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## UA12/2/1 A Reader's Guide to the Herald

WKU Student Affairs

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# A Reader's Guide to the Herald College Heights

National Newspaper Week, Oct. 2-8

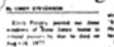
## College Heights Herald

### Meredith says he isn't ready to talk about plans



When the first edition of the Herald was published, Meredith was not ready to talk about plans for the future of the newspaper. He said he would be glad to get out of the office and go to school, but he was not ready to talk about the future of the newspaper. He said he would be glad to get out of the office and go to school, but he was not ready to talk about the future of the newspaper.

### Collector wonders if the King has gone



Collector wonders if the King has gone. The collector is looking for the King's collection. He said he would be glad to get out of the office and go to school, but he was not ready to talk about the future of the newspaper.

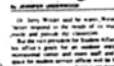
## College Heights Herald

### Western enrollment soars to record 14,116



Western enrollment soars to record 14,116. The enrollment at the university has reached a record high. This is due to the fact that the university has a long history of excellence in education.

### More money necessary to realize goals



More money necessary to realize goals. The university needs more funding to achieve its goals. This is because the university has a long history of excellence in education.

## College Heights Herald

### Western rolls out Big Red carpet for Duke



Western rolls out Big Red carpet for Duke. The university has rolled out a red carpet for Duke. This is because the university has a long history of excellence in education.

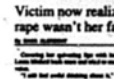
## College Heights Herald

### Sanderford left one Mann short



Sanderford left one Mann short. Sanderford is a member of the university. He is a student and is involved in many activities. He is a member of the university and is involved in many activities.

### Awareness of date rape spreading on campuses



Awareness of date rape spreading on campuses. There is a growing awareness of date rape on campuses. This is because the university has a long history of excellence in education.

# Section tells all on Herald

Welcome to the Herald. Some of you have been reading it for years — others just began.

Still, we realize that readers might have some questions about our policies and decision-making.

We also hope this section will answer some common questions about the Herald. Last semester, when then-President Kern Alexander proposed censorship for the newspaper, we realized how little the campus knew about us.

This semester, for example, one reader has suggested that we slant news coverage toward the Democrats because he had heard that most journalists are Democrats. (We've never polled ourselves for party preference, but that doesn't enter into

**EDITOR**

Lisa Jessie

These are just two questions — there have been countless others. And there's no better time to answer them than during National Newspaper Week, which began Sunday.

The Herald depends on you. You are our sources. You are our readers. You are our advertisers and our coupon-clippers.

So this section is devoted to helping you use the Herald. We'll tell you who to call for a story, for an advertisement or for a complaint.

Some of you might not care to read any of this supplement. That's part of why it's a pullout section. It's easy to throw it away.

But we hope you'll keep it. And if you still have questions, call me at 745-6284.

our news judgment anyway.)

Another person wanted to know why we couldn't give his organization a free advertisement. If we gave one organization a free ad, others would be banging down our doors for one, too.

By the time we gave everyone free ads, we couldn't afford to publish the newspaper.

# Adviser instills good judgment, but leaves decisions to students

The College Heights Herald has one goal that it has never reached — to publish a perfect paper.

But, I'm pleased to report, the staff has never quit trying to reach that goal.

The heart of advising is goals. What is it you're after — for yourself, for the students or the paper, for the school?

One of the goals here has been professionalism — to operate the Herald as if it were a "real" paper, not just a college paper. We've operated that way because our students are preparing to work on weekly and daily newspapers across the country.

Advising is a blend of confidence, respect and love.

Instilling good judgment and promoting a good attitude are a continuing effort, not things reserved for a post-mortem. If I see things that would make the next day's paper a little better, I cannot wait until it is published to ask if an alternative has been considered. I have too much pride in the Herald to be satisfied with anything less than the best paper possible.

But, I must hasten to add, I don't read every story before it is published. Copy editors do that, not the adviser.

I have confidence in the students who make decisions on the Herald. They have good instruction in the classroom and they have demonstrated competence as reporters. Every person who becomes an editor must earn his job. And then he must

**ADVISER**

Bob Adams

devote himself to doing that job as well as he can do it. I do not expect any more from my students than I expect from myself.

