

A STUDY ON THE USE OF STATE  
GOVERNMENT PRESS RELEASES  
IN KENTUCKY NEWSPAPERS

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A Thesis

Presented to the Faculty of the  
College of Arts and Sciences  
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In Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts

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by

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Accepted by the faculty of the College of Arts and Sciences, Morehead State University, in partial fulfillment of the requirements for the Master of Arts degree.

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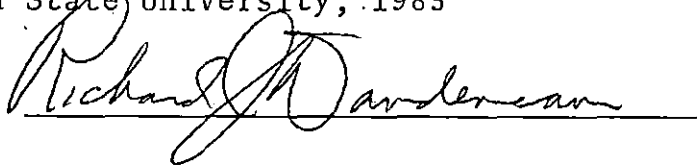
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Date

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IN KENTUCKY NEWSPAPERS

Sean Patrick Kelly, M. A.  
Morehead State University, 1985

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The issue of media reliance on public relations practitioners has been a source of controversy in the journalism community for at least several decades. Cutlip (1962) showed that about one-third of newspaper content was generated by public relations practitioners; he later increased his figure to over 40 percent, concluding that public relations practitioners, in actuality, subsidize the nation's news media. Studies by Kaid (1976) and Sachsman (1976) further supported Cutlip's assertion. Kaid, in particular, found that 60 percent of a political candidate's press releases were printed verbatim from the original releases.

Martin and Singletary (1981) came to a different conclusion in a statewide study of Pennsylvania newspapers. They found that only 19.5 percent of the stories generated by the state auditor general's office were reported verbatim from the releases. Martin and Singletary concluded that reporters who wrote the release-

generated stories in the Pennsylvania study did not abandon their "watchdog" role as originally hypothesized in the study, but were alert to the information found in the releases.

This study examined 42 Kentucky newspapers (seven dailies and 35 non-dailies) for their use of 98 Kentucky Department of Education releases from September 1 through December 31, 1984. The newspapers were all initially selected randomly by computer, with the final seven dailies being chosen according to circulation and region.

Of the 171 stories that were generated by the releases (44 in the dailies, 127 in the non-dailies), it was found that 100 of them, or 58.48 percent, were reported verbatim from the original releases. The non-daily stories accounted for 98 of these verbatim releases, or 77.17 percent of the non-dailies' total releases generated stories. Among the dailies, only two of the 44 releases generated stories, or 4.55 percent of them, were verbatim.

It was also found that 77.19 percent of the stories were totally paraphrased from the original releases -- that is, the stories used information solely from the releases, with no outside information whatsoever. The non-daily stories 115 such stories -- 90.55 percent of their total -- while the dailies had 17

totally paraphrased stories, which was 38.64 percent of their total.

The study also showed that circulation and geography played no role in how the releases were used, and that the majority had no high prominence in the newspapers they appeared in.

This study suggests that state press releases, in a majority of cases, are heavily relied on for information provided by Kentucky newspapers, and that the information provided by such releases is not generally checked before being printed, as Martin and Singletary had concluded. The statistics in this study could have resulted not necessarily from an abandoning of the "watchdog" role, but rather from deadline pressure (particularly among the dailies) and limited manpower (particularly among the non-dailies). Nonetheless, the reliance on the press releases in this study generally supported the previous studies by Cutlip, Kaid and Sachsman.

The study also showed the effectiveness of the Department of Education in generating stories from their releases, having generated 171 stories in about one-quarter of the state's newspapers. A comparative study using releases from other state departments, or an expansion of this study using all state newspapers,

could provide a more in-depth analysis of newspaper  
reliance on state government press releases.

Richard J. Dandaneau, Chair  
David Brown  
R. M. White

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Dr. Richard Dandeneau, thesis director, of whom it was a privilege to be a student and friend. Words can hardly express my gratitude for his encouragement and guidance throughout this project;

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Dr. Batra, my advisor, initially helped me

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My Christian brothers and sisters at Wesley Foundation and Assembly of God, who have helped me immeasurably in my spiritual growth during the past year and a half. I'll always be thankful to God for using all of you to minister to me, and for allowing me to bless you in return. I will miss you all;

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Don Young, my supervisor at the Alumni Association, who provided the typing equipment I needed to complete this project. The completion of this study could not have come about without his generous help;

The editors and publishers who took the time and effort to send me copies of their newspapers during the

study. I wish I could mention each of you in this limited space. Your generosity and cooperation in the course of this study will always be appreciated.

Last, but not least, I would like to thank my family, to whom this project is dedicated: my mother and father, my "first and best teachers," for their love and patience; Michele and Susan, my older sisters, for their continuing advice and guidance; and Siobhan, my younger sister; and Paul, my younger brother, for their continuing encouragement.

I mention my older brother Eugene last, because he was the one who influenced me, probably more than he realized, to attend graduate school. He provided the direction and encouragement to make this decision -- a decision which I will never forget, and will always thank him for.

Finally, I dedicate this project to Jesus Christ, my Lord and Savior, who made me a part of this family and gave me the ability to carry out this task to His glory..

## DEDICATION

To Jesus Christ, my Lord and Savior; to my mother and father, for their love and patience; and to my brothers and sisters, for their continuing encouragement and support.

## I. INTRODUCTION

The role of public relations in the news reporting process has been a subject of controversy for several decades within the journalism community. This controversy has, in turn, sparked a number of studies on the reliance of the news media on information supplied by public relations practitioners.

In one of the earliest studies conducted, Scott Cutlip suggested that about one-third of the news media has been supplied by public relations practitioners.<sup>1</sup> Since then, Cutlip has revised his estimate to over 40 percent, and concluded that public relations practitioners, in effect, ". . . subsidize the nation's news media machine."<sup>2</sup>

Subsequent studies, for the most part, seem to have supported Cutlip's assertion.

Two of these studies pointed to an extensive use of public relations for information. The study by Lynda Lee Kaid, for example, which measured the use of

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<sup>1</sup>Scott Cutlip, "Third of Newspapers' Content PR-Inspired," Editor and Publisher, May 26, 1962, p. 68.

<sup>2</sup>Scott M. Cutlip, Allen H. Center, and Glen M. Broom, Effective Public Relations (Englewood Cliff, N.J.: Prentice-Hall, Inc., 1985), p. 429.

an Illinois congressional candidate's press releases by newspaper, showed that 69 percent of the news releases for the candidate were used at least once.<sup>3</sup> Moreover, 30 of the 50 stories generated by the 18 releases were printed verbatim from the original releases, with the only alteration being several paragraph omissions.<sup>4</sup> This same pattern seemed to be demonstrated in a study by David Sachsman, who determined that public relations press releases on environmental issues in the San Francisco Bay area:

. . . influenced at least 25 percent and perhaps as much as 50 percent of Bay Area environmental coverage. It is reasonable to estimate that about 40 percent of the environmental content of the Bay Area media came from public relations practitioners, and that about 20 percent consisted of rewritten press releases.<sup>5</sup>

Sachsman further noted that much of the public relations effort was conducted by government agencies.<sup>6</sup>

The Kaid study's method of measuring the use of public relations releases was closer to the method used in this study and the Martin/Singletary study

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<sup>3</sup>Lynda Lee Kaid, "Newspaper Treatment of a Candidate's Press Releases," Journalism Quarterly 53 (Spring 1976): 136.

<sup>4</sup>Ibid., p. 137.

<sup>5</sup>David B. Sachsman, "Public Relations Influence on Coverage of Environment in San Francisco Area," Journalism Quarterly 53 (Spring 1976): 59.

<sup>6</sup>Ibid.

(to be discussed below) than the Sachsman study. Kaid collected the 26 releases from the campaign she covered and measured their use in 25 sample newspapers, including dailies and non-dailies.<sup>7</sup> Sachsman, on the other hand, conducted a survey study by sampling 11 reporters and editors by asking them to keep a record of press releases, their sources and their use in the first part of his study; the second and third part of the project consisted of content analysis of Bay Area media and backtrack-<sup>8</sup> interviewing to determine information sources and gatekeeping processes.<sup>8</sup>

Nonetheless, both studies indicated a heavy reliance on press releases by the media.

#### Martin and Singletary

The study on newspaper use of state government press releases by William P. Martin and Michael W. Singletary at Shippensburg State University in Pennsylvania, however, offered a different conclusion on the subject.

Citing the Cutlip, Kaid and Sachsman studies, the authors hypothesized that reporters, through increasing reliance on public relations practitioners, have

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<sup>7</sup>Kaid, p. 136.

<sup>8</sup>Sachsman, pp. 55-56.



abandoned their "watchdog" role as defined by the Canons of Journalism, section IV.<sup>9</sup> The authors studied 199 releases from the state Department of the Auditor General, and determined to investigate whether the same reliance on press releases found in the previously cited studies also occurred among 105 daily and 177 non-daily newspapers in Pennsylvania.<sup>10</sup> In measuring the number of stories printed word for word from the original releases (defined as "verbatim rate"), the authors found that only 19.5 percent of the stories were printed verbatim from the releases.<sup>11</sup> They also concluded that the majority of the releases (62.8 percent) were rewritten completely before publication.<sup>12</sup>

Martin and Singletary also concluded that although the verbatim rates for non-dailies was higher than dailies (57.9 percent to 12.6 percent), " . . . it was noted that the non-dailies were far less likely than dailies to use the releases at all."<sup>13</sup> The study also

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<sup>9</sup>William P. Martin and Michael W. Singletary, "Newspaper Treatment of State Government Releases," Journalism Quarterly 58 (Spring 1981): 93.

<sup>10</sup>Ibid., pp. 93-94.

<sup>11</sup>Ibid., p. 95.

<sup>12</sup>Ibid.

<sup>13</sup>Ibid.

found that circulation and geographic distribution had no affect on release publication.<sup>14</sup>

In concluding their report, Martin and Singletary commented:

It would appear that a majority of newspapers in this study did not accept news releases in this study at at:face value. The newspapers usually did not use news releases verbatim. As suggested by the Canons of Journalism, they were generally alert to the information in the releases.<sup>15</sup>

The authors also noted that although 63.3 percent of all the auditor general press releases were mailed to non-dailies, they generated only 15.5 percent of the total stories in the study. "On a practical level," the authors concluded, "the publicist may find that mailing news releases to non-dailies is not a cost-effective means of generating newspaper articles."<sup>16</sup>

#### Purpose

The purpose of this study was to determine how Kentucky newspapers used state press releases issued by the Kentucky Department of Education. This would gauge how much Kentucky newspapers relied on press releases for their information. Any state governmental agency could have been chosen, but the Department of Education was

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<sup>14</sup>Ibid., p. 96.

<sup>15</sup>Ibid.

<sup>16</sup>Ibid.

chosen for several reasons:

- 1) The department, because of its designation in the Kentucky State Constitution, sends out its own releases, whereas other agencies sent their releases out via the State Government News press office. This state office sent packages to state newspapers containing releases with information on various state agencies. Thus, using Department of Education releases avoided a possible variable in using releases mixed with other departments.
- 2) The issue of education was a statewide concern, and moreover, one that was the focus of much media attention in the administration of Governor Martha Layne Collins and Superintendent of Public Instruction Alice McDonald. The statewide focus of education also lessened instances of using press releases focused on only one area of Kentucky. Using Department of Highway releases, for example, could have resulted in releases concentrating on highway construction in only one area of the state -- making that information relevant only to the area in question.

The questions that were addressed in this study included:

- 1) How many stories are generated by each press release?
- 2) How many of these releases are reported verbatim, or are partially, intermediately, mostly or completely rewritten?
- 3) In releases that are not verbatim, how much of the information in the news story originates from the press release that generates it?
- 4) What are the differences in the handling of news releases between dailies and non-dailies?
- 5) Are the publication of release-generated stories related to geographic location or circulation size of a newspaper?
- 6) What is the prominence of these press release-generated stories in the sampled newspapers (i.e. -- front page, back page, middle pages)?

The study was a parallel of the Pennsylvania study cited

above (Martin and Singletary, 1981), with the methodology of both being approximately the same.

### Method

All press releases from the state Department of Education from September through December 1984 were collected and compiled.<sup>17</sup> There were a total of 98 releases generated by the department between September and December, 1984; 38 were released in September, 28 in October, 18 in November and 14 in December. Only press releases were used in this study. Those designated as "media advisories," which generally announce upcoming events or meetings, were excluded from the study. Each release was typed on 8½ by 11 inch paper, which a Department of Education flag at the top. No headlines accompanied the releases (see Appendix A for examples). There were three releases mailed on Kentucky Educational Foundation stationery, and one printed on Prichard Committee for Academic Excellence stationery. (see releases 9-26, 10-5, 10-6 and 10-33, Appendix A). However, these last four mentioned releases were sent out from the Department of Education press office, and were thus included in this study. The

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<sup>17</sup>Barbara McDaniel, Special Assistant for Public Affairs in the department, provided assistance in collecting the releases.

criteria used in selecting the releases in this study will be further discussed in Chapter II.

Martin and Singletary made certain categories for the auditor general press releases that were not used with the Department of Education releases in this study. One classification in the Martin/Singletary study was the releases' subjects, such as health or welfare audits, transportation audits or education audits.<sup>18</sup> Subject clarification was not used in this study because it appeared to have no significant value in measuring how Kentucky newspapers used Department of Education releases. Martin and Singletary also used a "positive" and "negative" classification in identifying the news releases in the Pennsylvania study:

The positive category contained newspaper articles that primarily praised the handling of state funds. The negative category contained newspaper articles that primarily criticized the handling of state funds. The positive-negative category contained newspaper articles that gave approximately equal emphasis to praise and criticism of the handling of state funds.<sup>19</sup>

This classification was not used in the Kentucky study because of the risk of introducing subjective logic in trying to define just what constitutes a "positive" or "negative" release.

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<sup>18</sup>Martin, "Newspaper Treatment," p. 94.

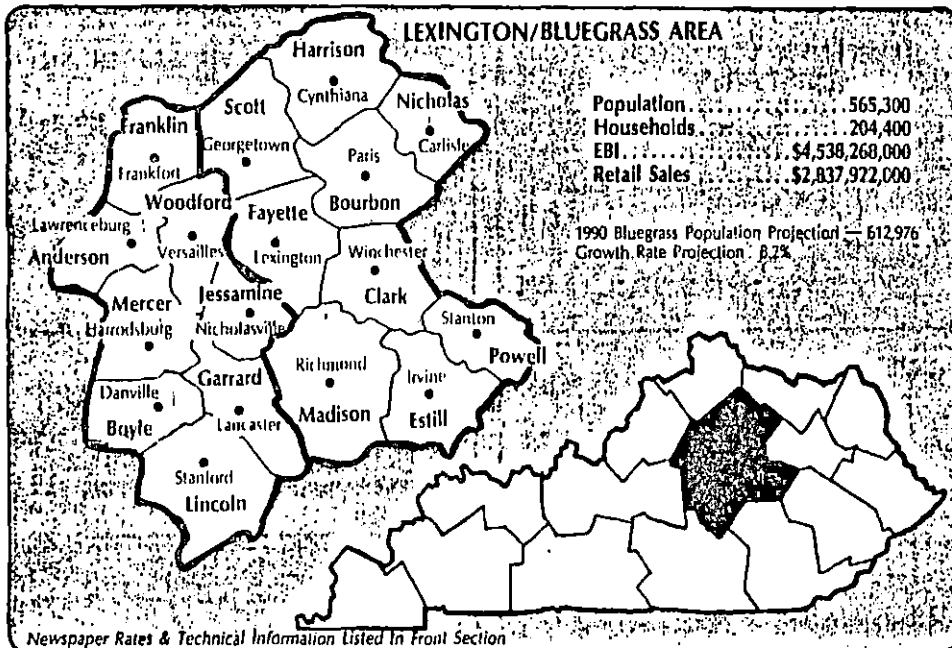
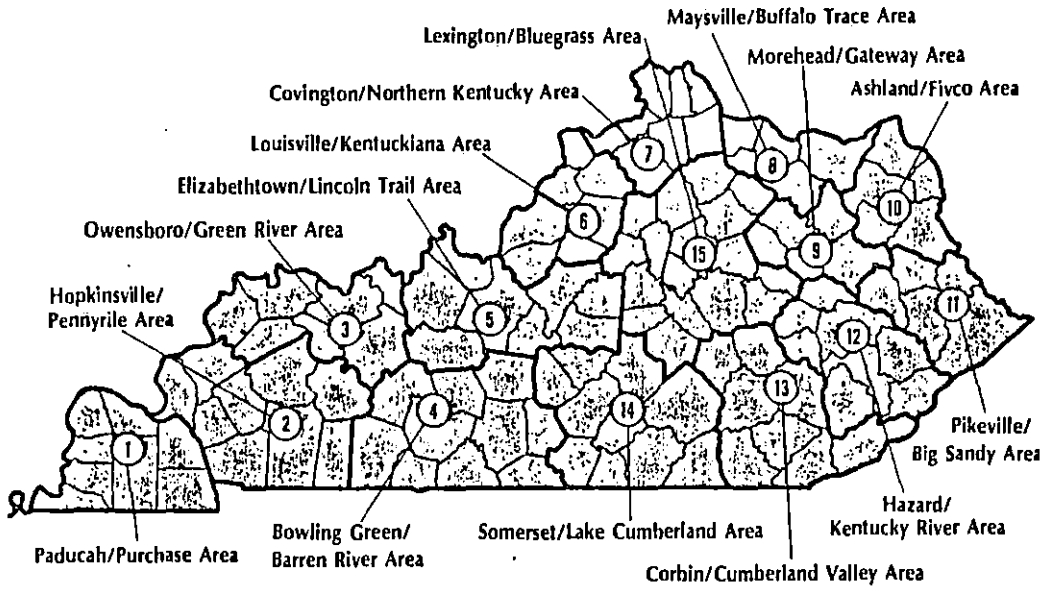
<sup>19</sup>Ibid.

The 98 releases in the Kentucky study were compared with resulting news stories from a sample of 42 newspapers in Kentucky from September 1 through December 31, 1984 -- seven dailies and 35 non-dailies, representing the one to five ratio of all such newspapers in the state (26 dailies to 133 non-dailies). The two daily newspapers in Kentucky with statewide circulation, the Lexington Herald-Leader and the Louisville Courier-Journal, were automatically included in the study, concentrating on their statewide editions. One daily was then chosen from each of the 15 marketing areas as determined by the Kentucky Press Association.<sup>20</sup> For the purposes of this study, the KPA's Bluegrass Area was divided into two sections because of its size (see Fig. 1, p. 10). Thus, a total of 13 daily newspapers were randomly chosen by computer (three newspapers did not have daily newspapers). This list was further pared down to five newspapers chosen arbitrarily according to region: two from Western Kentucky, two from Eastern Kentucky and one from Northern Kentucky. The dailies chosen for the study also provided a good variety of circulation, although the small number of dailies

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<sup>20</sup> Kentucky Press Association, 1984 Newspaper Yearbook and Directory (Frankfort, Ky: Kentucky Press Association, 1984), pp. 35-69.

Figure 1. Kentucky Press Association  
Marketing Areas



Source: KPA 1984 Yearbook and Directory

Because of its size, the Bluegrass Area was divided into the Western and Eastern Bluegrass Areas for use in this study.

in the study prevented drawing conclusions on how circulation affected the dailies' use of the releases. Even with the limited number, there seemed to be no correlation between daily newspaper circulation and the use of press releases in this study.

All 35 non-daily newspapers in this study were randomly chosen by computer from the 16 established areas mentioned above. In those areas where there were no daily newspapers, three non-dailies were selected instead of two. Nearly all of the non-dailies were weeklies; there were also two that were published three times a week: Kentucky Standard, Bardstown; Appalachian News-Express, Pikeville; and one published every two weeks: Robertson County Review, My. Olivet.

Unlike the Martin/Singletary study, wire services were not sampled for their use of press releases, although it is noted in the accompanying charts in Chapter III whether a release-generated story appeared under a wire or staff byline (if it is indicated). This was done to avoid duplications in the results. This study concerns itself only with what appeared in the 42 Kentucky newspapers between September 1 and December 31, 1984.



Scope

Chapter II will discuss the criteria used in choosing the news releases, stories and newspapers in this study. There will also be a review of key formulas and definitions. Chapter III will review individual charts showing how each newspaper used the Department of Education releases. Chapter IV will discuss the results and the conclusions of the study.

## II. CRITERIA, FORMULAS AND DEFINITIONS

### Criteria

#### News Releases

It has already been established in the introduction that the news releases would originate only from the Department of Education press office. Furthermore, they would only be released between September 1 and December 31, 1984.

As shown on the accompanying chart (Fig. 2, p. 14), the third criterion for a news release in this study was that it be strictly a news release. "Media advisories" (clearly designated at the top of the news copy) did not qualify as such. Media advisories are generally not meant for publication but, as their title implies, they merely "advise" the news media about a particular upcoming meeting or event in order to receive coverage for it. The news releases, for the most part, dealt with events or meetings that already occurred or were in progress, although about 39 percent of the designated news releases concerned such future events.

Thus, these established criteria prevented the results of the study from being diluted by either advisories or outside releases -- that is, releases

Figure 2. Criteria for News Releases

<u>Criteria</u>	<u>. . . Which Excludes</u>	<u>Justification</u>
1) Releases dated Sept. 1 to Dec. 31, 1984.	1) August DOE releases appearing in September newspapers.	1) Time Frame limitation.
2) Release distributed only by DOE press office.	2) a) "Letters" from desk of superintendent. b) Prichard Committee letters (but see p. 7). c) Education releases by Gov. Collins' office.	2) Eliminates possible use of outside releases, which would distort results.
3) Release must be designated only as "news release."	3) All DOE "media advisories."	3) "Media advisories" are not meant for publication (see p. 13).

circulated by another department or committee other than the Department of Education press office. This eliminated "letters" by Gov. Collins, Superintendent McDonald and Prichard Committee Chairman Edward Prichard from being recorded in this study -- letters which were for the most part sent to the newspapers by the Prichard Committee for Academic Excellence in promoting the statewide November town meetings on education. A second criterion barring the "letters" from the study is discussed below on page 17 (Fig. 3).

As was noted above, only releases circulated September 1 through December 31, 1984, were used in this study. This eliminated August releases that were printed in September newspapers. There is a chance that some of the August releases were dated for September. However, those releases (if there were any) were still approved during August, making them invalid in the limited time frame of this study. Furthermore, the first three days of September fell on Labor Day weekend, making it highly unlikely that any August releases were dated for September. The October releases that were dated for November only covered the first two days of that month (see releases 10-27 through 10-31, Appendix A). No releases for the last week of September, November or December were dated for the following month.

### Story Criteria

Criteria for stories were also necessary in this study to make certain the story did indeed originate from a qualified release.

