in directing *The Times' sales* organization during the launch of Marketplace, Jivox and several other key digital offerings.

Farrell said Daugh-

erty's efforts helped *The Times* earn Lee's Enterprise of the Year award.

Daugherty also has been a standing member of Lee's ad director steering committee for the past two years and has been a contributor to the success of many of recently launched Lee-wide sales programs, Masterson said.


"This just goes to show the quality of individuals we have here at *The Times of Northwest Indiana*," Masterson said. "Lisa's job allows her at the corporate level to play a major role in shaping the direction of the entire company."

As a result of Daugherty's new assignments, others in *The Times' advertising* department will be taking on additional responsibilities.

Debbie Anselm will continue to be general manager for *The Times Porter County* office. Anselm will lead retail advertising for *The Times*.

Eric Horon continues as the operations and major accounts manager but will be responsible for all rate approvals and contracts.

Please send promotions, announcements, staff changes and other corporate news to mtuley@hspa.com.



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Bad PR is no reason for closed-door meeting

When the subject to be discussed by a group is unpleasant or embarrassing to an individual the members know, one can understand the desire to take that conversation behind closed doors.

But governing bodies must resist that desire because unpleasantness or embarrassment isn't a basis for secret meetings under Indiana's Open Door Law.

When it comes to the actions of government officials, it's in the public's best interest that the discussion be open.

The Banner (Knights-town) ran into this conflict between the desire to be compassionate and the public's right to know recently.

An area town council an-

nounced plans to hold an executive session to discuss a disciplinary investigation of the town's judge by the state's judicial disciplinary commission.

The council pointed to IC 5-14-1.5-6.1(b)(2)(B) of the Open Door Law as justification for the closed session.

The problem is that code reference is for the exception that allows for an executive session for strategic purposes when the governing body is considering litigation or has been threatened in writing with litigation or the topic involves a lawsuit already filed.

None of those apply to the town in connection with the investigation of the judge.

The Banner's Jeff Eakins initially thought the coun-

Legally Speaking

By Stephen Key



cil might have intended to cite (b)(6) of the Open Door Law.

That provision is for receiving information about alleged misconduct of an employee, but as Eakins noted, the town judge is an elected official and not an employee under the control of the town council.

In reviewing the statute, I suggested to *The Banner* that the town might rely upon (b)(7) if the disciplinary commission is sharing confidential records with the town council.

Eakins said that might be

a possibility but knew that one of the discussion points would be whether the town should provide an attorney to represent the town judge during the investigatory process.

He expects the town attorney wants to explain the process and what's going on with the investigation and update the council on the status of the investigation.

I don't believe a discussion as to the provision or not of an attorney for the judge would be proper behind closed doors.

The outcome of that decision might create a financial obligation for the town and such discussions should be conducted in the open.

I don't have the same issue, if while they are reviewing confidential records,

the town attorney explains the investigatory process involved.

It would help the council understand what is happening and what ramifications that might have on the town and its court.

You probably noticed that with all of the above reasons given as possible justification for a closed session, embarrassment about unpleasant facts regarding a public official or employee was not included.

That's because the Indiana legislature determined the public has a right to know when public officials may have done wrong and what actions its representatives are taking to either ferret out whether a problem exists or deal with a problem that has been confirmed.

HSPA Hotline

The following questions came from: *Chronicle-Tribune* (Marion); *Banner Graphic* (Greencastle); and *The Banner* (Knights-town).

Q How long does someone have to respond to my document request, and how long do they have to submit the information to me if the request is valid?

A If the request was verbal, in person at the front counter of the clerk's office for example, you should get a response within 24 hours.

If you mailed, faxed or e-mailed the request, the deadline is seven days from the date the public agency received the request.

Remember that a response is merely an acknowledgment of the request and a statement such as: "Yes, your request will be granted," "No, your request has been denied," or "We've given the request to our attorney who will get back to you in X days with an answer."