It is not my style to sit in my office until someone comes seeking advice. I spend most of the time on Mondays and Wednesdays in the newsroom trying to help in whatever way I can. I must admit, though, that grading papers and keeping up with my duties as interim director of university publications have reduced my time in the newsroom recently.

Some advisers have told me that their students would object if they saw the paper before it was published; the Herald staff is concerned if for some reason I'm not around to help.

I respect the students who work on the Herald, and they know it. They know that I am not trying to impose my ideas on them. If I make a suggestion, it's just that — a suggestion. In my own way, I try to stimulate them to think, to learn to make decisions and judgments.

As a teacher and adviser I have tried to help students make their own decisions and to keep a helping hand extended, no matter how late the hour or how tired the deteriorating body. It boils down to teaching and helping.

The motives? They would have to include a deep and abiding interest in these young people and a professional striving for excellence — for them and for myself.

Credit for the success of Herald staff members belongs to everyone, for the students are ours, not mine. But I do take immense pride in their success — and I hurt deeply when their stumble.

Credit for the awards the Herald has won in the past 15 or so years belongs to everyone involved. I take immense pride in that, too.

The success of our reporters, editors, photographers and advertising sales people — their ability to compete nationally for awards, scholarships and jobs — speaks for itself.

Herald staff members are graduating with honors. They are getting good jobs in the profession. Their editors and supervisors are giving them good reports about their performance and attitude on the job.

Once they've graduated and entered the job market, we could forget about them. But we don't. Hardly a day goes by that I don't get a letter or call or visit from a former Herald staff member. To me, that's one of the most rewarding aspects of this job.

## HERALD HISTORY

1925 — The Herald began publishing a four-page monthly newspaper under the guidance of editor Frances Richards, who was later faculty adviser for 38 years.

1960s — The Herald began publishing weekly.

Early 1970s — The Herald jumps

to twice-weekly issues, averaging 12 to 16 pages.

1981 — The Herald wins its first Pacemaker, making it one of the top college newspapers in the country.

1983 — The Herald captures another Pacemaker.

1984 — Another Pacemaker.

The Herald also moves from the basement of the university center to its current office in Garrett Center and buys a \$90,000 computer system.

1988 — The Herald upgrades its computer system.

**COMMENTARY**

Lynn Hoppes

# Editors make tough calls in assigning stories

## News covers more than happenings

According to Webster's, news is "a report of recent events," but that's about like saying Elvis Presley was a singer or Carl Lewis is a guy who can run fast.

It's an accurate description, but there's a lot more to it than that.

Of course, news can be a report of recent events, such as a visit by a presidential candidate or a Board of Regents meeting. However, good papers use a broader definition of the word.

News can take a look at community problems, such as the recent series of articles about date rape, or explain something readers are interested in or need to know, such as this piece about what news is and how it gets into the paper.

Tuesday's front page — which had stories about date rape, the cost of Western's presidential search and a victim of anxiety attacks — offers good examples of most of those kinds of stories:

■ There has not been a case of date rape reported at Western in several years, but it is still something most women think about. If they don't think about it, they should.

Those stories showed how some women found themselves in that horrible situation and what others can do to prevent it. Maybe the stories did some good.

■ Although most students probably skipped the story about the cost of the presidential search, they shouldn't have. After all, they helped pay for it. So did you.

■ The story about the woman who suffered from anxiety attacks is a different matter altogether.

### MANAGING EDITOR



Todd Pack

Although agoraphobia isn't a common problem on this or any other campus, as far as we know, features editor Eric Woehler realized it does happen occasionally and would make for a story that would interest a lot of readers.

Of course, editors are not the only ones who come up with story ideas. Reporters do, too, and so do readers.

Most Herald reporters cover one of 18 beats, which range from the administration to the different colleges to the Physical Plant. They routinely call people on their beats and talk about upcoming meetings, activities, interesting people in the department or problems within the department.

Readers will occasionally call the Herald with story ideas. In fact, they don't do it often enough. There is no guarantee that we'll do the story, but we do consider every idea we get.

If a story affects a lot of readers or is just plain interesting, chances are that it will be fairly long and will be placed somewhere near the front of the paper. But if it's just a routine story or doesn't matter to most students, it will probably be only a few paragraphs long and be positioned wherever it happens to fit.