As shown on the criteria chart for stories (Fig. 3, p. 17), only news stories were used in this study. This excluded editorials, columns and letters to the editor. However, this did not automatically exclude any stories appearing on the opinion pages. For example, several verbatim stories were printed on the editorial page of the September 18 Lincoln County Post of Stanford (Western Bluegrass Area). This criterion was justified by the study's concern with how newspapers deal with the press release as a source of news. Editorials, columns and letters regarding an issue reported by a release may have relied on the release for information, or could have used the initial news story, thus making the opinion story second-generation -- another reason for excluding it from the study. The story must be, without doubt, generated initially by the release to be eligible for inclusion in this study. Nonetheless, it should be noted that no editorials, columns or letters to the editor concerned any issue or event covered by the releases.

Another criterion that insured a story originated

Figure 3. Criteria for Stories

<u>Criteria</u>	<u>. . . Which excludes</u>	<u>Justification</u>
1) Only news stories used.	1) Editorials, letters to the editor, columns, (however, several releases did appear on editorial board).	1) a) Study deals only with how newspapers handle releases as source of news b) Opinion writings could lead to duplication, and rely on stories, not releases, for opinion stance.
2) Stories must be dated after release date.	2) Stories appearing same day as releases supposedly generating them.	2) Story appearing in newspaper same day as release date indicates reporter was at event in question, and thus did not rely on release for information.
3) Stories must be based only on release, not just education issue in general.	3) Education releases not originating from releases.	3) Study measures newspaper use of releases only.
4) Stories must be based on releases dated Sept. 1 - Dec. 31, 1984.	4) Stories based on August releases appearing in September newspapers.	4) Time frame limitation.

from a release was examining the story's date and matching it with the date of the release that supposedly generated it. Although it might appear that a story was generated by a particular release, a story with the same date as the release indicates that the newspaper or wire service had a reporter at the event in question. Thus, it is highly unlikely that the reporter received his or her information from a release when the story appeared in the newspaper the same day the release was circulated. These stories were therefore excluded from the study.

Another group of stories were excluded from the study because they were not based on any releases whatsoever, even though the stories might have dealt with an education issue. These included stories about the Department of Education's institution of a six-hour school day, as well as the statewide town meetings on education mentioned earlier. There were several releases concerning these two issues; however, the releases reported them in the context of a regular state board of education meeting (as in the board's ruling on excluding extracurricular activities from the six-hour school day -- see releases 9-37 and 11-28 in Appendix A) or an announcement of an event that is part of the main issue (as in the organizational session for the town meetings on education -- see releases 10-5 and 10-6 in

Appendix A). As was stated before, the news stories must have been directly generated by a release only. Second-generation stories, an example of which is found on page 20 (Fig. 4), are invalid under this criterion, even if the story dealt with an event announced by a release. The story must deal with the announcement alone -- not the actual event, if it is not covered by the release.

As was discussed above, the time frame of the study excluded releases circulated in August from the study, even if it appeared in a September newspaper.

#### Newspaper Criteria

In choosing the 42 newspapers for this study, it was necessary to allow every qualified newspaper in Kentucky to be chosen, since the total amount in the study was about one-quarter of the total statewide sample. However, two types of periodicals did not qualify as newspapers -- these were trade journals and advertisers. These two groups, unlike the newspapers in the study, are not meant primarily for reporting general interest news, but are mainly concerned with reporting business. The periodicals excluded under this criterion included Cow Trader, Columbia; Shopping News, Morehead; and the Mt. Sterling Advocate Advertiser.

With the exception of the two statewide newspapers,





the remainder of the newspapers were chosen by computer from each KPA marketing area as discussed in Chapter I. Figure 5 on page 22 shows that each newspaper in an area was listed alphabetically by city, then assigned a number to be randomly chosen by computer.<sup>21</sup> In a case where one city had two or more newspapers, only one was chosen. If the computer picked two newspapers in the same city, the first one chosen was used and the computer was reprogrammed to choose another random number. Thus, this criteria prevented the results of the study from being too confined to one section of an area.

#### Daily Newspapers

As was noted in the previous chapter, 13 daily newspapers were initially chosen by computer, one from each area that had them. This was conducted in the same way as the non-dailies in regards to computer selection. However, as was mentioned before, the 13 selected newspapers were reduced to five to bring a proper proportion between dailies and non-dailies in the study, and to allow for more time to conduct the study. The map on page 23 (Fig. 6) shows the final seven dailies (including the two statewide newspapers) represented a widespread sample

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<sup>21</sup>S. Greg Hopkins, a May 1985 graduate of Morehead State, assisted in the computer selection which was conducted on his Commodore 640 home computer.

Figure 5. Example of Computer Selection  
Of Newspapers

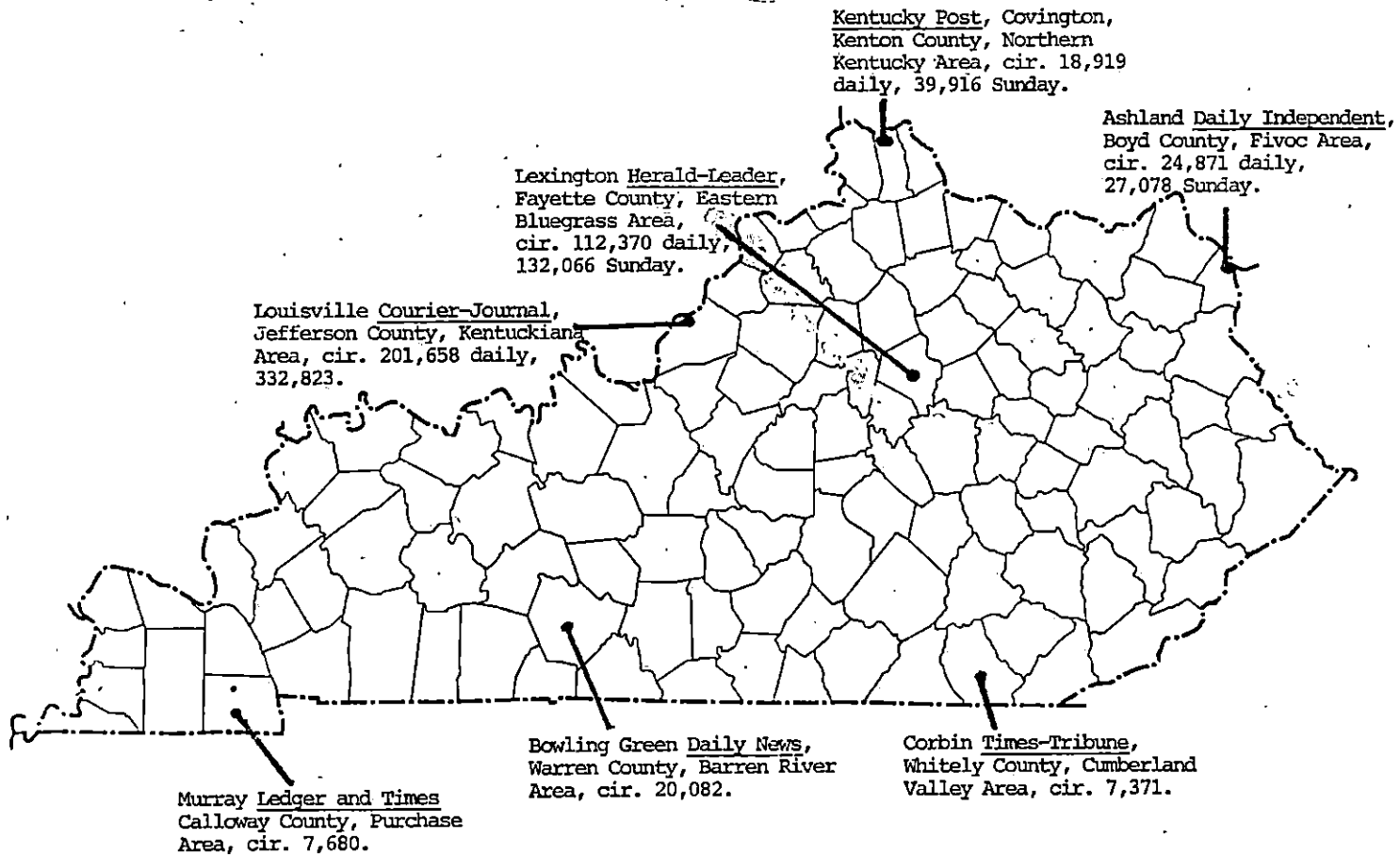
- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1) Newspapers were listed alphabetically according to city.</li> <li>2) Numbers were assigned to each city according to alphabetical order.</li> </ol> | <p><u>PURCHASE AREA (non-dailies)</u></p> <ol style="list-style-type: none"> <li>1) <u>Bardwell</u></li> <li>2) Benton (Marshall County Messenger)</li> <li>3) Benton (Tribune-Courier)</li> <li>4) Clinton</li> <li>5) <u>Hickman</u></li> <li>6) Wickliffe</li> </ol> |
| <ol style="list-style-type: none"> <li>3) Computer programmed to select two random numbers between one and six.</li> <li>4) Selected newspapers were incorporated into study.</li> </ol>      | <p>Numbers 1 and 5 were randomly selected by the Commodore 640 home computer. The <u>Carlisle County News</u> of Bardwell and <u>Hickman Courier</u> (Fulton County) were thus incorporated into the study.</p>   |

This procedure was conducted in all 16 areas as determined by the Kentucky Press Association. Three numbers were randomly in areas where there were no dailies.

If numbers 2 and 3 from the list above had been chosen, the first randomly-selected number would have been used, and the second newspaper from the city would have been disqualified from the study. The computer would then have been reprogrammed to randomly select another number.

Only one daily was similarly chosen from each area, if there were any. They were then arbitrarily chosen from the computer-selected list.

Figure 6. Map of Dailies



of the state, with each major region being represented by a daily. The circulation of each, as was mentioned before, was also widely varied, although again it must be noted that there were not enough dailies in the study to determine if circulation had any affect on the use of the releases.

#### Statewide Daily Newspapers

As was stated in the previous chapter, the Louisville Courier-Journal (circulation 201,658 daily, 332,823 Sunday) and the Lexington Herald-Leader (circulation 112,370 daily, 132,066 Sunday) were automatically chosen because of their statewide circulation. Because of this, only statewide editions of both newspapers were examined. This excluded the city editions of both newspapers, and the Indiana edition of the Courier-Journal. Both newspapers had early and late state editions, both of which were examined in the case of the Courier-Journal. Because of limited availability of the early editions for this study, only the state final (late state) edition of the Herald-Leader was examined. As will be shown later, the press release-generated stories, in three of eight cases, appeared in both the early and late editions of the Courier-Journal, appearing in approximately the same place in both editions.

Formulas

The two basic formulas used in this study determined quantitatively how much the sampled newspapers relied on Department of Education releases for their information. The first formula measured how much of a release was used verbatim in a story, while the second measured the amount of press release information found in a story.

## Verbatim Percentage

The verbatim percentage is from the same story used in the Martin/Singletary study: that is, the verbatim percentage equals the number of verbatim sentences in a story divided by the total sentences in the story. Figure 7 on page 26 shows how this formula was used. It must be noted here that "verbatim" was taken for its dictionary definition -- that is, "word for word," with no variation from the release. Therefore, if a sentence contained different word from what appeared in the release, it could not be counted as a verbatim sentence.

It would be useful at this point to define what constituted a "sentence." For the purposes of this study, a sentence is defined as a group of three or more words, containing at least one noun or verb, that ends with a period. A group of words ending in a semi-colon or colon were considered only part of a larger sentence that

Figure 7. Verbatim Percentage Example

## Faughn, Castleman honored at Vocational Education luncheon

Two local vocational education instructors were honored at the annual awards luncheon of the Kentucky Department of Education's Office of Vocational Education at 11:30 a.m. Tuesday, September 11, at the Capital Plaza Hotel in Frankfort.

Gail Faughn, instructor in the Business and Office Department at the Fulton County Area Vocational Center was the nominee for "Outstanding Teacher" from Region One and the Auto Mechanic Department at the Center was the nominee for "Outstanding Program" from Region One. Jerry Castleman is the instructor in the Auto Mechanics Department.

On hand to pay tribute to award-winning students, teachers and programs were Superintendent of Public Instruction Alice McDonald; Wilburn Pratt, head of the Office of Vocational Education; James Ratcliffe, chairman of the State Board of Education; Charles Furr, vice chairman of the State Advisory Council on Vocational Education; and Jack Hatfield, the council's executive director.

Awards were presented to the outstanding teacher and student in

vocational education and the outstanding adult-level program. In addition, an individual, student, handicapped student and two organizations were honored for special achievements or service to vocational education.

Nominations for all the awards came from the state's 14 vocational regions, and the winners were selected by the State Advisory Council on Vocational Education. All nominees received certificates of recognition at the luncheon.

The winners, who were previously notified of their selection, included Suzanne K. Wilson, who teaches respiratory therapy at the Madisonville Health Occupations Annex, outstanding teacher; and Glenda Myatt, who is studying dental assisting at the Bowling Green State Vocational-Technical School, outstanding student.

The Secretary's Award for outstanding adult program, sponsored by the U.S. Department of Education, went to the commercial foods program of Community Hospital Association and the Mercer County Builders Association, for services in support of vocational education programs.

Page 2

Suzanne K. Wilson, who teaches respiratory therapy at the Madisonville Health Occupations Annex, received the award for outstanding teacher and was also honored by the National Advisory Council on Vocational Education for outstanding service by an individual to vocational education.

The award for outstanding student went to Glenda Myatt, who is studying dental assisting at the Bowling Green State Vocational-Technical School. Myatt also received the national council's award for outstanding achievement by a student.

The commercial foods program of Elizabethtown State Vocational-Technical School was recognized as state winner of the Secretary's Award from the U.S. Department of Education. The program, headed by Mary Frances Cantom, is the state's entry in competition for the national Secretary's Award.

The award for outstanding achievement by a handicapped student was presented to Stephen Dale Flatt, a student in diesel mechanics at Somerset State Vocational-Technical School. The award is sponsored by the National Advisory Council on Vocational Education. Flatt was also a finalist for outstanding student.

In another recognition program sponsored by the national council, the Pineville Community Hospital Association and the Mercer County Builders Association were honored for their services in support of vocational education programs.

Nominations for all the awards came from the state's 14 vocational regions, and the winners were selected by the State Advisory Council on Vocational Education. Certificates of recognition were awarded to all nominees at the luncheon.

Other finalists for outstanding teacher were Brenna Faughn, business and office, Fulton County Area Vocational Education Center; Bettie R. Majors, business and office, Daviess County SYTS; Mary Elizabeth Erwin, health services, Barren County AVEC; and Woodrow W. Will, industrial electricity, Elizabethtown SYTS.

Of the 10 sentences in the story at left, one appears identical to a sentence on page two of release 9-15. This gives the story a 10% verbatim percentage.

ended with a period (see Fig. 8, p. 28). In measuring the verbatimness of a story, it was also necessary to indicate on a scale how much of the story was rewritten, if at all. Thus, another measurement, based on a second Martin/Singletary formula, was used to indicate whether a story was partially, intermediately, mostly or completely rewritten. As shown on page 29 (Fig. 9), however, the scale used by Martin and Singletary was readjusted for this study. The scale used provides a more accurate indication of how much a story was rewritten. Thus, if a 10-sentence story contained two verbatim sentences, the verbatim percentage of the story would be 20 percent. On the scale, this would be calculated to be a major rewrite, since only 20 percent of the story was verbatim from a given release.

#### Paraphrase Percentage

The verbatim percentage formula gave an accurate measurement of how much a press release-generated story used information verbatim from the release. However, as the study progressed, it was noted that the verbatim percentage alone did not give a totally accurate picture of how much a story might rely on a press release for information in general. The verbatim percentage gives a rigid standard for sentences -- that is, to be considered verbatim, the sentence had to be word for



Figure 8. Example of Sentence

This story was generated by  
release 9-26.

## School grants okayed

FRANKFORT, Ky. (AP) — The Kentucky Educational Foundation has approved eight education projects, but must now find more than \$300,000 to pay for them.

The foundation is a quasi-governmental agency formed to solicit private money for use in education projects.

The board, which met Tuesday, approved the following projects:

- \$86,250 for the Commonwealth Institute for Teachers.
- \$84,500 for the Commonwealth Institute for Instructional Leaders, a training seminar for elementary and secondary school principals and instructional leaders.
- \$7,500 for Project SECURE, to train leaders of town meetings organized by the Prichard Committee for Academic Excellence.
- \$48,500 to aid the formation of partnerships between schools and businesses.
- \$15,910 for the Teacher Recognition Program.
- \$40,000 for recruiting and training volunteers to assist teachers in districts where reading levels are below national norms.
- \$22,500 for the Olympics of the Mind competition.
- \$3,500 to \$7,000 for a program to award flags to school that meet certain standards of achievement.

This is an example  
of a basic sentence,  
as defined on pp.  
25, 27. (byline excluded).



This sentence does  
not end at the  
colon, but at the  
period. Overall,  
there are 10  
sentences in this  
example.

Figure 9. Rewrite Scale

Verbatim	Verbatim
Minor rewrite 90-99% verbatim	Partial rewrite 76-99% verbatim
Intermediate rewrite 11-89% verbatim	Intermediate rewrite 25-75% verbatim
Major rewrite 1-9% verbatim	Major rewrite 1-24% verbatim
Rewritten	Rewritten

The scale on the far left was developed and used in the Martin and Singletary study.

The second scale is a readjustment of the Martin/Singletary scale, and was used in this study.

word from the release, with no word change whatsoever. But it was found that some of the stories, while not verbatim, were mere rewrites of the press release, giving no information other than what the release provided. Thus, a story could be totally rewritten using the verbatim percentage formula -- and yet be solely based on the release for information, with no additional facts provided. It was therefore necessary to form a second formula that would measure how much a story was based on a given release.

The paraphrase percentage formula was thus formed and incorporated into the study. As shown in figure 10 on page 31, the paraphrase percentage, similar to the verbatim percentage formula in structure, is the number of sentences containing information from the original release divided by the total number of sentences in the story. Thus, a verbatim story and a rewritten one could both have a paraphrase percentage of 100 percent -- the key is not whether the sentence is word for word from the release, but whether the sentence contains information that comes from the release.

Of course, it first must be established that the story in question originated from the release -- this would be done through the criteria mentioned earlier. Therefore, a paraphrase percentage will always be greater

Figure 10. Paraphrase Percentage Example

BOARD OF DIRECTORS

- DEW  
G. Ted Smith, Senior Vice President  
Texas Can Business & Construction  
Cincinnati Kentucky
- VICE PRESIDENT  
L. L. Lammert  
Circuit Court, Civil and Criminal  
Lawyer, Kentucky
- SECRETARY  
Lynn H. Gray, Chairman  
James H. Gray, Construction Co. Inc.  
Chicago, Kentucky
- TREASURER  
William C. Brown, President  
Proper Sales and Travel  
Rosa, Kentucky
- David Allen, MD  
Physician, Kentucky
- John B. Gentry, President  
Ashland Oil Foundation Inc.  
Ashland, Kentucky
- W. H. H. Lammert, Senior Director  
of Development of State Land  
Lawyer, Kentucky
- Charles Brown, President  
M. F. C. Services of the State  
Brown Firm, Engineers Corporation  
Lawyer, Kentucky
- Thomas C. Brown, President  
College of Trade Bank  
Cincinnati, Kentucky
- William C. Brown, President  
IBM, Kentucky
- David M. Brown, Secretary  
Department of Public Inspection  
Bureau of Department of Education
- Charles Brown, Senior Manager  
Department of Information Systems  
Lawyer, Kentucky
- Charles Brown, President  
Senior Vice President  
Department of Information  
Lawyer, Kentucky
- W. H. H. Lammert, Vice President  
Parker Pen Company  
Lawyer, Kentucky
- Paul Patton, County Judge  
Lawyer, Kentucky
- G. T. Plow  
Manager of Technical Education  
Department of Education  
Lawyer, Kentucky
- John Brown, President  
South East Company  
Lawyer, Kentucky
- Joseph Williams, President  
Commonwealth Institute for Teachers  
Lawyer, Kentucky
- John Brown, President  
Ohio Valley National Bank  
Buckeye, Kentucky
- Joseph Williams, President  
Ohio Valley National Bank  
Lawyer, Kentucky
- Joseph Williams, Chairman of the Board  
Williams Enterprises  
Lawyer, Kentucky
- Joseph H. Donahue, Director  
State Department of Education

Kentucky Educational Foundation, Inc.

P.O. Box 1403  
Frankfort Kentucky 40602 (502)564-4770 Source: Fran Salyers  
Contact: Jeanne Dawhare

STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Sept. 19, 1984) -- The Kentucky Educational Foundation has approved eight projects designed to improve public education in the state and will now turn to the private sector for the \$308,660 needed to finance those projects.

At its meeting in Frankfort on Tuesday (Sept. 18), the organization also commended the International Business Machines Corp. for its donation of 10 personal computers, software and technical training to be used by the Department of Education to instruct teachers on the use of computers in the classroom.

IBM spokesman Jim Jackson, who announced the donation, said the equipment would be incorporated into a mobile computer center that could be used throughout the state. The hardware and software total about \$25,000 in value, he said.

The company also will offer computer training to two Department of Education staff people at an IBM training center in Atlanta and will provide a consultant to work with teachers in the state.

The foundation earlier received a \$25,000 donation from the Ashland Oil Foundation that was used to finance the first Commonwealth Institute for Teachers. Forty outstanding Kentucky teachers took part in the weeklong institute in June and will return for a follow-up weekend next month.

-more-

KEF 9-26

School grants okayed

FRANKFORT, Ky. (AP) — The Kentucky Educational Foundation has approved eight education projects, but must now find more than \$300,000 to pay for them.

The foundation is a quasi-governmental agency formed to solicit private money for use in education projects.

The board, which met Tuesday, approved the following projects:

- \$86,250 for the Commonwealth Institute for Teachers.
- \$84,500 for the Commonwealth Institute for Instructional Leaders, a training seminar for elementary and secondary school principals and instructional leaders.
- \$7,500 for Project SECURE, to train leaders of town meetings organized by the Prichard Committee for Academic Excellence.
- \$48,500 to aid the formation of partnerships between schools and businesses.
- \$15,910 for the Teacher Recognition Program.
- \$40,000 for recruiting and training volunteers to assist teachers in districts where reading levels are below national norms.
- \$22,500 for the Olympics of the Mind competition.
- \$3,500 to \$7,000 for a program to award flags to school that meet certain standards of achievement.

The bracketed sentence in the story above was the only information not in the release at left. Since nine of the sentences were paraphrased from the release, the paraphrase percentage is 90%.

than zero, and will be greater than or equal to, but never less than, the verbatim percentage of the same story (for examples, see charts in Chapter III).