As to the length of time between making the request and receiving the records, the standard is "reasonable."

If the record is a single sheet, no question as to whether it should be made available for inspection and copying, and sits in the file cabinet behind the clerk, then reasonable would be you immediately gaining access.

If the request requires

a search of multiple boxes stored in the attic of the courthouse and a review by an attorney to redact certain state-mandated confidential items, then it may be weeks before you see a document.

Q A local man who has taken exception to our paper and started a news-format website that he promotes through his Facebook page.

Although he does not post our stories word for word, he takes stories straight from our website, changes a few words and posts them to his website with no direct link and no acknowledgment.

Is it legal for him to do this?

A Just changing a word here or there doesn't allow an infringer of your copyright to steal your work.

I'd suggest the newspaper have its attorney write this individual a letter demanding he stop using your copyrighted work.

If he persists, it will be up to the newspaper to determine whether it's willing to file a lawsuit to force the individual to stop.

Usually, though, a letter is sufficient to make the problem go away.

Q We're likely going to be filing a request asking either for copies of some school bus surveillance videos (or simply access to them if they can't make copies), and I'm curious if the school can rely on

the federal Family Education Rights and Privacy Act to either deny access completely or to redact the videos to cover up the identities of students in the videos.

Do you think these tapes, since they could have bearing on student disciplinary matters, would qualify as an educational record that would require confidentiality?

What about a situation where there are no students on the bus and the video we want to see shows a confrontation between a student's parent, who also happens to be a school board member, and a bus driver?

I wouldn't think there would be any concerns about the Family Education Rights and Privacy Act at all there. Do you agree?

A I'd argue that the school bus tapes are not educational records as contemplated by the Family Education Rights and Privacy Act, but Indiana courts have cast a broader net as to what records fall under the act than some other states, including disciplinary records, for example.

I wouldn't immediately lump them into disciplinary records though because they aren't done as part of a disciplinary process.

They might become evidence of a problem, but that's not known when the record is created.

I agree with you that a tape showing interaction between a bus driver and a parent with no students pictured would be difficult for the school district to argue is an educational record.

Pyle

Continued from Page 1

the state's system of historic sites.

The group that has existed for decades expanded its board this year from five members to 13 in anticipation of taking on ownership of the Pyle facility.

With the house and museum expected to be open 26 weeks a year, the group intends for each board member to take turns serving as a volunteer manager for two weeks at a time.

Stephen Key, executive director and general counsel of HSPA, spoke at the commission meeting on behalf of the Friends group last week, along with board members Cynthia Myers and Joanie Rumble.

Key reported that the Friends organization and HSPA plan to work on a nationwide fundraising campaign to preserve the site and to extend Ernie Pyle's legacy in Indiana and throughout the country.

That effort could include the creation of a traveling exhibit that could be displayed throughout the United States.

Key said the group also is working with veterans organizations such as American Legion, Veterans of Foreign Wars and AMVETS to support the fundraising efforts.

He pointed out that \$50 in support from each of the more than 22,000 posts represented by

"I think, looking back on this in future years, the commission will be satisfied with their decision to transfer the site."

Stephen Key,
HSPA executive director and
general counsel,
On the Ernie Pyle center

these organizations could provide more than \$1 million for the site.

At least one veterans organization in Vigo County already has agreed to contribute.

The fundraising effort also will include other press associations and journalism groups from across the United States, Key said.

Key briefly addressed the issue of artifacts that have been removed from the site, including a firearm belonging to Pyle, a jacket and navy correspondent's uniform that had been displayed at the site since 1998 and a number of photographs and archived records.

"We know of artifacts that were removed from the site, and we hope that as part of the transfer there will also be a corresponding transfer of artifacts that have been, historically and traditionally, with the museum," he said.

The commission voted unanimously for the deaccession of the site and transfer of ownership to the Friends.

"I think, looking back on this in future years, the commission will be satisfied with their decision to transfer the site," Key said.