There is no hard and fast definition about news, and there might not need to be. Our job is to keep you informed, and as long as we're doing that, we're doing our jobs.

## Sometimes space decides what's a story

You'll see a story in Tuesday's Herald about the mud volleyball tournament the Kappa Alpha fraternity held last weekend.

You probably wouldn't have had the newspapers been smaller last week.

But because the Herald's ran 16 and 24 pages with a lot of space to fill, our backlog of stories was nearly wiped out.

Therefore, events like the mud volleyball tournament become bigger news.

Not too scientific, huh?

Believe it or not, that's why a lot of events do and do not become stories in the Herald.

Stories on an Associated Student Government meeting, a visit by a presidential candidate or a football game are nearly always going to make the newspaper.

But events like a Collegiate 4-H Club meeting — that do not affect or include all or a majority of the student body — might get passed over simply because we know we're not going to have room for them.

That's one of the criteria by which news judgment is made, unfortunately.

It would be wonderful if we could fill a paper with stories about every event on campus, but advertising and available reporters make that impossible.

So several factors have to be considered in deciding what is and what isn't going to be covered.

■ How many people will the event affect or include? The more students affected, the more newsworthy the story.

■ How timely is the event? Is a Thursday

### FEATURES EDITOR



Eric Woehler

night club meeting worth coverage when the story would not be published until Tuesday?

■ When was the last time the Herald did the story? A feature on the Mr. and Ms. Southern Kentucky Body Building Championship held at the Capitol Arts Center each year would be interesting. It was two years ago when we did the story. Because many of our readers were around then, we might decide not to cover the event this year.

■ How important or interesting is the story? This is the most important question. It's also the toughest to answer.

There are other reasons why a story might not make the paper — one is ignorance. Sometimes we just didn't realize something was going on, and that's why it didn't show up Tuesday or Thursday.

That's our fault. But you can help prevent that from happening by calling us at 745-2655. Ask for the editor, managing editor, sports editor, features editor, Diversions editor or magazine editor — depending on the section you think the story falls under. If none of those people are here, leave a message.

■ Keep in mind our deadlines. Stories going in the Tuesday Herald are to be finished by 6 p.m. Sunday. Stories for Thursday issues should be done by 6 p.m. Tuesday.

## Photographs speak louder than words

Even the best reporters sometimes have trouble describing an event in words. The cliché, "a picture is worth a thousand words," still stands.

Most people will look at a picture before they will a story, so the picture must be strong in content to carry the reader into the story.

On slow news days, the Herald's 12 photographers will help fill pages with feature photos. These give photographers the freedom to show readers pictures of some ordinary happening that's visually interesting.

The happenings in these photos occur naturally, but sometimes posed pictures will work better with a story. These photos are labeled photo illustrations.

The Herald does use freelance photographers. Sometimes we use them for assignments we can't cover. Anyone can submit photos; these photos compete with others for publication. The deadline for submitting freelance photos is 2 p.m. Mondays and Wednesdays. We ask that complete caption information accompany the photograph and a phone number of the photographer is written on the back of the final print.

### PHOTO EDITOR



Matthew Brown

What makes a good photo? We often get calls to cover dinners or meetings. But after a while, all of these photos would be the same — people munching or talking.

The Herald looks for events around the campus that will lend themselves to visually interesting photos, making readers feel as though they were a part of the event. Group events tend to lead to several good photo opportunities, which give the photographer several ways to look for a story-telling picture.

We encourage people to call in ideas and inform us of upcoming events. Call the photo lab at 745-6294 or the photo desk at 745-6289.

## Give complaints to our ombudsman

With one hand on the cash register and the other curled around a pencil, a little old woman sits behind the refund counter at Wal-Mart.

It's the day after Christmas.

"It gets kind of busy 'round here. . . . People complaining about something they got. . . wanting a refund for some piddly little thing," she screams as the line meanders to the Wal-Mart cafeteria. "But that's why they pay me the big bucks."

As the ombudsman for the College

### OMBUDSMAN



Lynn Hoppes

Heights Herald, I'm the person who sits behind the desk waiting for those calls, letters or shouts from readers.