Thus, the verbatim and paraphrase measurements used together gave a clearer assessment as to how much newspapers relied on the state press releases. Measuring the number of stories written verbatim for the releases gave a good face value measurement of how the newspapers handled the releases. In addition, the paraphrase percentage measurement gave an in-depth indication of how much a newspaper relied on releases for its information in writing a given story.

#### Verbatim/Paraphrase Rates

It is necessary at this point in the study to review another aspect of showing how newspapers treated Department of Education releases -- that is, reflecting the overall trends found during this study.

Two operational definitions were used in drawing an overall picture of press release use: the verbatim rate and the total paraphrase rate. The verbatim rate, as in the Martin/Singletary study, measured how many stories were written "word for word" from the original release: that is, the verbatim rate equals the number of verbatim stories divided by the total number of press release-generated stories. This measurement was used

for individual newspapers, newspaper groups (dailies, non-dailies) and newspapers overall.

The total paraphrase rate is similar to the verbatim rate, except that the number of stories with a 100 percent paraphrase percentage is measured. Using both these rates to measure the occurrence of such stories gave an overall picture of how much Kentucky newspapers relied on the state press releases. Of course, the other statistics pertaining to this area (such as the number of rewritten stories, for example) were also examined.

The charts in Chapter III show the results for each newspaper regarding the verbatim and total paraphrase rates for each newspaper. The final statistics for these measurements will be discussed in Chapter IV.

#### Individual Charts

In Chapter III there are a set of 29 charts, each recording statistics on how each newspaper in this study used Department of Education releases. The charts contain the following information:

- 1) The date of the issue where the stories appeared;
- 2) The identification number of the release as it appears in the upper right hand corner of the release (for examples, see Appendix A);
- 3) The circulation target of the release, or "beam." This will be discussed below;
- 4) The page the story is located on, or "placement," which will also be discussed below;
- 5) The verbatim percentage of the story; and
- 6) The paraphrase percentage of the story.

In addition, the verbatim and paraphrase rates of each newspaper appears at the bottom of each chart.

The "beam" of the press release, as shown at the upper lefthand corner of the release copy under the release flag (see Appendix A), shows which media the release is distributed to. The term "beam" was borrowed from shortwave radio jargon. It is used to describe what area of the world and international broadcast is targeted at -- for example, a British Broadcasting Corporation (BBC) broadcast might be "beamed" to audiences in North America, Africa or Asia. In the context of this study, the Department of Education releases were "beamed" at either press row, statewide, or specific local media. Press row refers to the media correspondents stationed in Frankfort, including the two wire services and the two state newspapers. A statewide beam is a mailing to all newspapers in the state -- as will be shown later, this is where the non-dailies received virtually all of their releases. Several releases were beamed at specific localities for Department of Education events such as in Murray and Ashland. About 43 percent of the releases were beamed at both press row and statewide. Next to the beam on the chart is an indicator of the writer of the release-generated story -- whether it was wire service or staff byline, if indicated in the story.

The placement of the story, or which page and/or section it appeared on, suggests what importance the newspaper editors gave the story. However, attempting to formulate a measurement for story placement would have resulted in a biased judgement of which pages were more advantageous or prominent. For example, there might be an uncertainty whether a story would be read by more people inside the first section of a newspaper, or on the front or back page of the second section. Discussion of this aspect of the research, therefore, will only be in general terms.

In listing the charts in the following section, the dailies were listed alphabetically according to the city they were located in. The non-dailies, which were subdivided into weeklies and other non-dailies, were listed alphabetically according to the newspaper's title.



### III. ANALYSIS OF DATA

#### Dailies

##### Chart I: Ashland Daily Independent

The Ashland Daily Independent has a circulation of 24,871 daily, 27,078 Sunday. The newspaper is located in Boyd County in the Fivco Area, as determined by the Kentucky Press Association (KPA) marketing areas (see Fig. 1, p. 10). There are 10 stories listed on this chart, the most release-generated stories used by a daily in this study (The Lexington Herald-Leader also used 10 release-generated stories). The chart also shows one of two instances in the study that one release generated two separate stories, the other instance also appearing in the Herald-Leader (see p. 42). Release 9-6 generated two stories about the Department of Education's School Effectiveness Program; both stories were total rewrites of the original release and were low in paraphrased information. These two stories, as in two other instances shown on the chart, appeared under a special designated section for "Schools;" another story appeared on the front of the designated "Local" section of the newspaper (December 4, release 11-27).

Chart I: Ashland Daily Independent

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM. %</u>	<u>PRPHRS. %</u>
9/9	9-6/S,P (By) (By)	48/64* 48/64*	0 0	10.81 5.26
9/10	9-1/P (AP)	3/8	0	33.33
9/21	9-26/S,P (AP)	5/20	0	90
10/28	10-26/P, Local (By)	54/72*	0	20
11/9	11-1/S,P (AP)	6/24	0	100
11/17	11-9/S,P (AP)	3/14	4.35	95.65
11/18	11-12/S,P (AP)	27/68	0	100
12/4	11-27/S (By)	13/32	0	15.38
12/9	11-25/S (By)	48/72*	0	2.27

Verbatim rate: 0%

Total paraphrase  
rate: 20%

\* -- These stories appeared under the designated "School" section of the Daily Independent.

As shown on the chart, one of the stories was a major rewrite, since part of the story was verbatim from the original 11-9 release. Half of the stories were under an AP byline, one of which was the major rewrite. All of the staff bylined stories had very low paraphrase percentages, ranging from 2.27 to 20 percent. The chart shows that the Daily Independent had the lowest total paraphrase rate at 20 percent.

This chart also showed one of three instances that a release beamed at a specific locality is used. The 10-26 release about Gov. Martha Layne Collins' visit to Ashland schools was totally rewritten and paraphrased 20 percent from the release.-- contrasting with the two releases beamed at the Murray media that were used verbatim by the Murray Ledger and Times. (see p. 47). Two of the four releases that resulted in staff bylined stories were beamed statewide only; the other two were beamed statewide and at press row.

Chart II: Bowling Green Daily News

The Bowling Green Daily News (circulation 24,871 daily, 27,078 Sunday, Warren County, Barren River Area) used three release-generated stories. There was no identification on the one story that was totally paraphrased (release 9-16); the story generated by release 10-33 was 18.18 percent paraphrased. The story generated by release 12-4 had a paraphrase percentage of 87.5 percent and appeared under an AP byline. All three stories were totally rewritten from the original releases.

In general, the prominence of the stories were fair, all appearing in the first section.

Chart III: Corbin Times-Tribune

The Corbin Times-Tribune (circulation 7,371, Whitley County, Cumberland Valley Area) used five release-generated stories. All of the stories, under an AP byline, had a high paraphrase percentage (the lowest being 80 percent), with two being totally paraphrased. One of the stories (generated by release 11-9), had a 4.35 verbatim percentage, a major rewrite. The remainder were totally rewritten.

Most of the stories had fairly high prominence, being placed on the second page of the first section; one appeared on the second page of section B. This newspaper was the only daily in the study not to use release-generated stories in the first two months of the study. All but one of the releases appeared in November.

Chart IV: Kentucky Post (Covington)

The Kentucky Post of Covington (circulation 46,106, Kenton County, Northern Kentucky Area) used two release-generated stories -- the least among the dailies in this study. Both stories were from wire services (one AP and one UPI) with one totally paraphrased from the original release. The two stories appeared in September and December. This is the only daily where there were no November stories -- unusual among the dailies, although no conclusions can be drawn from the small amount of daily newspapers sampled. The releases used were both beamed statewide and at press row.

It should be noted that the Post is published by the Cincinnati Post, which could have accounted for the low use of the press-release generated stories. Both stories were totally rewritten.

Chart V: Lexington Herald-Leader

The chart for the Lexington Herald-Leader (circulation 112,370 daily, 132,066 Sunday, Fayette County, Eastern Bluegrass Area) concentrated on the state final editions of the newspaper, the only edition readily available for this study. The Herald-Leader had 10 release-generated stories.

It should be noted that this chart shows the second instance that one release generated two separate stories. Release 10-13, which was beamed at press row, was used to generate two separate stories in two separate editions (unlike in the Daily Independent, where two stories generated by the same release appeared on the same page). Although it could be questioned whether the second story was based on the first story instead of the original release, the October 18 story nonetheless paraphrased 42.86 percent of the information in the release (the first story was a total paraphrase). It was on this basis, as well as the first story's uncertain origin (see p. 43), that the October 18 story was included in the study.

Chart V: Lexington Herald-Leader

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM.%</u>	<u>PRPHRS.%</u>
9/20	9-28/S,P (By)	(B) 2/12 (48)	0	24
9/30	9-32/S,P (AP)	(B) 2/10 (90)	0	100
10/13	10-13/P*	(B) 2/8 (42)	0	100
10/18	10-13/P (by)	(B) 1,2.12 (50)	0	42.86
11/5	10-29/S,P (By)	(C) 1/12 (36)	20	60
11/6	10-33/S,P (AP)	(B) 2/8 (32)	0	75
11/16	11-12/S,P (By) 10-31/S (P)	(B) 1/12 (70) (B) 2/12 (70)	3.7 50	44.44 100
11/17	11-9/S,P (AP)	(B) 1/8 (40)	0	82.61
12/7	12-7/P (By)	1/18 (58)	0	15.38

Verbatim rate: 0%

Total paraphrase  
rate: 33.33%

\* -- Appeared under "Kentucky briefly" section of Herald-Leader which relies on staff and wire reports. Origin of story is uncertain.



Six of the stories originated from releases beamed at press row and statewide; three were beamed at press row and one statewide. Five of the stories were under a staff byline; four were under AP bylines, and one was uncertain. All but one of the release-generated stories appeared in the state section of the Herald-Leader; one story, concerning the announcement of a special Board of Education meeting to deal with the Clinton County school district (release 12-7), was placed on page one of the December 7 issue of the newspaper. This was one of only two instances where a daily placed a release-generated story on the front page; the other instance occurred in the Murray Ledger and Times.

The front page story was 2.56 percent verbatim from the original release; and 15.38 percent paraphrased. The remainder of the stories appeared in the state section of the newspaper; three stories appeared on page one of either section B or C, two of which had staff bylines.

Six of the 10 stories were totally rewritten; three were major rewrites and one was intermediately rewritten. Three of the stories were totally paraphrased; two of these were under an AP byline. The December 7 front page story had the lowest paraphrase percentage; the remainder ranged from 24 to 82.61 percent.

Chart VI: Louisville Courier-Journal

This chart on the Louisville Courier-Journal (circulation 201,658 daily, Jefferson County, Kentuckiana Area) included the Sunday Courier-Journal and Times (circulation 332,823). As in the case of the Lexington Herald-Leader, only the statewide editions were studied, which consisted of an early and late Kentucky edition during the week and one Kentucky edition on Sunday. This chart is unique in that it records release-generated stories in both editions of an issue. This was the only newspaper in the study that this was necessary to do. In the final calculations, however, the two editions of an issue were counted as one issue.

Chart VI: Louisville Courier-Journal

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM. %</u>	<u>PRPHRS. %</u>
9/9	9-1/P (By)	(B) 1/9 (162) K	0	25
9/21	9-26/S,P (AP)	(B) 4/10 (64) LK (B) 3/10 (64) EE	0 0	90 90
9/30	9-32/P (AP)	(B) 5/16 (182) K	0	100
10/13	10-13/P (AP)	(B) 4/12 (26) LK	0	100
11/6	10-33/S,P (AP)	(B) 4/8 (40) EE	0	75
11/9	11-1/S,P (AP)	(B) 4/8 (86) K	0	100
11/16	11-12/S,P (AP)	(B) 3/14 (60) LK (B) 3/14 (60) EE	0 0	100 100
12/7	12-7/P (By)	(C) 1,2/10 (78) LK (B) 1,4/10 (24) EE	0 0	23.33 23.33

Verbatim rate: 0%

Total paraphrase  
rate: 50%

EE -- Early Edition  
LK -- Late Kentucky Edition  
K -- Kentucky Edition (Sunday)

As shown on the chart, all eight release-generated stories were totally rewritten from the original release. Half of the releases were beamed only to press row, while the other four were beamed to both press row and state-wide. Six of the stories were credited to AP, while two were under staff bylines. Four of the six AP stories were totally paraphrased from the original releases -- the other two were 75 and 90 percent paraphrased. The two stories with staff bylines were 23.33 and 25 percent paraphrased. In all instances, the stories appeared in the state section of the newspaper (which in almost all cases was section B). Only the staff bylined stories appeared on page one of the state section.

Chart VII: Murray Ledger and Times

The Murray Ledger and Times (circulation 7,680, Calloway County, Purchase Area) had no releases in October among the six release-generated stories it published. Two of the stories, both of which were used verbatim from the original releases, were beamed directly to the Murray media. The 11-16 release announced a state Board of Education meeting at Murray High School; the 12-12 release dealt with Murray Elementary School being awarded a "Flag of Excellence" from the Kentucky Educational Foundation.

The Ledger and Times had the highest verbatim and total paraphrase rates among the dailies, (33.33 percent verbatim rate, 66.67 percent total paraphrase rate). The two stories that were not totally paraphrased (from releases 10-33 and 12-4) had paraphrase percentages of 80 and 88.89 percent. The Ledger and Times was the only daily newspaper in the study to use verbatim stories; one of these, generated by release 11-16, was placed on the front page. Both verbatim stories were, in fact, given very high prominence (the other verbatim release appearing on page two), most likely because of the local beam of the releases generating them. Both were beamed to the Murray media.

Non-Dailies: WeekliesChart VIII: Bath County News-Outlook

The Bath County News-Outlook of Owingsville (circulation 2,946, Gateway Area) used two-release-generated stories. This newspaper showed one of several instances where two releases generated one story. Releases 9-17a and 9-18 were used for a page one story which was totally rewritten and 30 percent paraphrased from the two releases combined. The other story, which appeared in the November 22 issue, was intermediately rewritten (33.33 percent verbatim) and totally paraphrased from the 11-12 release. All three releases were beamed statewide, with two also beamed to press row.

Chart IX: Cynthiana Democrat

The Cynthiana Democrat (circulation 5,409, Harrison County, Eastern Bluegrass Area) used four release-generated stories in the September 27 and December 27 issues. Three stories appeared in the September 27 issue; of these, the release generated by release 9-27a was partially rewritten (88 percent verbatim). The remaining stories were reported from the original releases, and all of the releases used were totally paraphrased. The stories generated by releases 9-27a and 9-25 in the September 27 issue received fairly high prominence, being placed on pages two and three.

All of the releases were beamed statewide, with three of the releases also beamed to press row.

Chart X: Dawson Springs Progress

The Dawson Springs Progress (circulation 3,429, Hopkins County, Pennyriple Area) used 12 release-generated stories, the highest number among the weeklies and second highest among the non-dailies. (The Martin Countian and Mt. Sterling Advocate also used 12 such stories). All of the releases were beamed statewide, with seven of them also beamed at press row. Several release-generated stories were placed on the front page of the second section of the September 20 issue; one was verbatim from the original release, and one was intermediately rewritten (55.56 percent verbatim). The other intermediate rewrite appeared in the October 4 issue (50 percent verbatim); all of the other stories were verbatim from the original releases). All stories were totally paraphrased from the releases used.

This chart shows the only instance where the releases were used over an even spread throughout the time frame period, with three release-generated stories appearing each month.



Chart X: Dawson Springs Progress

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM. %</u>	<u>PRPHRS. %</u>
9/20	9-18/P,S	(B) 1/10 (18)	100	100
	9-15/S,P	(B) 1/10 (18)	55.56	100
9/27	9-17a/S	(B) 3/10 (18)	100	100
10/4	9-16/S,P	4/8 (18)	50	100
10/11	9-28/S,P	(B) 6/10 (18)	100	100
10/18	10-1/S	7/10 (20)	100	100
11/15	10-29/S,P	6/10 (20)	100	100
	10-13a/S	(B) 3/10 (20)	100	100
11/29	11-12/S,P	(B) 3/10 (18)	100	100
12/6	11-28/S	(B) 5/12 (20)	100	100
	11-25/S	(B) 8/12 (20)	100	100
12/13	11-26/S,P	(B) 3/12 (20)	100	100

Verbatim rate: . . .83.33%

Total paraphrase  
rate: 100%

Chart XI: Hart County News

The Hart County News of Munfordville (circulation 3,376, Barren River Area) used two release-generated stories in the October 11 and December 13 issues. Both stories were written verbatim from the original release, and none had any high prominence in the newspaper.

The 10-1 and 12-2 releases that the stories were based on were both beamed statewide, with the 12-2 releases also beamed to press row.

Chart XII: Hickman Courier

The four release-generated stories that appeared in the Hickman Courier (circulation 2,233, Fulton County, Purchase Area) were used in three issues: September 13, 20 and November 8. The two stories generated by the 9-15 and 9-17a releases received high prominence in the newspaper, being placed on page one and page three, respectively. Three of the stories were reported verbatim (including the 9-17a story that appeared on page one), and all were totally paraphrased from the releases. All four releases used were beamed statewide, with two also beamed at press row. The last two releases used by the Hickman Courier were used in the November 8 issue.

Chart XIII: Jackson County Sun

The Jackson County Sun of McKee (circulation 2,605, Cumberland Valley Area) used one release-generated story, in its December 6 issue. The story was totally rewritten and had a paraphrase percentage of 5.26 percent, the lowest among the non-dailies. The story appeared on the front page. The 11-27 release that generated the story was beamed statewide.

Chart XIV: Journal-Enquirer

All six releases used in the Journal-Enquirer of Grayson (circulation 2,679, Carter County, Fivco Area) were used in the September 25 and November 6 issues, with five appearing in the latter issue. Three of the stories, in fact, appeared on the same page. (page 11) Of these, the story generated by release 10-32 was the only story that was not verbatim, being partially re-written (88 percent verbatim). All of the stories were totally paraphrased from the original releases. All of the releases used were beamed statewide, with five of them also beamed to press row.

As will be discussed below, the statistics of the Journal-Enquirer were identical to the Olive Hill Times, both of which are owned by Kentucky Publishing Company.

Chart XV: Kenton County Recorder

The Kenton County Recorder of Edgewood (circulation 4,932, Northern Kentucky Area) used only one released generated story, which was totally rewritten and 11.76 percent paraphrased from the original 9-15 release. The story had one of the lowest paraphrase percentages among the non-dailies. The 9-15 release was beamed statewide and to press row.

Chart XVI: Lincoln County Post/  
Interior-Journal

These two Stanford newspapers, which were combined on October 23, 1984 after a change of ownership, used two release-generated stories in the September 18 issue of the Post (circulation 3,233, Western Bluegrass Area). No other release-generated stories appeared in the Lincoln County Post through October 23 or in the Interior-Journal after that date. Both release-generated stories appeared verbatim on page two, the editorial page of the newspaper. The stories were not used as part of an editorial, column or letter to the editor. The prominence of the stories would be considered high because of the page number and the page heading they appeared under.

The two releases that generated the stories, 9-19 and 9-17a, were beamed statewide, with 9-19 also beamed at press row.

Chart XVII: The Martin Countian

The Martin Countian of Inez (circulation 3,888, Gateway Area) used 12 release-generated stories (as did the Dawson Springs Progress and Mt. Sterling Advocate), the most used by a weekly and the second-highest amount used by a non-daily. Half of the release-generated stories appeared in September, and none of the stories were given any high prominence in general. All the releases used were beamed statewide, with nine also beamed at press row.

As shown on the chart, all the stories appeared verbatim from their original releases -- the highest verbatim rate for newspapers using five or more release-generated stories in this study.



Chart XVII: Martin Countian

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM.%</u>	<u>PRPHRS.%</u>
9/12	9-7/S	12/20	100	100
	9-6/S,P	15/20	100	100
9/19	9-5/S,P	7/18	100	100
	9-18/P,S	3/18	100	100
9/26	9-27a/S	14/26	100	100
	9-28/S,P	14/26	100	100
10/3	9-32/S,P	5/22	100	100
11/7	10-31/S	12/18	100	100
	10-33/S,P	13/18	100	100
	10-29/S,P	14/18	100	100
12/12	12-2/S,P	18/20	100	100
12/26	12-13/S,P	9/14	100	100

Verbatim rate: 100%

Total paraphrase  
rate: 100%

Chart XVIII: Mt. Sterling Advocate

The Mt. Sterling Advocate (circulation 5,686, Montgomery County, Gateway Area) is the third weekly in this study that used 12 release-generated stories. Seven of the 12 appeared in the November 8 and December 6 issues. Eleven of the stories appeared verbatim from the original releases. None seemed to have any high prominence. These 11 verbatim stories were based on releases that were beamed statewide; five of these were also beamed to press row.

Chart XVIII: Mount Sterling Advocate

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM.%</u>	<u>PRPHRS.%</u>
9/20	9-14/Local*	6/12 (34)	0	26.66
9/27	9-28/S,P	6/10 (42)	100	100
10/11	10-1/S	4/12 (34)	100	100
10/25	10-13a/S	8/12 (40)	100	100
11/8	10-32/S,P	4/14 (34)	100	100
	10-29/S,P	8/14 (34)	100	100
	10-31/S	11/14 (34)	100	100
12/6	11-25/S	4/14 (42)	100	100
	11-28/S	5/14 (42)	100	100
	11-27/S	5/14 (42)	100	100
	11-26/S,P	11/14 (42)	100	100
12/13	12-3/S,P	13/14 (42)	100	100

Verbatim rate: 91.67%

Total paraphrase  
rate: 91.67%

\* -- Release was designed to allow local information to be written into the text (fill-in blanks).

The one story that was rewritten was generated by release 9-14. This release, which was beamed to school districts participating in the Training for Literacy Coordinators program, was unique in that it was designed for newspapers to fill in certain blanks of the release with "local" information (see Appendix A). In the strictest sense of the definitions of this study, the release could neither be used verbatim nor totally paraphrased. However, the resulting story used no information verbatim from the release, and paraphrased only 26.67 percent of it. In short, the newspaper writer did not follow the basic format followed by the 9-14 release. It should be noted that the release encouraged the newspapers to obtain additional information from the local literacy coordinator -- this was evidently done in the case of the Mt. Sterling Advocate:

Chart XIX: The News-Democrat

The News-Democrat of Russellville (circulation 6,658, Logan County, Barren River Area) used four release-generated stories in October, November and December. Three of the stories were reported verbatim while the story generated by the 11-12 release was a major rewrite (5.66 verbatim percentage, the second lowest among the non-dailies) and was 50.94 percent paraphrased from the original release. This same story had fairly high prominence, being placed on page one of section B.

All of the releases were beamed statewide, with three of them also beamed to press row.

Chart XX: Olive Hill Times

The Olive Hill Times (circulation 2,457, Carter County, Fivco Area), as mentioned before, reflected identical statistics as those of the Grayson Journal-Enquirer (see p. 56). This is because the two newspapers originate from the Kentucky Publishing Company in Morehead, Ky. In fact, the only difference between the two newspapers is the first and second page of the first two sections of both newspapers. However, because they are circulated in two different cities, they are considered two separate newspapers in this study.

As in the Journal-Enquirer, the verbatim rate of the Olive Hill Times was 83.33 percent, the total paraphrase rate 100 percent.

Chart XXI: The News-Herald

The News-Herald of Owenton (circulation 3,358, Owen County, Northern Kentucky Area) used only one release-generated story, which appeared on page two of the September 27 issue. The story, generated by release 9-28, was written verbatim from the release. The release was beamed statewide and to press row.

Chart XXII: Paintsville Herald

The Paintsville Herald (circulation 5,845, Johnson County, Big Sandy Area) used seven releases which generated stories in five issues from September through November; there were no such stories in the December issues. All but one of the releases were reported verbatim; the other that was totally rewritten (9-16) appeared on page one of the September 19 issue. All of the stories were totally paraphrased from the original releases.

All of the releases used were beamed statewide, with four of them also beamed to press row.



Chart XXIII: Record-Herald

The Greensburg Record-Herald (circulation 4,402, Green County, Lake Cumberland Area) used eight release-generated stories, six of which were used in September and December. Six of the stories were verbatim from the original releases, with one generated by release 9-28 being a major rewrite (5.81 percent verbatim), and another, generated by release 11-9, being an intermediate rewrite (59.09 percent verbatim). All but the 11-9 story were totally paraphrased from the original releases. The 11-9 story was placed on page one of the November 29 issue.

All of the releases were beamed statewide, with three of them also beamed to press row.

Chart XXIII: Record-Herald

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM.%</u>	<u>PRPHRS.%</u>
9/20	9-17a/S	13/28	100	100
9/27	9-28/S,P	7/20 (32)	5.81	100
	9-27a/S	17/20 (32)	100	100
10/11	10-1/S	9/16	100	100
11/29	11-9/S,P	1,18/24 (34)	59.09	68.18
12/6	11-26/S,P	14/20 (32)	100	100
	11-27/S	(B)12/12 (32)	100	100
12/13	12-1/S	9/20 (32)	100	100

Verbatim rate: 75%

Total paraphrase  
rate: 87.5%

Chart XXIV: Russell County News

The Russell County News of Jamestown (circulation 2,445, Lake Cumberland Area) used four release-generated stories in two September and one December issue of the newspaper. The three stories used in the September 11 and 25 issues had fairly high prominence, appearing on pages two and three. Three of the four stories were reported verbatim from the original release, and all were totally paraphrased. The story in the September 25 issue generated by release 9-17 was a major rewrite, with a 3.33 verbatim percentage.

All the releases used were beamed statewide, with three of the releases also beamed to press row.

Chart XXV: The Tri-City News

The Tri-City News of Cumberland (circulation 3,300, Harlan County, Cumberland Valley Area) used one release-generated story, in its December 12 issue. The story, which appeared on page two, was written verbatim from the original 12-2 release. The release was beamed statewide and to press row.

Chart XXVI: Troublesome Creek Times

The Troublesome Creek Times of Hindman (circulation 3,350, Knott County, Kentucky River Area) used eight release-generated stories, half of which appeared in September. All of the releases were beamed statewide, with five of them also being beamed to press row.

Chart XXVI: Troublesome Creek Times

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM.%</u>	<u>PRPHRS.%</u>
9/12	9-6/S,P	2/16 (28)	86.49	86.49
9/19	9-17a/S	2/20 (28)	100	100
	9-11/S,P	(B) 3/18 (28)	100	100
9/26	9-28/S,P	21/24	100	100
10/24	10-13a/S	13/22	100	100
11/7	10-28/S,P	19/22	100	100
	10-30/S,P	19/22	100	100
12/5	11-25/S	(B) 12/14	100	100

Verbatim rate: 87.5%

Total paraphrase  
rate: 87.5%

Two release-generated stories appeared in both the September 19 and November 7 issues. All but one of these were printed verbatim from the original release; one story generated by the 9-6 release was partially rewritten (86.49 percent verbatim) and 86.49 percent paraphrased from the release. Two releases received fair prominence in the September 12 and 19 issues, appearing on page two; another story in the September 19 issue was placed on page three of section B.

Chart XXVII: Union County Advocate

The Union County Advocate of Morganfield (circulation 5,235, Green River Area) used six release-generated stories, all of which were totally paraphrased from the original releases. Five of the six appeared verbatim, with the story generated by release 10-17 being partially rewritten (93.33 percent verbatim). The story generated by release 11-26 in the December 5 issue, had fairly high prominence, being placed on the first page of section B.

All of the releases were beamed statewide, with three of them also beamed at press row.



Chart XXVIII: Wolfe County News

The Wolfe County News of Campton (circulation 1,915, Kentucky River Area) used one story in the November 23 issue which appeared on the front page.. The story, generated by release 11-11, was totally rewritten and 66.67 percent paraphrased from the release. The release was beamed to press row and statewide.

Other Non-DailiesChart XXIX: Appalachian News-Express

The Appalachian News-Express of Pikeville (circulation 10,791, Pike County, Big Sandy Area) is one of two newspapers in the study published three times a week. The News-Express used 19 release-generated stories, the most used by any newspaper in the study. Nine of the stories were reported verbatim from the original releases, and 15 were totally paraphrased from the releases.

Chart XXIX: Appalachian News-Express

<u>ISSUE</u>	<u>ID/BEAM</u>	<u>PLCMNT.</u>	<u>VRBTM.%</u>	<u>PRPHRS.%</u>
9/17 (113)	9-18/P,S	1/12	100	100
	9-19/S,P	1/12	0	100
	9-5/S,P	12/12	100	100
9/19 (114)	9-10/S,P	7/30	75	100
	9-11/S,P	9/30	100	100
	9-15/S,P	21/30	50	100
9/21 (115)	9-19/S	1,10/22	12.5	35.42
	9-16/S,P	5/22	8.33	100
10/17	10-1/S	(II) 7/10 (32)	100	100
	9-25/S,P	(III) 5/10 (32)	0	10.71
11/5 (134)	10-28/S,P	2/16	100	100
11/7-8 (135)	10-29/S,P	3/8 (38)	100	100
	10-31/S	3/8 (38)	100	100
11/9 (136)	10-33/S,P	1/10	0	78.95
11/21 (141)*	11-10/S,P	5/10 (34)	28.57	100
11/23 (142)	11-9/S,P	1,3/12	31.58	78.95
12/5 (148)	12-1/S	3/12 (40)	100	100
12/10-11 (150)	11-27/S	1,12/12	26.09	100
	11-26/S,P			
12/12-13 (151)	12-4/S,P	8/12	100	100

Verbatim rate: 47.37%

Total paraphrase  
rate: 78.95%

\* -- The original issue number appeared as 142, which was a misprint.

The News-Express had the highest incidence of intermediate rewrites, with five. There were also three total rewrites and two major rewrites. This newspaper also had the highest number of release-generated stories placed on the front page, with six -- one was verbatim, one intermediately rewritten, one mostly rewritten and two totally rewritten. Three of these front page stories were totally paraphrased from the original releases.

The News-Express showed the second example of two releases generating one story (the other occurred in the Bath County News-Outlook -- see p. 49). In the December 10-11 issue (issue number 150), releases 11-27 and 11-26 were used to generate a front-page story that was intermediately rewritten (26.09 percent verbatim) and totally paraphrased from the two releases.

All 20 of the releases used were beamed statewide, with five of them also being beamed to press row.

It should be noted that, to avoid confusion with the multiple dates of the newspapers, the issue number was placed next to each number on the chart. It should also be noted that the issue number for the November 21 issue (issue #141) was misprinted in the newspaper flag as #142.

Chart XXX: Kentucky Standard

The Kentucky Standard of Bardstown (circulation 5,486, Nelson County, Lincoln Trail Area) is the second newspaper in the study that is published three times a week. The Standard used seven release-generated stories with three in September and November, and one in October; there were no such stories in the December issues.

Four of the seven stories were written verbatim from the original releases. Of the three that were not verbatim, one was partially rewritten (10-33, 88.24 percent verbatim), one intermediately rewritten (9-7, 50 percent verbatim) and one totally rewritten (9-26). The rewritten story was 90 percent paraphrased from the 9-7; the remainder of the stories were totally paraphrased from the original releases. It should also be noted that the story generated by the 9-7 release was under an AP byline. This story received high prominence, being placed on page two.

All of the releases were beamed statewide, with four of them also beamed to press row; this included the release that generated the AP story.

TABLE I: PRESS RELEASE USAGE BY NEWSPAPERS

	Verbatim. (100%)	Partl. (76-99%)	Intm. (25-75%)	Major (01-24%)	Rewritten (0%)	Total paraphr.	Total stories
DAILIES							
Ashland Daily Independent	0	0	0	1	9	2	10
Bowling Green Daily News	0	0	0	0	3	1	3
Corbin Times-Tribune	0	0	0	1	4	2	5
Kentucky Post (Covington)	0	0	0	0	2	1	2
Lexington Herald-Leader	0	0	1	2	7	3	10
Louisville Courier-Journal	0	0	0	0	8	4	8
Murray Ledger and Times	2	0	0	0	4	4	6
DAILY TOTALS	2	0	1	3	37	17	44
NON-DAILIES -- weeklies							
Bath County News-Outlook	0	0	1	0	1	1	2
Cynthiana Democrat	3	1	0	0	0	4	4
Dawson Springs Progress	10	0	2	0	0	11	12
Hart County News	2	0	0	0	0	2	2
Hickman Courier	3	0	0	1	0	4	4
Jackson County Sun	0	0	0	0	1	0	1
Journal-Enquirer	5	1	0	0	0	6	6
Kenton County Recorder	0	0	0	0	1	0	1
Lincoln County Post	2	0	0	0	0	2	2

TABLE I con't

	Verbum. (100%)	Partl. (76-99%)	Intm. (25-75%)	Major (01-24%)	Rewritten (0%)	Total paragr. .	Total stories
NON-DAILIES (con't)							
Martin Countian	12	0	0	0	0	12	12
Mt. Sterling Advocate	11	0	0	0	1	11	12
News-Democrat	3	0	0	1	0	3	4
News-Herald	1	0	0	0	0	1	1
Olive Hill Times	5	1	0	0	0	6	6
Paintsville Herald	6	0	0	0	1	7	7
Record-Herald	6	0	1	1	0	7	8
Russell County News	3	0	0	1	0	4	4
Tri-City News	1	0	0	0	0	1	1
Troublesome Creek Times	7	1	0	0	0	6	7
Union County Advocate	5	1	0	0	0	6	6
Wolfe County News	0	0	0	0	1	0	1
WEEKLY TOTALS	85	5	4	4	3	94	101
NON-DAILIES -- others							
Appalachian News-Express	9	0	5	2	3	15	19
Kentucky Standard	4	1	1	0	1	6	7
OTHER NON-DAILY TOTALS	13	1	6	2	4	21	26
TOTAL NON-DAILIES	98	6	10	6	7	115	127
TOTAL	100	6	11	9	44	132	171

Newspapers With No Department  
Of Education Releases

1. The Berea Citizen, circulation 3,227, Madison County, Eastern Bluegrass Area.
2. Bracken County News, Brooksville, circulation 2,308, Buffalo Trace Area.
3. Carlisle County News, Bardwell, circulation 2,149, Purchase Area.
4. The Leader, Beaver Dam, circulation 2,500, Ohio County, Green River Area.
5. Leader-News, Greenville, circulation 9,037, Pennyriple Area.
6. Leslie County News, Hyden, circulation 15,500, Kentucky River Area.
7. Licking Valley Courier, West Liberty, circulation 3,975, Morgan County, Gateway Area.
8. Robertson County Review, Mt. Olivet, circulation 395, Buffalo Trace Area (bi-weekly).
9. The Star, Mt. Washington, circulation 3,092, Bullitt County, Kentuckiana Area.
10. Tri-City Times, Hardinsburg, circulation 1,227, Breckinridge County, Lincoln Trail Area.
11. The Voice, St. Matthews, circulation 6,760, Jefferson County, Kentuckiana Area.<sup>22</sup>

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<sup>22</sup>The South West News, the original newspaper chosen by the computer, was consolidated with three other newspapers under The Voice in the spring of 1984 by their publisher.



12. Woodford Sun, Versailles, circulation 5,066, Western  
Bluegrass Area.

## IV. RESULTS AND DISCUSSION

### Overall Results

The 98 Department of Education releases generated a total of 171 stories; 44 were in the dailies and 127 in the non-dailies. Each of the releases generated, on the average, 1.74 stories. About 47 percent of the releases were used at least once. The dailies used 22.45 percent of the releases at least once, the non-dailies 40.82 percent. All seven dailies in the study used at least two release-generated stories, while 23 of the 35 non-dailies (65.71 percent) used at least one. Overall, each newspaper averaged 4.07 release-generated stories; the daily average was 6.29, the non-daily, 3.63.

### Verbatim Rates

The overall verbatim rate of all 171 release-generated stories was 58.48 percent. The verbatim rate among the dailies was 4.55 percent; among the non-dailies, it was 77.17 percent. The total amount of totally rewritten stories was 44, or 25.73 percent of all release-generated stories. The dailies printed 37 of these rewritten stories, which accounted for 84.09 percent of all daily release-generated stories. The remaining seven rewritten stories in the non-dailies accounted for 5.51 percent

percent of release-generated stories.

There were no partial rewrites among the stories in the dailies, while there were six among the stories in the non-dailies, or 4.72 percent. Overall, partial rewrites accounted for 3.51 percent of all release-generated stories in the study. There was one intermediate rewrite among the dailies (2.27 percent of their total stories) and 10 among the non-dailies (7.87 percent), making the overall percentage 6.43 percent. There were three major rewrites among the dailies' stories (6.82 percent), and six among the non-dailies (4.72 percent), making the overall percentage 5.26 percent.

Overall, there were six newspapers, all non-dailies, that had 100 percent verbatim rates. However, two of these used only two release-generated stories, and two other newspapers only used one. The average number of stories per newspaper among the 100 percent verbatim newspapers was 4.16.

#### Total Paraphrase Rates

The total paraphrase rates of the dailies, non-dailies and overall were significantly higher than the verbatim rates. The overall total paraphrase percentage was 77.19 percent, or 132 of the 171 release-generated stories that appeared in the study. In the dailies, 17 of the 44 stories, or 38.64 percent, were

totally paraphrased from the original releases. Among the non-dailies, there were 115 totally paraphrased stories out of a total 127, a total paraphrase rate of 90.55 percent.

There were 12 newspapers that had 100 percent total paraphrase rates among the non-dailies. There were no such newspapers among the dailies. The average number of stories used by each of the 100 percent paraphrase newspapers was 4.58.

Of the stories that were not totally paraphrased, 23 overall had a paraphrase percentage of 50 percent or above; 14 of these appeared in the dailies, nine of them in the non-dailies. In examining the low amount of such stories among the non-dailies as opposed to the dailies; the 90.55 percent total paraphrase rate for non-dailies must be kept in mind.

#### Circulation and Geographic Correlations

Generally, circulation appeared to have no effect on how newspapers used the state press releases. As was mentioned before, there were not enough daily newspapers in the study to draw a conclusion about them in regards to circulation. There was no pattern among the non-dailies to suggest that circulation had any effect on how the press releases were used. The use of the press releases varied widely with each progressively

larger newspaper.

Geography, in general, also did not seem to affect the use of the Department of Education releases, although the geographic distribution of the newspapers suggested that the releases were most used in the Eastern and Western extremes of the state. One reason no correlation can be drawn between geographic location and press release use is the widespread scattering of the newspapers that did not use the releases. However, the map does show a low use of the releases around the larger cities areas in Kentucky, including Lexington (Eastern Bluegrass Area), Louisville (Kentuckiana Area) and Cincinnati, Ohio (Northern Kentucky Area). This could suggest a low use of the release by newspapers near large city area in Kentucky, particularly near Cincinnati. However, the state dailies in Lexington and Louisville had above average totals of release-generated stories (eight and 10, respectively, compared with the 6.29 stories per daily average), which would suggest no correlation in regard to large Kentucky cities. Furthermore, this pattern was not evident with the areas around Bowling Green and Ashland, although it should be noted they are considerably smaller than the three cities mentioned above. There was also no correlation in press release use and the distance from Frankfort, their origin.

Again, it should be mentioned that there were not enough dailies in the study to draw any conclusions about any correlations between their location and use of state press releases.

### Discussion

Overall, the results of this study seemed to support the findings of Cutlip, Kaid and Sachsman and, to a great extent, contradict those of the Martin/Singletary study.

In examining Martin and Singletary's conclusions, however, it must be noted that there were several key findings that were found in both studies. One was the conclusion that geographic location and circulation played no role in how the releases were used by the newspapers. It was also found in both studies that there was an "all or nothing" approach in using the releases verbatim -- that is, the releases were either used verbatim or were totally rewritten. In this study, the majority of the releases in the dailies were totally rewritten (84.09 percent); in the non-dailies, most of the stories were used verbatim (77.17 percent). As was shown earlier, partial, intermediate and major rewrites were rare in occurrence.

Nonetheless, the 58.48 percent verbatim rate in this study contrasted sharply with Martin and Singletary's

19.5 percent verbatim rate. The 58.48 percent verbatim rate in this study, in fact, was very close to the 60 percent verbatim rate in the Kaid study. Thus, the verbatim rate in this study, along with the high total paraphrase rates, supported Kaid, Cutlip and Sachsman's suggestion that the media, particularly newspapers, rely heavily on press releases for information. This study suggests, for the most part, that Kentucky reporters and editors did not check the facts presented by the Department of Education releases. This was indicated especially by the paraphrase percentages recorded among dailies (38.64 percent), non-dailies (90.55 percent), and overall (77.19 percent). Thus, even though a release-generated story may have appeared on its face to have been totally changed, it was more likely in this study to have been a mere rewrite of the release with no change or verification of the facts.

Of course, the high verbatim and total paraphrase rates in this study may not necessarily have been the result of reporters and editors "abandoning their watchdog role." Many of the total paraphrased stories that appeared in the dailies, for example, were under a wire service byline. This could suggest that the wire service writers were under deadline pressure and may not have had enough time to confirm the facts in

the releases.

As for the non-dailies, many of the verbatim stories did not have high prominence in the newspaper, which could suggest that a good part of them might have been used more for filling extra space than anything else. It must also be noted that the non-dailies, in all probability, do not have the resources or manpower to cover the Department of Education like the statewide dailies, and do not subscribe to wire services like the other dailies. In fact, the Kentucky Standard of Bardstons was the only non-daily in the study to use a wire service story (see p. 80). Thus, a non-daily reliance on press releases could be better understood in light of their limits on gathering statewide news.

Nonetheless, the verbatim and paraphrase percentages indicated that much of the information provided by the Department of Education releases, particularly among the non-dailies, went unchecked by the newspaper gatekeepers, be they reporter or editor.

The results from this study also indicated an effective public relations effort on the part of the Department of Education. The 98 press releases, it should be noted, generated 171 stories in the 42 newspapers in this study, which represented one-quarter of the state's newspapers. Two types of future studies



could be conducted to determine the department's effectiveness, as well as expand on the findings of this study:

- 1) A comparison study could be conducted using other Kentucky state agencies;
- 2) A complete statewide study, which would include all Kentucky newspapers, could be conducted; this expanded study would require much more time than the 11 months used for this study. The services of a clipping service would also be helpful.

Future studies on newspaper use of state press releases could incorporate a third basic measurement along with the verbatim and paraphrase measurements: that is, the "totality" of a release within a given story. In other words, how much of the information from a release is used in a given story? A story in this study may have been verbatim or totally paraphrased from a release, and yet the entire release may not have been used in the process. This measurement could, in future studies such as this and Martin/Singletary, provide a more in-depth analysis of the reliance of newspapers on government press releases for information.

APPENDIX A

Kentucky Department of Education  
Press Releases, September  
through December, 1984

CAP 9-1

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Fran Salyers  
Office of Research & Planning

**CONTACT:**

Barbara McDaniel

Telephone (502) 564-4770

**PRESS ROW**

FRANKFORT, KY. (Sept. 4, 1984) -- The Kentucky School Building Authority today installed a new executive director and elected officers who will lead the group as it helps local school districts finance construction projects.

Superintendent of Public Instruction Alice McDonald introduced Don Fightmaster, whom she appointed to the director's post last month. Fightmaster is director of the Department of Education's Pupil Transportation and Insurance Services divisions.

"Don came to Education in January and immediately got to work and showed us how we could save a great deal of money," McDonald said. "I'm sure he will bring that expertise to the School Building Authority."

Following the authority's custom, Fightmaster also will serve as secretary-treasurer of the group. His assistant will be Kay Lykins, an employee of the School Building Authority.

Elected vice chairman was T. K. Stone, a retired school superintendent from Elizabethtown.

The authority accepted progress reports on construction issues in Graves and Letcher counties and discussed the feasibility of a survey of school facilities to measure future construction and remodeling needs.

The School Building Authority's next meeting is scheduled for Oct. 30.

# #  
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6RP-9-2

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

Telephone (502) 564-4770

## PRESS ROW

FRANKFORT, Ky. (Sept. 4, 1984) -- "Dropout Prevention in Kentucky" will be the topic of a one-hour program to be aired on Kentucky Educational Television at 11 a.m. Wednesday (Sept. 5).

The program was produced by the Kentucky Department of Education and KET as in-service training for teachers and includes information about dropout problems and possible solutions.

Superintendent of Public Instruction Alice McDonald said the show was designed to give parents and educators a better understanding of the dropout problem in Kentucky and to highlight activities designed to reduce dropouts.

The first part of the program features Joanne Brooks, director of the department's Division of Compensatory Education, and David Jackson, director of the dropout prevention unit, who will discuss the characteristics of school dropouts and costs associated with the dropout problem.

Solutions are offered in the second half by Kae Crenshaw, director of an elementary dropout prevention program in the Henry County schools known as Project Pal, and Girdell Watts, writer and director of a secondary program in the Knott County schools known as Project TALL, for Transitional Alternate Learning Laboratory.

The program will be hosted by Millie Fazey of KET. It will be followed by a one-hour documentary, "Dropping Out: What's It's Worth?" to be aired at 7 p.m. Nov. 12. The documentary will include interviews with students and professionals in the area of dropout prevention and will feature effective programs to prevent school dropouts.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

ORP 9-5

Source: Ruby Sexton  
Office of Research  
and Planning

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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Sept. 5, 1984) -- Measures to ensure the integrity of the statewide testing program for students in Kentucky schools will be considered by the state Advisory Committee on Educational Improvement.