If a reader doesn't like something, he or she should call at 745-6011 or write at 109 Garrett Center, Western Kentucky University, Bowling Green, Ky., 42101.

I am also to react to the newspaper. I'm the reader's advocate. If I don't like something, I'm supposed to tell you about it.

The Herald is by the students and for the students. If you have problems with our product, contact me.

## CAMPUSLINE AND CALLBOARD

A newspaper's main purpose is to let its readers know what's going on. That's why the Herald has Campusline to tell you when and where campus events and meetings are.

Campusline is not an advertisement. It lists only special events and weekly meetings as a service to the readers.

For example, Associated Student Government might run an item announcing its Tuesday meetings. However, the Herald can't run an item announcing news times for the

campus radio station because that's not an event or a meeting.

To submit an item for Campusline, bring a written announcement with your name and telephone number to Herald office, 122 Garrett Center. Tell someone in the office that it's a Campusline announcement for Phoenicia Miracle, who compiles the column this semester. We don't accept announcements over the telephone.

Deadlines are 6 p.m. Sunday for Tuesday's paper and 6 p.m. Tuesday for Thursday's paper.

The Herald will try its best to get your announcements in the paper, but it can't make any guarantees because the items will run based on space available.

To find out what's happening in Bowling Green nightlife, tune in to Callboard.

This listing of showtimes at local theaters is also a service to the readers, and the Herald runs it as space permits. If we can't find room for Callboard, we try to run phone numbers of the movie theaters.

# Here is how we put the Herald together

## Sunday

Between 11 a.m. and 6 p.m., reporters write stories for Tuesday's paper.

At 5 p.m. the editorial board meets to decide on editorials for the week's papers. The editors meet afterwards to plan news coverage for the week and resolve any management or production problems.

At 6 p.m., all stories are due. Each gets one edit, and a list of stories for Tuesday's paper is compiled.

## Monday

Between noon and 3 p.m., all stories get two more edits from the copy desk. Reporters put the finishing touches on their stories, answering any questions the editors might have. The managing and features editors decide what stories will go on the front page.

Photos are due at 2 p.m.

Between 3 and 5 p.m., the editor and photo editor lay out the news pages. They decide what stories and photos go where in the inside pages. The photo editor, sports editor and assistant editor do the same for the sports section.

From about 5 p.m. to sometimes as late as 3 a.m., copy editors write headlines and typeset stories. Reporters and copy editors paste them up and proofread them.

The Franklin Favorite prints the Herald and brings it to campus between 11 a.m. and 1 p.m. the next day.

## Tuesday

This is the same as Sunday, except that there are usually no editors' meetings and that stories for Diversions are due.

## Wednesday

This is the same as Monday.

## Thursday and Friday

Editors assign stories for the next week, and reporters work on them.



Matthew Brown/Herald

From left, Louisville freshman Doug Tatum, Radcliff senior Lynn Hoppes, Louisville sophomore Allison Tutt and Erlanger junior Chris Poore proofread pages Monday.

## Herald brought to campus hot off the presses

The College Heights Herald is distributed free twice weekly to about 50 places on- and off campus.

## CIRCULATION MANAGER



Darian Burnam

Of the 11,000 papers printed, most are delivered to 42 campus locations, usually between 11 a.m. and 1 p.m. on Tuesdays and Thursdays.

The paper is now taken to six local businesses. Off-campus circulation will be increased soon when four more newspaper racks are put into service.

The Herald also is available to students who attend classes on the Glasgow campus.

Subscriptions are available for \$10 a year. The papers are mailed each week from the post office in Franklin. For information about subscriptions, call the Herald/business office at 745-2653.

## Advertising pays Herald's way

Advertising pays for the publication of ideas. Without advertising, the College Heights Herald would not be published.

Advertising in the Herald reaches more 17,000 people every Tuesday and Thursday.

During the year, the advertising staff will contact more than 400 businesses in Bowling Green, plus other national advertisers from across the United States.

The advertising staff, which usually consists of a dozen salespeople, a classified advertising manager and display advertising manager is prepared to work with advertisers at their place of business or at the Herald office.

In some cases, the contact local business people have with the Herald advertising representative is the only contact they have with Western. For that reason, we insist that each salesperson remember that he must represent the Herald and Western in a professional manner.