A subcommittee headed by David Lusk, Superintendent of the Covington Independent Schools, was named at a meeting in Frankfort today (Sept. 5) to begin developing a code of ethics for administration of the Comprehensive Tests of Basic Skills, which will be expanded to include tests of essential skills, beginning this school year.

Other subcommittee members are Mary DeBow, principal of Morningside Elementary School in Hopkinsville; Rebecca Goad, who teaches at Western Kentucky University and is a member of the Edmonson County School Board; and Frank Simpson, a former assistant superintendent of the Jefferson County Schools.

Rebecca Brown, associate superintendent for research and planning in the state Department of Education, told members of the committee that there was no evidence of cheating on the tests but that it was essential to establish safeguards to guarantee the test results.

Speaking in behalf of Superintendent of Public Instruction Alice McDonald, she asked the committee to present recommendations to protect the integrity of the tests by Dec. 31.

"I consider it imperative that we have absolute faith and trust in the test results and that we are able to guarantee their integrity to the legislators," Brown said.

The instruction and testing of students from kindergarten through  
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MORE

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grade 12 from lists of essential skills in five subject areas were ordered by Senate Bill 169, approved by the 1984 General Assembly.

Brown said the advisory committee would also play a central role in the implementation of Senate Bill 202, which provides for the Department of Education to intervene if a local district is determined to be academically deficient.

"Accountability seems to have become the theme of this administration, as I think it should be," she said. "Senate Bill 202 is one of the most significant pieces of accountability legislation given to us this year."

H.M. Snodgrass, director of the department's planning unit, said districts with deficiencies would be asked to submit improvement plans containing timetables for removing those deficiencies.

If a district fails to meet its deadlines, it will be up to the committee to review the situation and make recommendations for action to the superintendent, he said.

Henry Pogue, a Fort Thomas real estate developer and a member of the State Board of Education, was elected chairman at the meeting. O'Leary Meece, retired superintendent of the Somerset schools and also a member of the state board, was named vice chairman, and Brown was named secretary.

##

ORP9-6

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Susan McDonald  
 Office of Research  
 and Planning

CONTACT:

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STATEWIDE AND PRESS ROW

(by Susan McDonald)

FRANKFORT, Ky. (Sept. 6, 1984) — Positive feelings, improvement in test-taking skills and community involvement in schools are a few of the initial benefits of the School Effectiveness Project, according to officials in the Kentucky Department of Education and in participating school districts.

Although the program is only two years old, educators are pleased with the results achieved so far and are giving the program partial credit for this year's improved test scores.

All but one of the 21 participating public school districts posted higher scores this year on the Comprehensive Test of Basic Skills, and one district maintained the level achieved last year.

"We are very pleased with the results achieved by these districts," Superintendent of Public Instruction Alice McDonald said.

"Schools can clearly improve their own efforts, but in districts where a cycle of discouragement has prevailed for a period of time, the School Effectiveness Project approach can overcome it."

McDonald attributed the gains to a concentration on "time on task," or time devoted to instructional activities; the construction of positive attitudes; and improved instructional leadership.

(more)

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Because the program is still young and many factors are involved in school improvement, department officials are hesitant to call the project a miracle-worker, despite the improved test scores.

Kay Anne Wilborn, director of the department's Division of School Improvement, said, "We feel that it is a really good project, but I don't think you can obtain a true reading for two or three more years."

The School Effectiveness Project was initiated two years ago to help lower-ranked districts analyze and improve instructional practices.

Twenty-five districts were initially invited to take part in the program. They were targeted primarily because they had the lowest scores on the CTBS.

Ten districts agreed to participate in the pilot project during the 1982-83 school year, and 11 more joined during the second year.

Teams of education officials visited participating districts and found that the most prevalent problems involved lack of curriculum materials, minimal community involvement, lack of instructional leadership, lack of high expectations and lack of rewards for teachers and students.

Department of Education staff members then conducted in-service training sessions, leadership conferences and other activities, and helped each district compose an improvement plan to meet its specific needs.

"The crucial thing seems to be awareness," Wilborn said. "We try to see that the districts become more aware of how to use their test results, have them think about rewards for teachers and students and encourage them to improve their school-community relations."

(more)



Page 3

The program also tries to acquaint parents with ways to help their children do well in school.

"Simple things like making sure children go to bed at a reasonable hour and have proper nutrition make a big difference," Wilborn said.

"We also try to encourage high expectations for all children, not just the ones who are consistently at the top of the class."

Officials in participating districts spoke highly of the project, although most agreed that other factors were also involved in their increased test scores.

Nancy Stout, instructional supervisor in the Spencer County school system, said diagnostic use of test results, practice in test-taking skills and an improved self-image were among the factors involved in her district's improvement.

"I do feel the School Effectiveness Project has been a big factor, although we began working on some of those problems about five years ago," she said.

"This has been the first time we've had a team to take an objective look at the district. They've reinforced some of the good things as well as working on our problems. We've improved our self-concept and raised our expectations."

John Willis Smith, superintendent of the Jackson County schools, agreed that increased awareness had been a factor in his district's higher scores.

"We've increased our awareness about the test scores and how to use them," he said.

"We've also placed greater emphasis on attendance and improved our communication with the community. We've been getting some articles in the paper about school activities, and we've improved our internal communications."

(more)

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Pineville Independent Schools Superintendent Ronald F. Jones said that although his district had only been involved with the project a short time, it had made a difference.

"Utilizing our test results in the classroom has been very helpful to us," Jones said.

"Teacher evaluations and rewards for the kids have also been effective. When we've been involved longer, we hope to see an increase in parent involvement."

Pineville was the big winner in this year's CTBS results, with overall scores rising 22.3 points. The Clinton County system, also a participant in the School Effectiveness Project, recorded a gain of 12.1 points.

Nine participating districts increased their scores by between five and 10 points, including Casey, Floyd, Jackson, Leslie, Magoffin, Martin, Rockcastle and Spencer counties and the Covington Independent district.

Nine other systems recorded increases of up to five points. They were Breathitt, Harlan, Knott, Lawrence, Letcher, McCreary, Menifee and Whitley counties and the Richmond Independent schools.

Providence Independent Schools maintained the same results as last year, but that score was 2.7 points higher than its average in 1982, the year before the School Effectiveness Project began.

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

DRP 9-7

Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

Telephone (502) 564-4770

## STATEWIDE

FRANKFORT, Ky. (Sept. 6, 1984) -- A series of educational programs to be used in conjunction with computer instruction in some Kentucky school districts will begin airing on Kentucky Educational Television this week.

Two regular programs, "Educational Computing" and "Educational Computing -- Software Screens," will be offered during school hours, and the 30-minute "Educational Computing" show will also be seen at 6:30 p.m. EDT (5:30 p.m. CDT) Saturdays beginning Sept. 22.

"Educational Computing" will begin at 3 p.m. EDT Sept. 7 (2 p.m. CDT), and the 15-minute software program will air at 8:45 a.m. EDT Fridays (7:45 a.m. CDT) beginning Sept. 14.

Superintendent of Public Instruction Alice McDonald said the programs would help provide more effective computer instruction in schools and would give members of the public unfamiliar with computers greater insight into their applications.

Nine new productions for "Educational Computing" will be shown during the school year. Dates and times will vary.

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ORP 9-8

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
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## STATEWIDE

FRANKFORT, Ky. (Sept. 6, 1984) -- The Kentucky Department of Education is encouraging high schools throughout the state to form local chapters of the National Art Honor Society.

The purpose of the organization is to recognize excellence in art among high school students and to encourage participation in art by all students, Superintendent of Public Instruction Alice McDonald said.

The organization, which was established in 1978, has chapters throughout the United States. The society was developed by the National Art Education Association to promote art education among high school students. Membership is open to sophomores, juniors and seniors.

"Although the emphasis of my administration is on improving instruction in the academic subjects, we want to encourage students talented in the arts to develop their creative abilities as well," McDonald said.

The National Art Honor Society also conducts a scholarship program and acts as a clearinghouse to provide information about other available art scholarships. More information is available from Juanita Peterson, Educational Improvement Unit, Kentucky Department of Education, Capital Plaza Tower, Frankfort, Ky. 40602, telephone (502) 564-2672.

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# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

02P9-9  
 Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Sept. 6, 1984) -- Outstanding achievements in vocational education will be honored at the annual awards luncheon of the Kentucky Department of Education's Office of Vocational Education at 11:30 a.m. Tuesday (Sept. 11) at the Capital Plaza Hotel.

On hand to pay tribute to the award-winning students, teachers and programs will be Superintendent of Public Instruction Alice McDonald; Wilburn Pratt, head of the Office of Vocational Education; James Ratcliffe, chairman of the State Board of Education; Charles Furr, vice chairman of the State Advisory Council on Vocational Education; and Jack Hatfield, the council's executive director.

Awards will be presented to the outstanding teacher and student in vocational education and the outstanding adult-level program. In addition, an individual, student, handicapped student and two organizations will be honored for special achievements or service to vocational education.

Nominations for all the awards came from the state's 14 vocational regions, and the winners were selected by the State Advisory Council on Vocational Education. All nominees will receive certificates of recognition at the luncheon.

The winners, who were previously notified of their selection, include Suzanne K. Wilson, who teaches respiratory therapy at the Madisonville Health Occupations Annex, outstanding teacher; and Glenda Myatt, who is studying dental assisting at the Bowling Green State Vocational-Technical School, outstanding student.

The Secretary's Award for outstanding adult program, sponsored by the U.S. Department of Education, will go to the commercial foods program of

MORE

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Elizabethtown State Vocational-Technical School. The program, headed by Mary Frances Canton, is now in competition for the national Secretary's Award.

In a recognition program sponsored by the National Advisory Council on Vocational Education, Wilson will be honored for outstanding service by an individual to vocational education, and Myatt will receive an award for special achievement by a student.

The award for outstanding achievement by a handicapped student will go to Stephen Dale Flatt, a student in diesel mechanics at Somerset State Vocational-Technical School.

The national council will also honor two organizations, the Pineville Community Hospital Association and the Mercer County Builders Association, for services in support of vocational education programs.

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ORF 9-10

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Sept. 6, 1984) -- The Kentucky Commission for the Deaf and Hearing Impaired heard a report on the status of a survey being conducted by its education task force at a meeting in Frankfort yesterday. (Sept. 5).

Laurel True, secretary of the State Board of Education, said the commission would present its preliminary findings and recommendations to the state board at its November meeting.

True, who represents Superintendent of Public Instruction Alice McDonald on the commission, said McDonald was "very interested in trying to address the problem of deaf education" and had included that in her charge to Lois Adams, who heads the Department of Education's Office of Education for Exceptional Children.

Terry Hostin, a teacher at the Kentucky School for the Deaf in Danville, was elected chairman at the meeting. Named to serve with him were Shannon Crandell of Danville, a vocational rehabilitation counselor, and Kent Mann, a teaching supervisor at the Kentucky School for the Deaf.

Members also approved the reappointment of Kathy Daniel to the commission and named Phillip Huddleston to replace Janice Garrett of Lexington. They were recommended by a nominating and selection committee headed by state Sen. David Karem, D-Louisville.

Daniel is director of the Louisville Deaf Oral School. Huddleston, who lives in Lexington, is an administrative assistant with the Legislative Research Commission.

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ORP9-11

# NEWS

SOURCE: Fran Salyers  
Office of Research & Planning

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

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STATEWIDE & PRESS ROW

FRANKFORT, KY. (Sept. 6, 1984) -- The most recent unemployment roster included more than 9.5 percent of the Kentucky labor force. More than 20 percent of the state's adults are "functionally illiterate," unable to read or write well enough to cope with many of the demands of daily life.

Department of Education officials believe that the link between adult illiteracy and unemployment is a strong one and are joining forces with another state agency to break it. Their efforts are attracting national attention.

The Department of Education, with its long-established network of adult education programs, and the Cabinet for Human Resources, with funding provided under the federal Job Training Partnership Act, are attacking the problem of adult illiteracy in Kentucky. It is no small problem.

According to department statistics, Kentucky ranks last among the states in the educational attainment of its adult population. Forty-seven percent of the state's adults 25 years of age and older do not have high school diplomas. One-third of the people in that age group have not gone to school past the eighth grade.

The Department of Education has offered adult education programs since 1966 and now serves more than 23,000 people every year. Now, with funding from Human Resources, the department is expanding adult education services.

The funds go to local agencies that help adults learn to read better. The total allocation for 1983-84 totaled \$213,233. This year's allocation is still being negotiated, but Department of Education officials expect a substantial increase.

-MORE-

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Superintendent of Public Instruction Alice McDonald calls the liaison between Education and Human Resources a "productive linkage" that is meeting a genuine need.

"Most of the adults who enroll in adult education tell us their enrollment is employment-related. They want to get a job or get a better job," McDonald said. "Many have low incomes and are eligible for the kinds of training programs offered through Human Resources, but they can't read or write well enough to take advantage of the programs.

"This project helps them jump that hurdle, to prepare themselves for training so they can prepare themselves for jobs. The average age of project participants is 29, which means each has 25 or more years of employment ahead."

McDonald said the Job Training Partnership Act funds allowed a substantial increase in the number of adults served by adult education programs last year. In 1983-84 the project financed 21 local programs that in three months of operation served 750 students new to the adult education system, she said, and those students made significant academic progress.

"For every 75 hours of instruction they received, students in the project averaged gains of 1.37 grade levels in their reading skills," McDonald said. "Gains like that make us know the program is getting the job done."

Sharon Darling, director of the Department of Education's Division of Adult Education, believes the project has been successful because it uses an existing adult education network and proven teaching methods.

All local programs financed by the project are based on the Jefferson County Adult Reading Program, which Darling said has become a national model and has been adopted by more than 200 school districts in the United States.

"This teaching plan has exceeded our most optimistic expectations," she said. "The U.S. Department of Education has named it an exemplary program because it is a more efficient method of teaching reading and retraining adult students than other adult education programs in the nation."

The Jefferson County Adult Reading Program was developed with financing from the state Department of Education. It has been disseminated nationwide through the

-MORE-

Page 3

National Diffusion Network, a federal funding system that makes exemplary education programs available to schools, colleges and other institutions.

One of the project-financed local programs used the Jefferson County method to teach adults with physical or mental disabilities. The Eastern Kentucky Comprehensive Rehabilitation Center in Thelma (Johnson County) served 40 disabled adults in 1983-84.

"The program is a unique collaboration between the National Diffusion Network, the Jefferson County Adult Reading Program, the Cabinet for Human Resources, and the Adult Education and Vocational Rehabilitation divisions of the Department of Education," Darling said. The program was featured in June at a national conference on combining resources and information to improve literacy services to adults with disabilities.

"At that conference, Kentucky emerged as a leader in the networking concept," Darling said. "Requests for more information have come from 34 states."

She added that the success of the program in Thelma has prompted Department of Education staff members to begin work on a stronger network between the agency's adult, community, vocational and special-education programs and vocational rehabilitation efforts.

A resource guide for adult services is being produced as a part of the networking project.

# #

NOTE TO EDITORS AND NEWS DIRECTORS: The adult literacy programs that received Job Training Partnership Act funds for 1983-84 are listed below. Those marked with an asterisk also have applied for 1984-85 funds. Decisions on this year's allocations are expected within two weeks.

Adair County Board of Education, contact Marlene Haney, (606) 678-5821.

\*Ashland Independent Board of Education, contact Suzanne Hyre, (606) 329-9777.

Casey County Board of Education, contact Marlene Haney, (606) 678-5821.

\*Christian County Board of Education, contact Embry Adams, (502) 887-1336.

-MORE-

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- \*David School (David, Ky.), contact Daniel Greene, (606) 886-8374.
- \*East Kentucky Comprehensive Rehabilitation Center, contact Terry Hibpschman, (606) 789-1440.
- \*Frankfort Independent Board of Education, contact Rose Polsgrove, (502) 223-7793.
- \*Harding County Board of Education, contact Twyla Hanna, (502) 765-4186.
- \*Henderson Community College, contact Ms. E. J. Logan, (502) 827-1867.
- \*Jefferson County Board of Education, contact Buell Snyder, (502) 456-3400.
- \*Kentucky Valley Educational Cooperative, contact Carson Slone, (606) 439-2311.
- \*Laurel County Board of Education, contact Doug Miller, (606) 864-5414.
- \*Maysville Community College, contact Barbara Campbell, (606) 759-7141.
- McCreary County Board of Education, contact Marlene Haney, (606) 678-5821.
- \*Montgomery County Board of Education, contact Don Patrick, (606) 498-5864.
- \*Murray State University, contact Charles Guthrie, (502) 762-3055.
- \*Owensboro Independent Board of Education, contact Billy Chandler, (502) 686-1000.
- Pulaski County Board of Education, contact Ed Webb, (606) 679-1123.
- Taylor County Board of Education, contact Joseph Brockman, (502) 465-5371.
- \*Union College, contact Susie Hale, (606) 546-4151.
- Wayne County Board of Education, contact Marlene Haney, (606) 678-5821.

Applicants for 1984-85 funds also include the Boone Adult Workshop Activity Center in Florence, Bluegrass Community Action Agency, the Kentucky Department of Corrections, Morehead State University, and the boards of education for the following school districts: Boone County, Caldwell County, Covington Independent, Estill County, Floyd County, Hickman County, Marion County, Martin County, Paducah Independent, Powell County and Somerset Independent.

6899-12

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
Office of Research and  
Planning

**CONTACT:**

Barbara McDaniel

Telephone (502) 564-4770

PRESS ROW

FRANKFORT, Ky. (Sept. 7, 1984) -- The advisory committee on teacher testing and internship has developed recommendations for the use of the National Teachers Exam in Kentucky.

The recommendations, discussed at the committee's meeting this morning in Frankfort, include proposed cut-off scores and test dates. The recommendations will be submitted to the State Board of Education for approval on Wednesday (Sept. 12).

The actions of the committee are the result of a law enacted by the 1984 legislature. The law requires that all teacher candidates graduating after Jan. 1, 1985, must have passed the National Teachers Exam prior to certification.

The exam will be administered in Kentucky for the first time in December.

"The results of the National Teachers Exam will provide Kentucky with the indicator of the quality of both the teachers and the teacher institutions in the commonwealth," said Alice McDonald, superintendent of public instruction.

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ORP 9-13

# NEWS

SOURCE: Fran Salyers  
Office of Research & Planning

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

CONTACT:

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PRESS ROW

FRANKFORT, KY. (Sept. 7, 1984) -- Representatives of 34 Kentucky school systems and colleges will meet in Louisville next week for lessons on how to establish local programs to teach adults to read.

The participants are literacy coordinators appointed by their districts, and the training is sponsored by the Kentucky Department of Education. The event will be Sept. 10 through 13 at St. Augustine School, 1314 W. Broadway in Louisville.

Participants will come from school systems that have received "mini-grants" from \$120,000 in federal Adult Education Act money earmarked for development and staff training projects.

"These grants finance local programs in which volunteers help professional educators teach adults how to read," said Superintendent of Public Instruction Alice McDonald. "Through the local programs, many people have an opportunity to be part of the solution to one of Kentucky's major education problems."

Susan Paull, a project coordinator for the Department of Education, says those who attend will receive information on recruiting and training local volunteers to work closely with adults learning to read.

"Adult literacy students generally require a great deal of individual attention," Paull said. "They need help not only with reading, but with motivation and self-esteem. Trained volunteers can do a tremendous job."

Participants also will receive instruction on keeping records, supervising and monitoring volunteer staffs, garnering community support and evaluating program results.

-MORE-

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All training will be based on a nationally recognized model literacy program developed in Kentucky. Paull said the model has been highly successful not only in Kentucky but in other states as well.

Adult literacy mini-grant recipients include the following county school systems: Bourbon, Clinton, Christian, Estill, Fayette, Franklin, Greenup, Hardin, Harlan, Harrison, Hopkins, Lawrence, Marion, Martin, Montgomery, Owen, Powell, Russell, Spencer, Trigg and Woodford.

Independent school systems receiving the program development mini-grants include Ashland, Augusta, Bowling Green, Covington, Danville, Glasgow, Paducah and Somerset.

One private school, David School in Floyd County, also received one of the 34 grants.

Other recipients include Henderson Community College, Morehead State University, Murray State University and Union College.

Additional information is available from Susan Paull at the four-day meeting or from Sharon Darling, director of the Department of Education's Division of Adult Education, at (502) 564-3921.

# #

ORP 9-14

# NEWS

SOURCE: Fran Salyers  
Office of Research & Planning

*from the Kentucky Department of Education*  
Alice McDonald, Superintendent of Public Instruction

CONTACT:  
Barbara McDanielFOR LOCAL MEDIA  
(School districts participating in  
Training for Literacy Coordinators)

Telephone (502) 564-4770

FRANKFORT, KY. (Sept. \_\_, 1984) -- The question "Why can't Johnny read?" becomes even more poignant when "Johnny" is 32 or 27 or 34 or 56 years old.

Adult illiteracy is a major concern in Kentucky, and one (MAN, WOMAN, TEACHER, ETC.) in (CITY, COUNTY, AREA) is joining with state education officials to attack the problem at the local level.

(PARTICIPANT) was one of \_\_\_ participants in a four-day training session (LAST WEEK) (SEPT. 10 through 13) in Louisville. The Department of Education offered training on how to set up a local adult reading program.

State Superintendent of Public Instruction Alice McDonald has named adult illiteracy as one of her top-priority concerns. Her office estimates that more than 20 percent of Kentucky's adults cannot read or write well enough to cope with many of the demands of daily life.

(PARTICIPANT) said the training focused on recruiting and training volunteers to help provide one-on-one help to adults learning to read. The (SCHOOL OR COLLEGE) has received a "mini-grant" of \$\_\_\_\_\_ to establish a volunteer-based adult literacy program.

Participants also received training and ideas on managing the program, supervising a volunteer staff, garnering community support and evaluating program results.

(PARTICIPANT) says the training will be put to use in (CITY, COUNTY, AREA). Plans are being made to . . . . .

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(LITERACY COORDINATORS MAY SUPPLY LOCAL INFORMATION. FOR EXAMPLE:  
WHEN WILL VOLUNTEERS BE SOLICITED? HOW? WHO MIGHT BE A SUCCESSFUL VOLUNTEER?  
HOW MANY ADULT STUDENTS DO YOU EXPECT TO HAVE? WHAT IS THE ADULT ILLITERACY  
RATE LOCALLY? HOW WILL YOUR PROGRAM WORK? ETC.)