To prepare each salesperson, the Herald has a four-day training session at the beginning of each semester. In

## ADVERTISING MANAGER



David Houk

the sessions they learn how to help businesses through effective advertising and how to manage time, as well as design principles and working with computerized typesetting.

The Herald is published with three divisions — advertising, news and photography — working together. But they are separate staffs.

The advertising staff cannot promise that stories will be published, and the news and photo staffs don't sell ads. The only certainty is that paid advertisements will have space guaranteed. Everything else is published at the discretion of the editor.

Advertising may be scheduled by calling the Herald at 745-6287 or 2653. An advertising sales/service

representative will contact you and answer any questions about rates and policies.

Contract advertising is available and can be used as the advertiser desires throughout the year.

If an error by the printer or the Herald staff causes the ad to misrepresent the product or merchant to the extent that the readers are misled by its meaning, an appropriate correction will be run in the next issue with no additional charge.

Every advertisement is accepted as honestly representing the goods or services offered. The Herald reserves the right to refuse any advertisement deemed objectionable for any reason. The Herald will not knowingly accept any advertisement that, in its judgment, is fraudulent, unlawful or in bad taste or promotes false, deceptive or misleading information or reflects unfavorably to any individual, group, organization, business, profession, race, creed or religion.

The deadline for display and classified ads in Tuesday's paper is Sunday at 4 p.m. The deadline for Thursday's paper is Tuesday at 4 p.m.

## 'Small staff limits number of sports Herald can cover

The hardest part of planning the sports section is deciding what not to cover.

Western students compete somewhere every day, and surely many of those events merit a story. But a lack of time and space and a small staff prevent us from covering every university sport.

The Herald sports staff tries to report on the events it judges to have the most interest among readers.

The staff's job is to report the news — not lead cheers. The Herald is not responsible for building or promoting a particular sport. It cannot ignore stories simply because they might not be favorable to an athlete, team or coach.

The athletics department has a sports information office to promote its activities. The Herald simply reports them.

The Herald sports department has a sports editor; assistant sports editor and four reporters.

In the beginning of the fall semester about 10 Western-sponsored teams competed. That doesn't include 48 teams that participate in intramurals. About 20 clubs also have teams and compete with other schools.

In fact, the number of sports to cover — both men's and women's — have multiplied in recent years while the amount of space available for sports in the newspaper has

## ASST. SPORTS EDITOR



Chris Poore

decreased.

The reporters' beats at the beginning of the fall semester were volleyball, cross country, football and soccer. Editors also write general assignment stories and columns. That leaves many sports uncovered.

We try to make up for our lack of reporters by planning. For example, if we found that an intramural game with teams that have exceptional records is scheduled, we would send a reporter there.

But while trying to decide what to cover, we also have to decide what to pass up. We try to do this by judging reader interest.

We usually don't cover Greek tournaments. Most of the 13 fraternities and nine sororities have tournaments sometime during the year. We can't cover them all, so it takes something big to wrestle time and space from other events.

## FOR THE RECORD

For the Record compiles arrests, court actions, crime reports and accidents from campus police.

All of this information is public record. That means anyone has access to it. The Herald won't leave your name out of the column. However, it

doesn't publish the names of victims of sex-related crimes.

Sometimes the Herald will pull an item from For the Record and write a story about it. Some reasons why we do this include the severity or oddity of the crime or the prominence of the people involved.

For example, we have been writing stories about two Western football players who were arrested in connection with a fight in Egypt Lot.

The Herald prints police reports to make people aware of crime and the need to protect themselves.

# Newspaper must be run like a business

A newspaper is a business. Like any business, the College Heights Herald must take in more money than it spends. Otherwise, it ceases to exist.

The Herald does not receive a direct subsidy from the university. The newspaper pays its bills and buys equipment and supplies with money it generates from advertising sales.

Because the Herald is a non-profit organization, all the money earned from advertising sales goes back into the newspaper in maintenance and purchase of new equipment.

All of the equipment used to publish the newspaper was bought from money the newspaper earned. The Herald is produced on 10 Mycro-Tek video display terminals, four Macintoshes and a laser printer. The laser printer, bought in August to replace a Linotron 101, will reduce the cost of typesetting.