# 8



# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

SRP 9-15

id'd by  
Boley

Source: Ruby Sexton  
 Office of Research  
 and Planning

**CONTACT:**

Barbara McDaniel

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STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Sept. 11, 1984) -- State education officials and members of the State Advisory Council on Vocational Education paid tribute to outstanding achievements in vocational education at a luncheon today (Sept. 11) at the Capital Plaza Hotel.

"Vocational education provides the critical link between education and work," Superintendent of Public Instruction Alice McDonald told the award winners. "The students and teachers who are receiving awards today are being recognized because they are outstanding in both areas."

She urged the students, teachers and businesses being honored to join educators in working "to instill a respect for learning in all of Kentucky's citizens" and helping to improve the state's image in education.

"Excellence breeds excellence, and those of you who are being honored today are charged with imparting your desire to excel to others," McDonald said.

The awards were presented by McDonald and James Ratcliffe, chairman of the State Board of Education, assisted by Jack Hatfield, executive director of the State Advisory Council on Vocational Education.

MORE

*When our schools work, Kentucky works.*

Page 2

Suzanne K. Wilson, who teaches respiratory therapy at the Madisonville Health Occupations Annex, received the award for outstanding teacher and was also honored by the National Advisory Council on Vocational Education for outstanding service by an individual to vocational education.

The award for outstanding student went to Glenda Myatt, who is studying dental assisting at the Bowling Green State Vocational-Technical School. Myatt also received the national council's award for outstanding achievement by a student.

The commercial foods program of Elizabethtown State Vocational-Technical School was recognized as state winner of the Secretary's Award from the U.S. Department of Education. The program, headed by Mary Frances Canton, is the state's entry in competition for the national Secretary's Award.

The award for outstanding achievement by a handicapped student was presented to Stephen Dale Flatt, a student in diesel mechanics at Somerset State Vocational-Technical School. The award is sponsored by the National Advisory Council on Vocational Education. Flatt was also a finalist for outstanding student.

In another recognition program sponsored by the national council, the Pineville Community Hospital Association and the Mercer County Builders Association were honored for their services in support of vocational education programs.

Nominations for all the awards came from the state's 14 vocational regions, and the winners were selected by the State Advisory Council on Vocational Education. Certificates of recognition were awarded to all nominees at the luncheon.

Other finalists for outstanding teacher were Brenda Faughn, business and office, Fulton County Area Vocational Education Center; Bettie R. Majors, business and office, Daviess County SVTS; Mary Elizabeth Erwin, health services, Barren County AVEC; and Woodrow W. Will, industrial electricity, Elizabethtown SVTS.

Page 3

Also named as finalists for outstanding teacher were Brenda Hawkins, health services, Bullitt County AVEC; Marcia Engleman, special programs, Northern Kentucky SVTS, Covington; Joyce Ann Barker, computer literacy and business education, Rowan SVTS; and Sharon Sue Stambaugh, business and office education, Greenup County AVEC.

Others were Doris A. Lawson, business and office education, Garth AVEC in Floyd County; Jane Ann Sherrow, business and office, Lee County AVEC; Claudia M. Hancock, agriculture, Harry Sparks AVEC in Rockcastle County; Ronald J. Ferrara, air frame and power plant, Somerset SVTS; and Palmer Burke, carpentry, Garrard County AVEC.

Finalists for outstanding student included Anita G. Corder, drafting, West Kentucky SVTS in Paducah; Vanessa D. Thompson, surgical technology, Madisonville Health Occupations Annex; Brenda K. Fister, cosmetology, Daviess County SVTS; Robert D. Streeter, auto mechanics, Elizabethtown SVTS; and James D. Thornhill, auto mechanics, Oldham County AVEC.

Others were Linda Eilers, carpentry, Northern Kentucky SVTS; Lisa Harmon, business and office, Maysville AVEC; Patrick J. Berry, industrial electronics, Ashland SVTS; Donna Thompson, highway technology, Mayo SVTS in Paintsville; Sandra Couch, secretarial, Lee County AVEC; Scott Grove, welding, Corbin AVEC; and Karen Smith, practical nursing, Central Kentucky SVTS in Lexington.

Finalists for outstanding achievement by a handicapped student were Vickie K. Stevenson, cosmetology, Jefferson SVTS in Louisville; Baxter Osborne Jr., drafting, Ashland SVTS; Paul Grim, accounting management, Mayo SVTS; and Debra H. Stillings, drafting, Laurel County SVTS.

Seven other programs were honored as finalists in the Secretary's Award competition. The programs, with their teachers or department heads, were auto mechanics, Jerry D. Castleman, Fulton County AVEC; practical nursing,

MORE

Page 4

Jeanette Gooch, Glasgow School for Health Occupations; practical nursing, Mary Ann Landherr, Jefferson SVTS; Project Link Handicapped, Sheri Raleigh, James D. Patton AVEC in Edgewood; drafting, Nicholas P. Reeves, Ashland SVTS; business and office, Betty Rose Butcher, Pike County AVEC - Millard; and drafting, B.J. Borden, Garrard County AVEC.

Finalists among organizations recognized for their contributions to vocational education were the Northern Kentucky Auto Mechanics Craft Advisory Committee of Covington and W. P. Pemberton & Son greenhouse in Lexington.

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# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

ORP 9-16

Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Sept. 11, 1984) -- The State Board of Education has appointed 43 new members to fill vacancies on regional advisory committees in 10 of the state's 14 vocational education regions.

The new members, appointed on the recommendation of Superintendent of Public Instruction Alice McDonald, include:

Region 1 (Purchase) -- Barbara Ann Shelby, director of industrial development for the Paducah Area Chamber of Commerce.

Region 2 (Pennyrite) -- Joe McDaniel, plant manager for Speed Queen Co., Madisonville; Sherron Cunningham, a guidance counselor at Crittenden County High School; J. Dorsey Ridley, owner-operator of Ridley Pontiac, GMC/AMC Inc. in Providence; and Rebecca Breshears, owner-operator of the Floor Store in Hopkinsville.

Region 3 (Green River) -- Marie Downey of Owensboro, a factory worker at General Electric Co. and a member of the bargaining committee of AFL-CIO Local 783; Lewis Moorer, manager of employee and community relations for General Electric Co. in Owensboro; C.M. Griggs, manager of manufacturing services at Howmet Aluminum Co. in Hawesville; and Diana F. Feltner, personnel director for Lincoln Services Corp. in Owensboro.

Region 4 (Barren River) -- T. Bartley Hagerman, executive vice president, Bowling Green-Warren County Chamber of Commerce; Kathy Woodcock, operations manager for Roses Department Store in Bowling Green; Delton Duke, personnel manager for Holley Carburetor Division, Bowling Green; Faye Hudson, senior office

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Page 2

clerk, Bowling Green Manufacturing Co., Bowling Green; and Rick Rogers, coordinator of technical training, General Motors Assembly Division, Bowling Green.

Region 6 (Jefferson) -- Ilene Swank, employee relations specialist at General Electric Co., Louisville; Sam Hardy, owner of NAPA Auto Parks in Taylorsville; and J.W. Sachleben, superintendent of the Trimble County School District.

Region 9 (Buffalo Trace-Gateway) -- Carol Holt, coordinator of communications and development, St. Claire Medical Center, Morehead.

Region 11 (Big Sandy) -- David Baker, branch manager, Brandeis Manufacturing Co., Stanville; Sheldon Hardin, superintendent, Martin County School District; Mertie Belle Hamilton, assistant vice president, First National Bank of Paintsville; and Jan Garland of Paintsville, who is active in civic groups and was events coordinator for the Kentucky Apple Festival.

Also, Mary Kay Schmitt, field office supervisor for the Cabinet for Human Resources in Paintsville; Debbie Meadows, head of nursing at Paul B. Hall Medical Center in Paintsville; Mary Grace Garland, owner of H.B. Rice Insurance Co. in Paintsville; Erma Lee Ward of Offutt, a retired schoolteacher; Robert Bayes, president of First National Bank of Paintsville; and Eleanor Bergman, a counseling supervisor for the state Department for Employment Services in Pikeville.

Region 12 (Kentucky River) -- Dr. Dennis Sandlin, a Hazard physician; Mildred Creech of Campton, an office receptionist for the state Cabinet for Human Resources and a member of the Wolfe County Board of Education; and R. Percy Elkins, executive director of the Kentucky River Area Development District in Hazard.

Region 13 (Cumberland Valley) -- Debbie Stillings of London, who does architectural drafting and serves as a resource person for the handicapped; Carl Cornett, head of the automotive department at Sears in London; Delford McKnight, a building contractor and real estate broker in London; and John B. Howard of Pineville, a respiratory therapist.

MORE

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Also, Louise M. Lewis of Pineville, a nurse and homemaker; Carlyle Owens of Baxter, a retired coal operator; Frances Jones of Harlan, a funeral director and co-owner of a funeral home; Kyle Hembree, an employment counselor with the Harlan office of the Department for Employment Services; and Dale Kleinjan, administrator of Annsville Institute in Annsville.

Region 15 (Bluegrass) -- Mike Mauk, personnel manager of Georgetown Manufacturing Corp; Susan M. Craft of Lexington, acting director of the Private Industry Council; and Ursela H. Myers, a job-preparation specialist with the Lexington-Fayette Urban County Government.

##

# NEWS

*from the Kentucky Department of Education*  
 Alice McDonald, Superintendent of Public Instruction

ORP 9-17

Source: Fran Salyers/Ruby Sexton  
 Office of Research and  
 Planning

**CONTACT:**

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PRESS ROW

FRANKFORT, Ky. (Sept. 12, 1984) -- The Kentucky State Board of Education has adopted a regulation that defines academic standards for local school districts and establishes a basis for state intervention when local districts fail to correct deficiencies within a set time.

The board, which met in Frankfort today and Tuesday (Sept. 11-12), also endorsed a policy recommended by Superintendent of Public Instruction Alice McDonald for investigating citizen complaints and allegations of wrongdoing on the part of local school officials.

The regulation approved by the board outlines the implementation of Senate Bill 202, a bill passed by the 1984 General Assembly that calls for greater accountability in the academic performance of local school districts. The regulation contains these provisions:

- \* Each local district must submit to the Department of Education an annual performance report that includes data on such factors as test scores, attendance and dropouts. The report must be published in the newspaper with the largest circulation in the county by Oct. 1 of each year.

- \* Based on specific definitions and standards, each local district must identify its system's deficiencies and submit a Master Educational Improvement Plan for correcting those deficiencies.

- \* Each district must report annually on its progress in making the corrections. The Department of Education is to provide technical assistance to districts identified as being "educationally deficient" and failing to make

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Page 2

satisfactory progress in their corrective actions.

\* Districts failing to meet standards or improve significantly after assistance from the state will be subject to direct state management. The State Board of Education may remove local school officials from office in districts that do not meet correction deadlines after management intervention by the state.

During board discussion of the regulation, McDonald agreed that local compliance with the law's Oct. 1 deadline for publishing the performance reports would be difficult this year.

"I feel we must ask the districts to submit the most complete report possible by the deadline," she said. "We must ask them to do the seemingly impossible. That's what we are asking of ourselves as we try to make the much-needed improvements in education."

McDonald said local publication of the districts' performance reports could result in greater public knowledge and support of local education programs.

The state board also endorsed McDonald's proposed policy for handling complaints about local school officials. Under the new policy, all allegations of violations of statutes or regulations by local school officials will first be reviewed by a committee of top-level staff members of the department.

The committee will determine the validity of each complaint and recommend administrative action by the department or further investigation by the state board.

All criminal violations will be referred directly to the local prosecuting attorney or the state attorney general's office. Civil violations will be referred to the State Board of Education.

In other actions, the board approved accreditation of Kentucky's 183 local school districts for the 1984-85 school year but made the accreditation of 13 districts subject to the receipt of explanations for the districts' failure to correct non-compliances by the specified dates.

MORE

Page 3

Acting Chairwoman Ann Bardwell said she was particularly concerned that one district, Kenton County, had more teachers assigned out of their fields of specialization than at the time of the accreditation visit in 1981-82.

Other non-compliances ranged from failure to provide traffic separation for school buses to inadequacies in lesson plans, class sizes, facilities or the handling of student funds.

The other districts, and the number of remaining non-compliances, are Augusta Independent, one; Greenup County, two; Hopkins County, one; Jefferson County, six; Maysville Independent, two; Monticello Independent, two; Owen County, four; Paducah Independent, four; Rowan County, two; Somerset Independent, one; Trimble County, one; and Union County, one.

The board gave conditional approval to 36 districts inspected by accreditation teams last year, with accreditation contingent upon their submitting plans for correcting non-compliances.

Those districts included Pike County, where the department will be working with a new superintendent, Charles Wright, to correct a number of deficiencies identified by the inspection team.

The board also approved a new program in welding at Rowan State Vocational-Technical School but delayed approval of a plumbing program proposed for an addition at Elizabethtown State Vocational-Technical School. Board members asked that a regional advisory council study the need for such a program.

In another action, the board approved a regulation specifying that the requirement that all new school board members have a 12th-grade education could be met by a high school equivalency, or GED, examination. The requirement was set by the 1984 General Assembly in House Bill 153.

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ORP9-17a

# NEWS

*from the Kentucky Department of Education*  
Alice McDonald, Superintendent of Public Instruction

Source: Fran Salyers, Ruby Sexton  
Office of Research and Planning

CONTACT:  
Barbara McDaniel

Telephone (502) 564-4770

## STATEWIDE

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Page 2

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ORP. ~~176~~ 176  
filed by Bailey

# NEWS

**from the Kentucky Department of Education**

*Allice McDonald, Superintendent of Public Instruction*

SOURCE: Fran Salyers  
Office of Research & Planning

CONTACT:

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PRESS ROW

FRANKFORT, KY. (Sept. 12, 1984) -- The Kentucky State Board of Education today approved a resolution honoring U.S. Rep. Carl D. Perkins and his service to the children of Kentucky.

Perkins, a Democrat from Hindman and representative of the 7th Congressional District, served as chairman of the House Education and Labor Committee. He spent 36 years in Washington and was nationally known for his support of public education.

The state board's resolution will be drafted, signed and presented to the Perkins family.

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DRP9-18

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
Office of Research and  
Planning

**CONTACT:**

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PRESS ROW AND STATEWIDE

FRANKFORT, Ky. (Sept. 13, 1984) -- Regulations implementing new legislation calling for teacher testing and teacher internship were approved by the State Board of Education at its September meeting (Sept. 11-12) in Frankfort.

In two separate actions, one on Tuesday (Sept. 11) and one on Wednesday (Sept. 12), the board accepted the recommendations of an advisory committee on teacher certification and Superintendent of Public Instruction Alice McDonald.

As a result of the actions of the state board, all teacher candidates graduating after Jan. 1, 1985, will be required to pass the National Teacher Examination before certification.

The National Teacher Examination consists of a core battery of three tests and an examination in the candidate's area of specialization. The state board approved cutoff scores for passing the exam. Candidates must achieve the minimum score in all four areas to complete the test successfully but will be allowed to repeat sections they fail.

On the issue of internship for teachers, the state board decided that, after provisional certification, all teachers must complete a one-year internship under the direction of a supervising teacher and undergo evaluation before permanent certification may be issued.

-more-

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"These actions of the state board will help to ensure that the people standing in front of the classrooms in Kentucky are qualified, capable teachers," McDonald said.

"Teacher testing and teacher internship, along with the increased admission standards and the required 2.5 grade-point average, will improve instruction in Kentucky and will give our students better educational opportunities," she said.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

TRP 9-19

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:

Barbara McDaniel

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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Sept. 13, 1984) -- Ten new members will be welcomed at a meeting of Superintendent of Public Instruction Alice McDonald's Committee for a New Direction in Education next week.

The committee, which is headed by Superintendent Don W. Sparks of the Mayfield Independent Schools, will meet at 1:30 p.m. Tuesday in the state board room of the Kentucky Department of Education on the first floor of the Capital Plaza Tower.

New members appointed by McDonald include Dr. Thomas Goffey, president of Thomas More College in Fort Mitchell; Dr. Jackson O. Hall, president of Pikeville College; Dr. Kala Stroup, president of Murray State University; and Harry Caudill, an Appalachian author and a professor of history at the University of Kentucky.

Other new members are Art Walters, director of the Louisville Urban League; Jack Paxton, editor of the Paducah Sun; Dr. C.R. Daley of Anchorage, retired editor of the Western Recorder; Chalmer Frazier, executive director of the Prestonsburg Chamber of Commerce; Robert Hillenmeyer, a Lexington nurseryman; and Dove Anna McNabb of Paducah, a retired school principal.

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ORP 9-20

# NEWS

**from the Kentucky Department of Education**

**Alice McDonald, Superintendent of Public Instruction**

SOURCE: Fran Salyers  
Office of Research & Planning

CONTACT:

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STATEWIDE & PRESS ROW

FRANKFORT, KY. (Sept. 14, 1984) -- Twenty-one representatives of education and the arts will meet on Sept. 19 to begin work on a plan to expand arts education in Kentucky's public schools.

The 21 are members of a new Task Force on Comprehensive Arts in Education, recently formed by Superintendent of Public Instruction Alice McDonald. The group's first meeting will begin at 10 a.m. in the board room on the first floor of the Capital Plaza Tower in Frankfort.

McDonald has directed the task force to recommend strategies that would offer students and teachers more special arts training and opportunities to perform and display their achievements. The group's final report is due in January and then will be submitted to the State Board of Education for approval.

"Developing an appreciation of the arts is an important part of becoming an educated person," McDonald said. "I want this task force of talented and knowledgeable people to help me ensure that Kentucky's students have access to information and experiences in the entire palette of art forms--music, painting, drama, dance, creative writing and all the rest."

She said the task force would revise an arts education plan adopted in 1981 and help plan a full range of cultural opportunities throughout the state. One of the group's objectives is to suggest ways for local arts councils, agencies and artists to get involved in the education of Kentucky students.

Public comment on the subject will be solicited later this fall. The dates of

-MORE-

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Page 2

future task force meetings have not been set.

Members of the Task Force on Comprehensive Arts Education include Lila Bellando of Berea, a member of the State Board of Education and president of Churchill Weavers; Patty Breeze of Versailles, president of Kentucky Alliance for Arts Education; Marlow Burt of Louisville, executive director of the Kentucky Center for the Arts; and Anne Cassidy of Lexington, state director of Very Special Arts in Kentucky.

Also appointed to the task force are Nash Cox of Frankfort, director of the Kentucky Arts Council; Susan Hollis, assistant professor of fine arts at Northern Kentucky University; Richard Domek, dean of the University of Kentucky's College of Fine Arts; and Vyda Penny Fannin, art teacher for Boyd County Schools.

Other members are Warren Hammack, director of Horse Cave Theater; Dorothy Harkins, physical education professor at Eastern Kentucky University; Necia Harkless, professor of education at Georgetown College; Jon Henrikson of Louisville, president of the Kentucky Education Association; and Crit Luallen of Frankfort, commissioner of the Kentucky Department of the Arts.

Also on the task force are Deanna Palfrey of Louisville, who represents Partners in the Arts; Booker Rice, deputy superintendent of Jefferson County Schools; Josephine D'Amato Richardson of Whitesburg, education chairwoman of Kentucky Citizens for the Arts; and Dianne Simmons, representing the Ballard County Arts Council.

Included on the membership roster are Margaret Trevathan of Murray, chairwoman of the Kentucky Arts Council; Clifford Wallace, superintendent of Pendleton County Schools; Robert Young of Lexington, cultural arts chairman of the State Parent-Teacher Association; and Celeste Winters of Ashland, director of the Paramount Arts Center.

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VE 9-22

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
Office of Research and  
Planning

**CONTACT:**  
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## PRESS ROW

FRANKFORT, Ky. (Sept. 20, 1984) -- Ask most high school graduates about their futures, and you will receive a variety of predictable answers. Ask graduates of a vocational program about their plans, and you will get much more realistic, specific answers.

The effect of vocational education programs on the futures of the students enrolled in them has been a concern to educators for decades. Directors of the state's 14 vocational education regions and staff members of the state Department of Education's Office of Vocational Education will hear about the latest study in this area on Sept. 27 in Frankfort.

Dr. N. L. McCaslin, who is associated with the National Center for Research in Vocational Education at Ohio State University, will discuss the results of a longitudinal study of vocational students. This study analyzes the types of students enrolled in vocational education programs and tracks them through their post-graduation employment or education.

"Studies of this type are vitally important to vocational education," said Alice McDonald, superintendent of public instruction. "They allow educational planners to see changes and develop programs that are relevant to new trends and occupational needs."

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DRP-9-23

ok'd by  
Becky

# NEWS

**from the Kentucky Department of Education**  
*Alice McDonald, Superintendent of Public Instruction*

SOURCE: Fran Salyers  
Office of Research & Planning

CONTACT:  
Barbara McDaniel

Telephone (502) 564-4770

PRESS ROW

FRANKFORT, KY. (Sept. 17, 1984) -- This month's meeting of the Bluegrass State Skills Corp., originally scheduled for Sept. 18, has been postponed until Tuesday, Sept. 25. The meeting will begin at 1:30 p.m. in the State Board Room at the Department of Education in Frankfort.

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ORP 9-24

**NEWS**SOURCE: Fran Salyers  
Office of Research & Planning**from the Kentucky Department of Education**  
Alice McDonald, Superintendent of Public InstructionCONTACT:  
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STATEWIDE &amp; PRESS ROW

FRANKFORT, KY. (Sept. 21, 1984) -- Members of the Kentucky Association for Supervision and Curriculum Development will convene next week to discuss ways to focus on the positive things happening in their public education systems.

The event, the association's annual conference, will be Sept. 24 and 25 at Executive West in Louisville. The theme will be "Conveying the Message." Major topics on the agenda include public relations, communications, effective schools, new legislation and regulations.

The conference will feature a series of "action labs" or workshops. The main speakers include Dr. Ed Ball, Anderson County Board of Education; Dr. Stephen Boyd, Northern Kentucky University; Jerry Leitzell, Elizabethtown Independent Board of Education; Dr. Stephen Miller, University of Louisville; and Dr. Richard Roberts, Western Kentucky University.

The workshops are scheduled for 1:30 to 4:30 p.m. Sept. 24 and from 8:30 to 11:30 a.m. and 1 to 4 p.m. Sept. 25.

The Kentucky Association for Supervision and Curriculum Development is a professional organization primarily for instructional supervisors and curriculum coordinators and developers in local school districts. The association's president-elect is Joseph T. Clark of the Kentucky Department of Education's Office of Instruction.

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6RP9-25

# NEWS

**from the Kentucky Department of Education**  
**Alice McDonald, Superintendent of Public Instruction**

Source: Ruby Sexton  
 Office of Research  
 and Planning

**CONTACT:**

Barbara McDaniel

**STATEWIDE AND PRESS ROW**

Telephone (502) 564-4770

FRANKFORT, Ky. (Sept. 18, 1984) -- A citizens' committee began reviewing proposed educational reforms today in order to advise Superintendent of Public Instruction Alice McDonald on future directions and goals for the Kentucky Department of Education.

McDonald welcomed 11 new members to the Committee for a New Direction in Education, which includes parent representatives, educators, community leaders and elected officials. The expanded committee has 39 members.

Subgroups were formed at the meeting in Frankfort to begin looking at six issues selected for further study at the group's last meeting.

Members met with resource people from the department to consider issues involved in kindergarten education, middle schools, reasoning as "the fourth R," school use of computers, community involvement and a proposed statewide student identification system.

McDonald asked the subgroups to study the issues and present their findings to the full committee for further review.

"We are very anxious for you to deal with the agenda that's in front of you and to help us at the Department of Education," she said.

Other areas that were proposed for study by the group include special education and teacher training.

Committee Chairman Don Sparks, superintendent of the Mayfield Independent Schools, said the intent of the committee was to look at broad principles, philosophical goals and long-range objectives for Kentucky's educational system. Its recommendations will go both to McDonald and to members of the General Assembly, he said.

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KEF 9-26

**Kentucky Educational Foundation, Inc.**

P.O. Box 1403  
 Frankfort, Kentucky 40602 (502)564-4770

Source: Fran Salyers  
 Contact: Jeanne Dawahare

**STATEWIDE AND PRESS ROW****BOARD OF DIRECTORS**

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 Kentucky Department of Education

FRANKFORT, Ky. (Sept. 19, 1984) -- The Kentucky Educational Foundation has approved eight projects designed to improve public education in the state and will now turn to the private sector for the \$308,660 needed to finance those projects.

At its meeting in Frankfort on Tuesday (Sept. 18), the organization also commended the International Business Machines Corp. for its donation of 10 personal computers, software and technical training to be used by the Department of Education to instruct teachers on the use of computers in the classroom.

IBM spokesman Jim Jackson, who announced the donation, said the equipment would be incorporated into a mobile computer center that could be used throughout the state. The hardware and software total about \$25,000 in value, he said.

The company also will offer computer training to two Department of Education staff people at an IBM training center in Atlanta and will provide a consultant to work with teachers in the state.

The foundation earlier received a \$25,000 donation from the Ashland Oil Foundation that was used to finance the first Commonwealth Institute for Teachers. Forty outstanding Kentucky teachers took part in the weeklong institute in June and will return for a follow-up weekend next month.

-more-



Page 2

After the announcement of the IBM donation and the board's vote to approve eight of the 35 proposals submitted by governmental and private organizations, Superintendent of Public Instruction Alice McDonald expressed gratitude to the board members.

"I cannot fully express what your actions mean to me as superintendent, to the staff of the Department of Education and to all of Kentucky," McDonald said. "Because of the work you are doing, I feel that education really has come into the spotlight."

Approved for financing were these proposals:

\*Project SECURE (Schools, Employers, Citizens United to Reform Education) -- To provide financial support for training and organizational sessions for the leaders of town meetings proposed by the Prichard Committee on Academic Excellence to increase public involvement in local education issues (\$7,500).

\*Partnerships -- To assist interested schools and local business and civic organizations in forming partnerships for specific time periods to work together on specific goals (\$48,500).

\*Commonwealth Institute for Teachers -- To conduct a one-week seminar for 50 elementary and secondary schoolteachers as a means of recognizing and encouraging excellence in teaching (\$86,250).

\*Teacher Recognition Program -- To grant official recognition to one outstanding teacher in each of Kentucky's public schools and provide an award of \$1,000 to the Kentucky Teacher of the Year (\$15,910).

\*Kentucky's School Volunteer Development Project -- To establish a system for recruiting, training and placing volunteers who can assist teachers in three districts where reading levels are below the national norm (\$40,000).

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Page 3

\*Olympics of the Mind -- To finance specific activities related to the annual district, state and national competitions for creatively talented students (\$2,500).

\*Commonwealth Institute for Instructional Leaders -- To offer 30 elementary and secondary school principals or instructional supervisors training in management and evaluation techniques (\$84,500).

\*Flag of Excellence/Flag of Progress -- To emphasize academics by recognizing schools meeting certain standards of achievement (\$3,500 to \$7,000).

The foundation's purpose, as expressed in a mission statement adopted at the meeting, is to "harness the energy, expertise and investment capacity of the private sector to undertake programs and projects that will bring about desired levels of excellence in performance by students, teachers and school administrators."

The statement said the foundation would seek private-sector funding to supplement, not supplant, government funds.

The foundation also made committee assignments. The committees are fund raising, headed by L. L. Leatherman, who is associated with Greenebaum, Doll and McDonald, Louisville; project review, W. R. Niblock of Porter Paint Co., Louisville; and public relations, Joseph Smaha of Chi-Chi's Restaurants, Louisville.

Judy B. Dailey of the Ashland Oil Foundation in Ashland was chairwoman of the ad hoc committee that developed the foundation's mission statement.

The foundation's executive committee includes Ted Smith of Texas Gas Resources Corp., Owensboro, president; Leatherman, vice president; Lois Gray of James N. Gray Construction Co., Glasgow, secretary; and Vernon Cooper of Peoples Bank and Trust, Hazard, treasurer.

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Page 4

New members introduced at the meeting were John B. Clarke of General Electric Co., Louisville; Owsley Brown Frazier of Brown-Forman Distillers Corp., Louisville; and V. Joseph Shipman of Continental National Bank of Kentucky, Louisville.

##

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

ORP 9-27

SOURCE: Fran Salyers  
Office of Research & Planning

CONTACT:

Barbara McDaniel

Telephone (502) 564-4770

PRESS ROW

FRANKFORT, KY. (Sept. 19, 1984) — Members of the Task Force on Comprehensive Arts in Education agree that Kentucky's schoolchildren need more training in the arts, that the training and exposure to the arts should begin early in the primary grades, and that arts education should be integrated into the school curriculum.

At the task force's first meeting today in Frankfort, the members exchanged their views and began the process of revising a 3-year-old state plan for arts education.

They have been asked by Superintendent of Public Instruction Alice McDonald to make recommendations for a full range of cultural opportunities for students throughout the state.

McDonald, who formed the task force, told the members that their recommendations would be vital for curriculum planning in Kentucky's public schools.

"Your work will be implemented. It will be refined, and it will define the future of arts education in the state," she said.

The group's ideas will be incorporated into an outline of essential skills in the arts, McDonald said. Students will not be tested on these skills as they are tested in certain academic areas, but the outline will guide teachers and planners as they add more arts education to their courses of study.

"While I will continue to focus on reading, math, writing, spelling and research skills, I will never forget the importance of the arts to a complete education," McDonald told the group.

The chairwoman of the task force is Margaret Trevathan, a resident of *When our schools work, Kentucky works.*

-MORE-

Page 2

Murray and chairwoman of the Kentucky Arts Council.

The task force has three committees with specific responsibilities. Deanna K. W. Pelfrey of Louisville, representing Partners in the Arts, is chairwoman of the committee assigned to identify the roles of agencies, organizations and arts groups in comprehensive arts in education.

Richard Domek, dean of the University of Kentucky's College of Fine Arts, is chairman of the committee planning a full range of cultural opportunities throughout the state.

Clifford Wallace, superintendent of Pendleton County Schools, is chairman of the task force committee planning ways for students and teachers to have expanded arts training and more opportunities to perform.

All committees are scheduled to meet in Frankfort on Oct. 2 and 3.

# #

ORP 9-27a

# NEWS

SOURCE: Fran Salyers  
Office of Research & Planning

**from the Kentucky Department of Education**

*Alice McDonald, Superintendent of Public Instruction*

**CONTACT:**

Barbara McDaniel

STATEWIDE

Telephone (502) 564-4770

FRANKFORT, KY. (Sept. 21, 1984) — Members of the Task Force on Comprehensive Arts in Education agree that Kentucky's schoolchildren need more training in the arts, that the training and exposure to the arts should begin early in the primary grades, and that arts education should be integrated into the school curriculum.

At the task force's first meeting Wednesday (Sept. 19) in Frankfort, the members exchanged their views and began the process of revising a 3-year-old state plan for arts education.

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-MORE-

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Clifford Wallace, superintendent of Pendleton County Schools, is chairman of the task force committee planning ways for students and teachers to have expanded arts training and more opportunities to perform.

All committees are scheduled to meet in Frankfort on Oct. 2 and 3.

CRP 9-28

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

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STATEWIDE AND PRESS ROW

Telephone (502) 564-4770

FRANKFORT, Ky. (Sept. 19, 1984) -- The average scores of Kentucky high school seniors on the 1984 Scholastic Aptitude Test are up from 1983 by four points on the verbal section and five points on the math section, Superintendent of Public Instruction Alice McDonald announced today.

The SAT scores issued by The College Board show that college-bound Kentucky students averaged 479 on the verbal section, compared with 475 last year, and 518 on the math section, compared with 513 in 1983.

The national average SAT scores for 1984 graduates rose one point on the verbal section, to 426, and three points on the math section, to 471. Nationally, scores began to show a slight increase in 1982 after declining steadily for nearly two decades.

McDonald noted that Kentucky students have consistently scored higher than the national average. A review of the test scores since 1972 shows that the scores of Kentucky students have fluctuated slightly but have not experienced the same decline evidenced nationally, she said.

The number of college-bound seniors in Kentucky who took the SAT test this year rose by 202, to a total of 3,308. Of that number, 52 percent were men and 48 percent were women. Nationally, 52 percent of the test-takers were women and 48 percent were men. Scores are on a scale of 200 to 800.

For Kentucky students, men continued to score higher than women on both portions of the test, but women made larger gains over 1983 scores than did the men. Women gained 10 points on the verbal section, to 479, and seven points on the math section, to 492. Men gained five points on the verbal section, to 484, and four points on the math section, to 542.

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Page 2

Nationally, women contributed more to the increase in the math average this year, and men contributed more to the increase in the average score on the verbal section, The College Board said.

The board cautioned in announcing the test results that they were not representative of all high school seniors but only of the college-bound seniors who took the test. Nearly 1 million seniors took the SAT in 1983-84, the report said.

The College Board is expected to send SAT scores to local high schools during the week of Sept. 24.

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OKP9-30

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

SOURCE: Fran Salyers  
Office of Research & Planning

**CONTACT:**

Barbara McDaniel

Telephone (502) 564-4770

PRESS ROW

FRANKFORT, KY. (Sept. 25, 1984) -- The Dropout Prevention Advisory Committee will meet at 10 a.m. Oct. 3 in the Kentucky School Boards Association building on Millville Road in Frankfort.

The committee advises Superintendent of Public Instruction Alice McDonald and the state Department of Education on matters related to a new state law designed to decrease the school dropout rate among students 16 to 18 years of age.

The law requires an unmarried student in that age group to have written, signed permission from a parent or guardian and a conference with school administrators before withdrawing from school. The parent or guardian must sign the permission form in the presence of the school principal or the principal's designee.

# #

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ORP9-31

# NEWS

SOURCE: Fran Salyers  
Office of Research & Planning

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

CONTACT:

Barbara McDaniel

Telephone (502) 564-4770

## PRESS ROW

FRANKFORT, KY. (Sept. 25, 1984) -- All 180 public school districts in Kentucky are required to publish a performance report each year, according to a recent amendment to state law. A State Board of Education regulation sets Oct. 1 as the deadline for those reports.

The annual performance report is one of several provisions of Senate Bill 202, which was passed by the 1984 General Assembly and calls for greater accountability in the academic performance of local school districts. Each report must include data on test scores, attendance, dropouts and other specific factors.

Each district must publish its report in the newspaper with the largest circulation in the county.

Superintendent of Public Instruction Alice McDonald recently said that local publication of school district performance reports could result in greater public knowledge and support of local education programs.

• •

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ORP9-32

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

SOURCE: Fran Salyers  
Office of Research & Planning

CONTACT:

Barbara McDaniel,

Telephone (502) 564-4770

## STATEWIDE AND PRESS ROW

FRANKFORT, KY. (Sept. 28, 1984) -- Citizen advisers to the Department of Education will meet Oct. 3 to discuss the development of standards for evaluating new teachers in Kentucky.

The meeting of the Advisory Committee on Teacher Internship is scheduled for 9 a.m. to 3:30 p.m. in the State Board Room of the Department of Education in Frankfort.

Senate Bill 19, passed by the 1984 General Assembly, requires that each teacher certified in Kentucky after Jan. 1, 1985, pass a written test and successfully complete a one-year teaching internship prior to receiving a regular teaching certificate.

Under discussion at the Oct. 3 meeting will be the establishment of objective criteria for measuring teacher effectiveness at the end of the internship.

Members of the committee were appointed by Superintendent of Public Instruction Alice McDonald. Chairman of the committee is Dr. George Denemark of Lexington, director of the internship project.

Members include Dr. Jane Godfrey, chairman of the Department of Education, Berea College; Dr. Roger Pankratz, associate dean of Western Kentucky University's College of Education; Dr. William Banks of the University of Louisville School of Education; and Dr. Joseph Early, academic dean of Cumberland College.

Also on the committee are Dr. Donald Hunter, assistant superintendent of Covington

-MORE-

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Page 2

Independent Schools; Dr. William Clyde Wesley, superintendent of Harlan Independent Schools; Donald White, principal of Laukhuf Elementary School in Louisville; John Dunn, principal of Daviess County Middle School, Owensboro; and Marlene M. Helm, supervisor in Scott County Schools, Georgetown.

Also appointed were Martha Dell Sanders of Paducah, a former member of the State Board of Education; Sen. Nelson Allen, D-Ashland; Rep. Harry Moberly Jr., D-Richmond; Jon Henrikson, president of Kentucky Education Association, Louisville; and Hallie Coleman Evans, an elementary classroom teacher in Lexington.

Other members are Brenda Hare McGown, a secondary classroom teacher for Warren County Schools, Bowling Green; Paula Rishty Ott of Millersburg, a special education teacher for Bourbon County Schools; Bari Kazee of Paintsville; Audrey Carr, deputy associate superintendent, Office of Vocational Education, Department of Education, Frankfort; Dr. Sidney Simandle, director of the department's Division of Teacher Education and Certification; and Mary Beth Hall of Lexington.

The committee met for the first time in late June.

# #

**NEWS**

*from the Kentucky Department of Education*  
 Alice McDonald, Superintendent of Public Instruction

ORP 9-32a  
 SOURCE: Fran Salyers  
 Office of Research & Planning

CONTACT:  
 Barbara McDaniel

Telephone (502) 564-4770

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-MORE-

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Page 2

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The committee met for the first time in late June.

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OR 9-33

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

Telephone (502) 564-4770

## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Sept. 25, 1984) -- Staff members of the Kentucky Department of Education and veteran school superintendents gave pointers on school finance, changes in curriculum and other issues to new superintendents at a meeting in Frankfort today.

Superintendent of Public Instruction Alice McDonald welcomed participants to the orientation session and said staff members would be available throughout the day to provide information and answer their questions.

"We are trying to answer our own charge to improve education," she said. "We are certainly trying to answer the charge of the legislature, and we are trying to serve you."

In a series of small-group sessions on curricular changes, Conley Manning, director of the department's Division of Program Development, noted that instruction from lists of essential skills in reading and math is already under way in Kentucky schools and said testing from those lists would begin next spring.

Lists of skills are now being developed in spelling, language arts and library research, he said, and districts will be asked to give their recommendations on the proposed lists by Oct. 15.

As a guide to teachers, the department plans to provide two suggested activities related to each item on the lists of essential skills and will also correlate those skills with the textbooks being used, Manning said.

Dan Branham, deputy superintendent for programs, presided in the group meetings and led a question-and-answer session at the end of the all-day program.

MORE

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Page 2

Information on local school district finance was provided by Ron Moubray, director of management and audits, and Robert Arvin, Oldham County superintendent. Leading a workshop on instructional supervision were Cliff Wallace, Pendleton County superintendent, and Rita Lindsay, educational administration program consultant.

Fred Williams, superintendent of the Fort Thomas Independent Schools, described his district's community relations program. Such means as an annual "School Facts" publication, an active volunteer program and regular breakfast meetings with small groups of citizens and groups of teachers inform the public about schools and build good will, he said.

Faurest Coogle, Franklin County superintendent, and Bernard Minnis, deputy associate superintendent for instruction, discussed comprehensive evaluation systems. New legislation and regulations were discussed by Sandra Mendez-Dawahare, who heads the department's legal office.

Management of school transportation systems for safety and accountability was the topic of a session led by Don Fightmaster, director of transportation and insurance, and Henry Resch, Warren County assistant superintendent.

##

ORP 9-33a

**NEWS****from the Kentucky Department of Education***Alice McDonald, Superintendent of Public Instruction*Source: Ruby Sexton  
Office of Research  
and Planning**CONTACT:**  
Barbara McDaniel

Telephone (502) 564-4770

## STATEWIDE

FRANKFORT, Ky. (Sept. 28, 1984) -- Staff members of the Kentucky Department of Education and veteran school superintendents gave pointers on school finance, changes in curriculum and other issues to new superintendents at a meeting in Frankfort this week.

Superintendent of Public Instruction Alice McDonald welcomed participants to the orientation session on Tuesday (Sept. 25) and said staff members would be available throughout the day to provide information and answer questions.

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##

**NEWS**

*from the Kentucky Department of Education*  
 Alice McDonald, Superintendent of Public Instruction

ORP 9-34  
 SOURCE: Fran Salyers  
 Office of Research & Planning

CONTACT:  
 Barbara McDaniel

Telephone (502) 564-4770

C O R R E C T I O N

PRESS ROW

FRANKFORT, KY. (Sept. 26, 1984) -- All 180 public school districts in Kentucky are required to publish a performance report by Oct. 1 each year, under a recent amendment to state law.

The annual performance report is one of several provisions of Senate Bill 202, which was passed by the 1984 General Assembly and calls for greater accountability in the academic performance of local school districts. Each report must include data on test scores, attendance, dropouts and other specific factors.

Each district must publish its report in the newspaper with the largest circulation in the county.

Superintendent of Public Instruction Alice McDonald recently said that local publication of school district performance reports could result in greater public knowledge and support of local education programs.

# #

NOTE: The Oct. 1 deadline for publication of the annual performance reports is set by law, Senate Bill 202, and not by regulation as stated in a Sept. 25 release.

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OKP 9-35

# NEWS

**from the Kentucky Department of Education**  
*Alice McDonald, Superintendent of Public Instruction*

SOURCE: Fran Salyers  
 Office of Research & Planning

**CONTACT:**

Barbara McDaniel

Telephone (502) 564-4770

**PRESS ROW**

FRANKFORT, KY. (Sept. 27, 1984) -- The Commonwealth Institute for Teachers will be featured in a 30-minute Kentucky Educational Television program to be presented at 7 p.m. Oct. 2 on the KET network.

The Commonwealth Institute offers a weeklong enrichment seminar for outstanding Kentucky teachers. The first seminar was last June and was attended by 40 teachers selected by the state Department of Education. The theme was "Challenges to the Future: Dilemmas of the Technological Age."

During the event, Superintendent of Public Instruction Alice McDonald described the participants as "ambassadors of the classroom" and urged them to share the experiences of the institute with fellow teachers and community leaders.

The first institute was co-sponsored by the Department of Education and the Kentucky Educational Foundation, with a \$25,000 grant from the Ashland Oil Foundation.

# #

*When our schools work, Kentucky works.*

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

CRP9-36

Source: Ruby Sexton  
 Office of Research  
 and Planning

**CONTACT:**

Barbara McDaniel

Telephone (502) 564-4770

SPECIAL TO THE STATE BOARD CONNECTION  
 (NATIONAL ASSOCIATION OF STATE BOARDS OF EDUCATION)

FRANKFORT, Ky. (Sept. 28, 1984) -- The Kentucky Educational Foundation has approved eight projects designed to improve public education in Kentucky and is seeking to raise \$308,660 from the private sector to finance those projects. The foundation has also received a donation of computer hardware and software valued at \$25,000 from the International Business Machines Corp. The Kentucky Department of Education will use the equipment and training provided by IBM to instruct teachers on the use of computers in the classroom.

Superintendent of Public Instruction Alice McDonald said the projects approved by the foundation at its September meeting reflected a commitment to academic excellence on the part of the state's business community. The foundation is headed by Ted Smith, president of Texas Gas Resources Corp. of Owensboro, Ky. The projects to be undertaken include:

- \* Project SECURE (Schools, Employers, Citizens United to Reform Education) -- To provide financial support for training and organizational sessions for leaders of a series of town meetings designed to increase public involvement in education; \$7,500.

- \* Partnerships -- To assist schools and local business and civic groups in forming partnerships to work together on specific goals; \$48,500.

- \* Commonwealth Institute for Teachers -- To conduct a one-week seminar for 50 elementary and secondary schoolteachers as a means of recognizing and encouraging excellence in teaching; \$86,250.

- \* Teacher Recognition Program -- To recognize an outstanding teacher in each

*When our schools <sup>MORE</sup> work, Kentucky works.*

Page 2

Kentucky school and to provide a \$1,000 award to the Kentucky Teacher of the Year;  
\$15,910.

\* Kentucky's School Volunteer Development Project -- To establish a system for recruiting, training and placing volunteers to assist teachers in three districts where reading levels are below the national norm; \$40,000.

\* Olympics of the Mind -- To finance specific activities related to the annual district, state and national competitions for creatively talented students; \$22,500.

\* Commonwealth Institute for Instructional Leaders -- To offer 30 elementary and secondary school principals or instructional supervisors training in management and evaluation techniques; \$84,500.

\* Flag of Excellence/Flag of Progress -- To emphasize academics by recognizing schools meeting certain standards of achievement; \$3,500 to \$7,000.

##

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

ORP 9-37

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

Telephone (502) 564-4770

SPECIAL TO THE STATE BOARD CONNECTION  
(NATIONAL ASSOCIATION OF STATE BOARDS OF EDUCATION)

FRANKFORT, Ky. (Sept. 28, 1984) -- The Kentucky State Board of Education took these actions at its September meeting:

- \* Implemented Kentucky's new "academic bankruptcy" law. The regulation defines academic standards for local school districts and establishes the basis for state intervention when local districts fail to correct deficiencies within a set time. Annually, each local district must prepare and publish in its local newspaper performance data on such factors as test scores, attendance, dropouts and expenditures. Each district must identify its deficiencies and prepare a plan and timetable for correcting those deficiencies. Districts failing to meet time lines for correcting deficiencies will be subject to direct state intervention, including, in extreme cases, removal of local school officials from office.