The newest addition to the publications darkroom, a Leitz enlarger, was bought with money from the William Randolph Hearst Foundation after publications photographer Scott Wiseman won the national photojournalism competition last spring.

The Herald is prepared on campus for the printer, but the actual printing is done at the Franklin Favorite, about

## ADVERTISING ADVISER



JoAnn Thompson

20 miles south of Bowling Green. Since Western does not own offset web presses, the printing contract is awarded through the state bidding process.

Printing is the single largest expense for the Herald each year. Last year's printing bills amounted to more than \$52,000.

In the past year, the Herald has spent about \$40,000 to improve existing equipment and buy new equipment.

About 60 staff members receive some pay from the newspaper. The advertising staff earns a commission on the advertising it sells, and photographers are paid for pictures published in the paper.

Management positions are salaried, with the editor, advertising manager and photo editor earning the campus

rate of \$3.35 an hour for 15 hours — even though the positions require 30 to 40 hours of work each week.

Other editors receive lesser amounts, with the bottom scale of three hours a week earned by reporters with at least one semester of experience on the Herald.

The Herald business office includes the publications business manager, who doubles as advertising adviser, and a bookkeeper/secretary. All of the Herald's income is deposited with the university business office, and all checks are written there.

An accounting of the income and expenses is prepared monthly by the Herald business manager and an annual financial report is submitted to the director of university publications, the dean of Potter College and the vice president for Academic Affairs.

The office is about to begin a survey of advertisers and readers to determine future direction of the newspaper, including the possibility of publishing four or five days a week.

The Herald business office is open Monday through Friday from 8 a.m. to 4:30 p.m.

# Opinion page offers chance to sound off

The Opinion page is different from any other page in a newspaper.

While the news pages must remain free of bias and opinion, the opinion page is a forum to air the newspaper's views, as well as its readers.

Page four of the Herald is always designated as the Opinion page. The Herald's opinions are expressed through editorials and editorial cartoons.

A board of all the Herald editors decides what the editorials will be for each week, and the opinion page editor works with the cartoonist to prepare the art.

All editorials appear without a byline because they are the view of the newspaper, not an individual.

Readers can also express their views in letters to the editor.

Letters must be submitted at the Herald office in Garrett Center between 8 a.m. and 4 p.m. Monday through Friday. They should be no longer than 250 words and should be written neatly and contain the writer's name, grade classification or job title and phone number. The deadline is Sunday at 4 p.m.

## OPINION EDITOR



Toya Richards

for Tuesday's paper and Tuesday at 4 p.m. for Thursday's paper.

Because the Herald is interested in a diversity of ideas and opinions, it sometimes runs the Speak Out column.

This column is for administrators and faculty who have expertise in a particular field and want to analyze and comment on current events and issues.

The column should be limited to 500 words, and if necessary, we will work with you in editing it.

The Herald is by the students and for the students. The Opinion page helps make this happen.

## JOINING THE HERALD

The College Heights Herald staff is selected each semester from applicants for positions in advertising, photography, news, features and sports.

To be eligible for the staff, applicants must be full-time students in good academic standing with the university.

The top editors are approved by the University Publications Committee based on recommendations of the adviser, past editor and senior staff members.

The advertising sales staff and the photography staff are selected by their respective advisers based on interviews and portfolios.

## DIVERSIONS EDITOR



John Chattin

## MAGAZINE EDITOR



Douglas D. White

## SPORTS EDITOR



Julius Key

# National Newspaper Week

October 2-8

## Newspapers: Freedom in Our Hands

"It is appropriate each year to reflect on the important information and services newspapers provide in helping us plan our daily lives, inform us of important national, international and local events, advise, challenge, instruct and indeed, entertain us."

Arthur Ochs Sulzberger, chairman  
American Newspaper Publishers Association

"Newspapers: What you hold in your hands is freedom. . . What you are holding is unique and powerful, because the news, information, facts, opinions, advice, public notices, advertisements, guides and illustrations in your hands help you make your own individual decisions on how to conduct your life — safely, successfully, and to be more fulfilling."

Webster Hawkins, president  
National Newspaper Association

"Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas...regardless of frontiers, either orally, in writing or in print..."

Universal Declaration of Human Rights, Article 19