- \* Eliminated all extracurricular activities from the six-hour instructional day required by Kentucky law. The regulation defines the types of activities that can be included in instructional time as courses listed in the "Program of Studies for Kentucky Schools"; enrichment or experimental courses approved by the state board; co-curricular activities such as club meetings or assemblies, as long as they are directly related to the instructional program and are scheduled so as to minimize absence from class; and homeroom in the morning and afternoon to check attendance, for no longer than 20 minutes a day. Decisions regarding co-curricular activities will be made by local boards of education. Superintendent of Public Instruction Alice McDonald says the goal of the new regulation is to preserve the integrity of the time provided for instruction and to prevent extracurricular activities such as pep rallies and fund-raising events from cutting into that time.

*When our schools work, Kentucky works. ##*



ORP 10-1

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Diana Peters  
Office of Research  
and Planning

**CONTACT:**

Barbara McDaniel

Telephone (502) 564-4770

**STATEWIDE**

FRANKFORT, Ky. (Oct. 5, 1984) -- The Dropout Prevention Advisory Commission has made a preliminary recommendation that the mandatory age for school attendance in Kentucky be raised from 16 to 18.

Before that recommendation is made final, commission Chairman Wandel Strange said, "we intend to research how well it has worked in those states that have passed such legislation."

Kentucky law now requires that a student who has not reached the age of 18 must have written parental consent, signed in the presence of the principal or someone designated by the principal, before dropping out of school.

The advisory group was appointed by state Superintendent of Public Instruction Alice McDonald to recommend ways of reducing school dropout rates in Kentucky.

The Dropout Prevention Advisory Commission "is one of many groups all working to provide better services for students," Dr. James Fouche, associate superintendent for instruction, said at the meeting in Frankfort on Wednesday (Oct. 3).

Strange, who was named by McDonald to head the group, is superintendent of the Hart County Schools.

Commission members have been divided into three working committees to study the dropout problem at the elementary, middle school and high school levels. The groups met separately and reported back to the full commission at the meeting.

Danny Whitlock, principal of Hickman County Schools, served as spokesman for the elementary group, which recommended:

**MORE**  
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Page 2

- \* Expansion and strengthening of remediation programs.
- \* Further reductions in class size.
- \* Required in-service training in dropout prevention for teachers and administrators.
- \* Increased parental involvement in the education of their children.
- \* Financing by the state for elementary counselors.
- \* Improvement of the school environment.

Stuart Sampson, Jefferson County director of pupil personnel and chairman of the middle school committee, presented that group's recommendation for raising the mandatory attendance age to 18, along with developing feasible exemptions. The group also proposed a massive public awareness campaign on dropout prevention.

Dr. Stephanie Collier, instructor of Project LINC at the Campbell County Area Vocational Education Center and chairwoman of the high school committee, presented these recommendations:

- \* Include additional information with data published on holding power to show the relationship to dropouts.
- \* Support the development of a system to keep track of students in Kentucky schools.
- \* Examine the role of the state as parent, for those children who are placed in foster homes.
- \* Require pre-service and in-service training on dropout prevention for teachers, counselors and school social workers.

The advisory group voted to study the recommendations from the three committees and discuss them further at its next meeting on Dec. 6. The commissioner is to present recommendations for preventing dropouts to McDonald and the State Board of Education for implementation in the 1985-86 school year.

##

ORP10-3

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

SOURCE: Fran Salyers  
Office of Research and Planning

CONTACT:  
Barbara McDaniel

STATEWIDE AND PRESS ROW

Telephone (502) 564-4770

FRANKFORT, KY. (Oct. 5, 1984) -- The education of children with mental, physical, learning or behavioral disorders will be the focus of the 20th annual Conference on Programs for Exceptional Children, scheduled for Oct. 11 through 13 at the Executive West in Louisville.

The conference is sponsored by the Kentucky Department of Education's Office of Education for Exceptional Children. The theme will be "Accountability, Competency and Excellence in Special Education."

Superintendent of Public Instruction Alice McDonald will announce the name of the recipient of this year's Kentucky Special Education Teacher of the Year Award at the conference banquet, scheduled for 7:30 p.m. Oct. 12.

Delivering the keynote address at the banquet will be Dr. Ronald Laneve, principal of the Mark Twain School in Rockville, Md. His address will stress the importance of the work of special educators and the significance of their own self-images.

Other conference speakers include Virginia Brown and Beth McEntire Blaney of the University of Alabama; Hans Hahn and Don Zahn, University of Wisconsin; Linda Mandelbaum, Bowling Green State University, Ohio; James Poteet, Ball State University, Muncie, Ind.; Richard Schwartz, Purdue University, West Lafayette, Ind.; and Guy McCombs of the National Center for Citizen Involvement, Washington, D.C.

In conjunction with the conference, the State Advisory Panel for Exceptional Children will meet from 8:30 a.m. to 4 p.m. Oct. 11 in the Executive West's Drinkwater Room. The panel is a citizens' group that advises the Kentucky Department of Education.

-MORE-

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Page Two

Also on Oct. 11 is a subconference for participants in the Kentucky Individualized Kindergartens Project, which develops ways to tailor regular kindergarten classes to meet the needs of children with handicaps. The theme of this conference within a conference, scheduled for 9 a.m. to 5 p.m., is "For the Fun of It."

On Oct. 12, the special-education conference will feature a number of concurrent workshops and special-interest sessions starting at 10 a.m. and 2:15 p.m.

One session on Friday morning will be a "Parent-Professional Partnerships" workshop co-sponsored by the Office of Education for Exceptional Children and the Mid-South Regional Resource Center.

Parent and school representatives from each local school district have been invited to attend and take part in planning programs in which parents and professionals work together in the education of exceptional children.

The Oct. 13 agenda features morning workshops beginning at 8:30. The conference will end at 3 p.m. that day after meetings of several ancillary and advocacy groups.

Conference planner Carlene Gobert of the Kentucky Department of Education said that more than 800 persons were expected to attend at least part of the conference. She said participants would be special-education teachers, local school administrators, college and university representatives, parents and others.

All conference activities are open to the public, but reservations for the Oct. 12 banquet must be made in advance. Additional information is available from Gobert at the Department of Education in Frankfort. The telephone number is (502) 564-3790.

# # #

ORP 10-4

# NEWS

SOURCE: Fran Salyers  
Office of Research and Planning

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

CONTACT:  
Barbara McDaniel

STATEWIDE & PRESS ROW

Telephone (502) 564-4770

FRANKFORT, KY. (Oct. 5, 1984) -- This year's Kentucky Mathematics Teachers Fall Meeting will be from 8:15 a.m. to 3 p.m. Oct. 13 at the University of Kentucky Student Center in Lexington.

The meeting will be sponsored by the Kentucky, Lexington and Greater Louisville councils of teachers of mathematics and the University of Kentucky's Center for Professional Development and department of mathematics.

Speakers will include Joe Dan Austin of Rice University in Houston. Austin, an expert on research dealing with homework, will offer an "Overview of Homework in American Education" at 9 a.m. in the student center's Worsham Theater.

Also featured will be Edward F. Prichard Jr. of Lexington, chairman of the Prichard Committee on Academic Excellence, and Joanne Greaver, a math teacher at Atherton High School in Louisville. Greaver was Kentucky's 1983 winner of the Presidential Award for Excellence in Teaching Mathematics.

Lynn Molloy, math consultant with the Kentucky Department of Education, said a major thrust of the meeting would be problem-solving.

"Some very knowledgeable speakers will be offering math teachers some ideas on ways they can help students develop critical thinking and problem-solving skills," she said.

Subjects to be discussed in morning and afternoon sessions include specific studies on homework, activities for developing math skills in preschoolers at home, the use of computers, coordination of math with other academic subjects, motivation, equity of math education for boys and girls, and logic as a tool for learning.

-MORE-

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Page Two

The meeting is open to the public. Participants may register at the door on the date of the meeting. A nominal fee will cover meeting materials.

Additional information is available from Molloy in Frankfort, telephone (502) 564-2672, or from Don Coleman, a mathematics professor at the University of Kentucky and president of the Kentucky Council of Teachers of Mathematics, telephone (606) 257-4802.

# # #

KEF 10-5

**Kentucky Educational Foundation, Inc.**

P.O. Box 1403  
Frankfort, Kentucky 40602 (502)564-4770

Source: Ruby Sexton  
Contact: Jeanne Dawahare

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**STATEWIDE AND PRESS ROW**

FRANKFORT, Ky. (Oct. 5, 1984) -- A \$7,000 grant from Lexington developer Wallace Wilkinson to the Kentucky Educational Foundation will go toward the costs of a training and organizational session for the leaders of town meetings on education to be held in the state's 180 school districts on Nov. 15.

The training program, known as Project SECURE, was one of eight projects adopted by the foundation at its September meeting. The acronym stands for Schools, Employers, Citizens United to Reform Education.

The foundation has budgeted \$7,500 for the organizational meeting, which will be held at the Capital Plaza Hotel in Frankfort at 5 p.m. Tuesday, Oct. 9. Additional support will come from the Prichard Committee for Academic Excellence, which is sponsoring the town meetings, and the Kentucky Department of Education.

The committee, headed by Lexington attorney Edward F. Prichard Jr., has scheduled the town meetings to be held simultaneously throughout the state as a means of enrolling the public at the local level in the task of improving Kentucky's schools.

All the meetings will open with a videotape presentation featuring Prichard, Superintendent of Public Instruction Alice McDonald and Gov. Martha Layne Collins.

Foundation Chairman Ted Smith, senior vice president of Texas Gas Resources Corp. in Owensboro, said the dinner meeting to be held in Frankfort would provide an opportunity for the convenors and organizers of the local meetings to review plans for involving the public in the sessions and to meet key administrators and policy-makers at the state level.

MORE

McDonald will discuss the status of educational reform efforts in Kentucky and will emphasize the importance of public involvement in bringing about change at the local level.

Staff members of the Department of Education will provide statewide data on education and background information on current issues in education. Participants will also receive information on their local districts for use in the town meetings.

The Kentucky Educational Foundation is a private, non-profit corporation made up of representatives of major businesses from throughout the state. It was formed earlier this year to support and enrich primary and secondary education in Kentucky.

An initial grant of \$25,000 to the foundation from the Ashland Oil Foundation was used to finance the first Commonwealth Institute for Teachers, a weeklong seminar at the University of Kentucky for 40 outstanding teachers. A similar institute will be offered next year for 50 teachers.

The foundation also sponsored a program to recognize outstanding teachers from schools throughout the state and plans to expand that program next year. Other projects have been adopted to recognize and encourage excellence on the part of students, teachers and administrators.



The Prichard Committee for Academic Excellence  
 P. O. Box 1658  
 Lexington, Kentucky 40592  
 (606) 233-9849

ORP 14-6  
 Source: Ruby Sexton  
 CONTACT:  
 Barbara McDaniel

Telephone (502) 564-4770

PRESS ROW

FRANKFORT, Ky. (Oct. 8, 1984) -- More than 400 community leaders from throughout the state will attend a reception and dinner designed to promote community involvement in education at 5 p.m. Tuesday (Oct. 9) at the Capital Plaza Hotel in Frankfort.

The dinner, a preliminary event leading up to town meetings on education to be held in the state's 180 public school districts on Nov. 15, is being sponsored by the Prichard Committee on Academic Excellence, along with Gov. Martha Layne Collins and state Superintendent of Public Instruction Alice McDonald.

The featured speaker will be George Autry, who played an instrumental role on the Commission on Education and Economic Growth named by North Carolina Gov. Jim Hunt and is now chairman of the Southern Education Foundation's Task Force on Education and Economic Development.

Autry, a former chief counsel and staff director of the U.S. Senate Subcommittee on Constitutional Rights, now heads MDC Inc. of Chapel Hill, N.C., a non-profit research company specializing in education and employment policy.

Texas Gov. Mark White was originally scheduled to address the group but was forced to cancel last week because of a scheduling conflict.

The organizational session for the town meetings, which will be held simultaneously throughout the state, is being financed by the Kentucky Educational Foundation through a \$7,000 grant from Lexington developer Wallace Wilkinson.

Additional support will come from the Prichard Committee, which is sponsoring the town meetings, and the Kentucky Department of Education.

The committee, headed by Lexington attorney Edward F. Prichard Jr., is planning the town meetings as a means of enlisting grass-roots support for the task of improving Kentucky's schools.

##

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

VE 10-7  
 SOURCE: Fran Salyers  
 Office of Research & Planning

CONTACT:  
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## STATEWIDE & PRESS ROW

FRANKFORT, KY. (Oct. 12, 1984) -- Administrators of vocational and technical education programs throughout Kentucky will gather Oct. 17 through 19 in Louisville for a conference on "Leadership for Excellence in Vocational Education."

The state Department of Education will sponsor the conference for regional administrators, program coordinators, vocational school principals and assistant principals. The event is scheduled to begin at 1 p.m. Oct. 17 at the Ramada Inn East on Hurstbourne Lane. The final session will end at noon Oct. 19.

Conference speakers include Superintendent of Public Instruction Alice McDonald, whose topic will be "The Challenge for Excellence in Vocational Education." She will speak at 2:15 p.m. Oct. 18.

McDonald has stressed the need for excellence in elementary and secondary education and says that quality in vocational education is no less important.

"Some people choose college, some choose vocational or technical schools. Both options should provide the information and skills people need to get good jobs and do those jobs well," she said. "Excellence in academic and vocational education are equally vital to Kentucky's people and Kentucky's future."

Also on the agenda are Dr. Robert Biggers of Genesco, Ill., a consultant on school discipline, motivation and related topics; Al Cannon, a staff engineer with Brandeis Equipment Co. in Louisville; and Dr. Robert Childers of Atlanta, executive director of the Southern Association of Colleges and Schools.

Several representatives of the state Department of Education will make presentations

-MORE-

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Page 2

or preside over various special-interest sessions. Wilburn J. Pratt, the department's associate superintendent for vocational education, said the conference would offer professional development opportunities to as many as 200 Kentucky vocational education leaders.

"The conference is a chance for us to get together and make sure we're all headed in the same direction -- toward excellence," he said. "The agenda is designed to help all of us gain new information, insight and motivation."

Principal areas covered in the conference sessions will be staffing, positive discipline, communication skills and the effectiveness of instruction. More information on the agenda is available from the Office of Vocational Education in Frankfort, telephone (502) 564-4286.

# #

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

GRP 10-2

Source: Ruby Sexton  
 Office of Research  
 and Planning

**CONTACT:**

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**SPECIAL TO STATE JOURNAL**

FRANKFORT, Ky. (Oct. 10, 1984) -- The week of Oct. 7 through 13 has been declared Kentucky School Bus Safety Week by Gov. Martha Layne Collins in conjunction with the observance of National School Bus Safety Week.

The observance is designed to call the attention of the public to the need for continuing highway safety, with particular attention to school buses, students and school bus drivers.

Superintendent of Public Instruction Alice McDonald said efforts are being made this week to emphasize the need for increased care in the vicinity of school buses, to emphasize and explain the law requiring drivers to stop when a school bus stops on the roadway, and to remind school bus drivers of the importance of their task.

"School transportation is an important aspect of our total educational program, and the aim of this special week is to call attention to our efforts to ensure the safety of school buses and to increase highway safety by gaining greater public understanding and cooperation," she said.

As a part of its emphasis on bus safety, the Department of Education began offering school bus maintenance clinics in May and will continue the 20-clinic series through April 1985. Most counties for the clinics are Rowan, Marshall, Hardin and Floyd.

##

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# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Fran Salyers  
 Office of Research  
 and Planning

**CONTACT:**

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**SPECIAL FOR LOCAL MEDIA**

FRANKFORT, Ky. (Oct. 11, 1984) -- \_\_\_\_\_ school bus mechanics from the \_\_\_\_\_  
 (number) school district went to Morehead on Oct. 11 to learn the latest techniques in bus maintenance and mechanical troubleshooting.

The training clinic was sponsored by the Kentucky Department of Education. Superintendent of Public Instruction Alice McDonald directed that such clinics be offered to help local districts operate their buses safely and efficiently.

"We put great emphasis on educating Kentucky's children, but we can't ignore the importance of getting those children to and from school safely," she said. "The local pupil transportation staffs have a tremendous responsibility, and this department is available to assist in any way we can."

Attending from \_\_\_\_\_ were \_\_\_\_\_,  
 (county or district) (name)  
 \_\_\_\_\_ and \_\_\_\_\_  
 (name) (name)

About \_\_\_\_\_ mechanics from the Rowan County region took part.

The clinic featured training related to front-end alignment and power steering. The agenda included formal presentations by Ford Motor Co. engineers and by representatives of the Kentucky Department of Education's Division of Pupil Transportation.

Participants also gained some hands-on experience in bus repairs at the clinic.

The Department of Education began offering bus maintenance clinics in May and will continue the 20-clinic series through April 1985. Host counties for the clinics are Rowan, Marshall, Hardin and Floyd.

# #

*When our schools work, Kentucky works.*

ORP 10-10

# NEWS

SOURCE: Fran Salyers  
Office of Research & Planning

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

CONTACT:  
Barbara McDaniel

STATEWIDE &amp; PRESS ROW

Telephone (502) 564-4770

FRANKFORT, KY. (Oct. 12, 1984) -- Superintendent of Public Instruction Alice McDonald and the state Department of Education will be hosts to 150 of Kentucky's local PTA leaders on Oct. 18, PTA Day in Kentucky.

Officers of local Parent-Teacher Association organizations will travel to Frankfort to meet with McDonald and department officials and exchange ideas and information.

"The PTA and the Department of Education have many mutual interests and concerns," McDonald said. "I look forward to talking with the PTA leadership about the innovative approaches we are taking to improve Kentucky's schools, and I'm equally eager to hear their ideas and recommendations."

The meeting will include discussion sessions on essential skills testing, school district accountability, student discipline, dropout prevention, community involvement in education, programs for exceptional and gifted children, and teacher preparation and development.

Special guest Phyllis George Brown, the National PTA's honorary membership chairman, is scheduled to attend and to formally present a PTA membership card to her husband, former Kentucky Gov. John Y. Brown Jr.

She also will give Kentuckians their first look at a public service announcement being distributed by the National PTA. The videotaped announcement features Mrs. Brown.

State PTA President Iris Irish said a primary purpose of the PTA Day meeting would be to give local association leaders the chance to become better acquainted with the resources available through the state Department of Education and to discuss ways

-MORE-

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Page 2

the two organizations could coordinate their efforts to improve education in Kentucky.

"The PTA wants to communicate with the department on our many areas of mutual concern," Irish said. "We also want to express our interest in working with the department, participating on advisory committees and taking part in decision-making related to education."

The PTA Day observance begins at 10 a.m. Oct. 18 with a reception for PTA leaders and guests. It is scheduled to end at 1:30 p.m.

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ORP 10-11

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

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Telephone (502) 564-4770

## PRESS ROW

FRANKFORT, Ky. (Oct. 11, 1984) -- "Building Bridges to Excellence" is the theme of the 13th annual fall conference of the Kentucky Association for Progress in Science at the Executive Inn Rivermont in Owensboro on Friday and Saturday (Oct. 12 and 13).

Superintendent of Public Instruction Alice McDonald said the session would provide an opportunity for science teachers in the state's elementary and secondary schools to share their concerns and successes and to hear from leaders in various scientific fields.

Frank Howard, science consultant with the Kentucky Department of Education and liaison to the association's board, said sessions would deal with such topics as problem solving, teachers and computers, research reports, lab safety, an honors institute in biology, and nuclear energy.

Featured speakers will include Dr. Alan J. McCormack, a professor of zoology and science at the University of Wyoming; Dr. Michael B. Leyden, an education professor at Eastern Illinois University in Charleston, Ill.; and Jessie M. Jones, District 4 director of the National Science Teachers Association.

The Kentucky group is affiliated with the national association.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

CRP 10-12

Handwritten initials and date: "10/11/84" and "B.M." with a checkmark.

Telephone (502) 564-4770

PRESS ROW AND PADUCAH MEDIA

FRANKFORT, Ky. (Oct. 11, 1984) -- Superintendent of Public Instruction Alice McDonald will visit schools in Paducah and discuss educational concerns with community leaders as part of the Education Day observance there on Tuesday (Oct. 16).

McCracken County Superintendent Billy C. Brown will accompany McDonald on a visit to Concord Elementary School in the county district at 9 a.m. CDT, immediately after her arrival in Paducah. Principal Patricia Koch will welcome her for a visit to Whiteside Primary School in the Paducah Independent School District at 1:30 p.m.

McDonald is scheduled to give two talks during the day, one to the Kentucky Council of Area Development Districts and the other to area residents concerned with vocational education. The theme of both addresses will be the economic value of education in Kentucky, both to the individual and society.

She will address the ADD council at 10 a.m. at the Executive Inn in Paducah. She is also scheduled to hold a luncheon there at noon for the superintendents of 26 area school districts.

McDonald will take part in a Chamber of Commerce forum on education with community leaders and area legislators at 2 p.m. in the board room of Paducah Bank. A reception will be held in her honor at 4:30 p.m. at the Paducah headquarters of the Kentucky Education Association.

The state superintendent will be the guest on a live call-in show on radio station WKYQ, with John Stewart as host, at 6 p.m. She will address labor leaders, legislators and members of the Purchase Region Vocational Advisory Council at a dinner at 7 p.m. at West Kentucky State Vocational-Technical School in Paducah.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

CRP 10-13

Ed. & Anne

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:

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PRESS ROW

FRANKFORT, Ky. (Oct. 12, 1984) -- College-bound students in Kentucky registered a half-point increase this year on scores in the American College Testing program, reversing a downward trend that began in 1970 and bringing the scores to their highest point since 1976-77.

Composite ACT scores of the 28,033 Kentucky students who took the test averaged 17.9 on the 36-point scale, compared with a national average of 18.5, a report provided by ACT officials shows. Nationally, about 1 million students took the exam, which tests ability in English, mathematics, social studies and natural sciences.

Superintendent of Public Instruction Alice McDonald said the improved scores of Kentucky students reflected a growing emphasis on academic excellence in the state's public schools.

"Kentucky students are beginning to narrow the gap between their achievement and that of students in the nation as a whole," she said, noting that the national average rose only 0.2 of a point for 1983-84.

High school seniors in Kentucky showed a corresponding increase in scores on the Scholastic Aptitude Test, for which results were announced earlier. SAT scores were up four points on the verbal section, to 479, and five points on the math section, to 518. Scores are on a scale of 200 to 800.

More Kentucky students take the ACT test, however, because the state universities require it for entrance. Only 3,308 students, about 6 percent of the 1984 high school graduates, took the SAT, which is more likely to be taken by students planning to attend private or out-of-state colleges.

MORE

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Page 2

The group taking the ACT test consisted of 12,388 men and 15,645 women. The composite score of men taking the test was 18.6, and that of women was 17.3. Women scored higher on the English portion -- 18.5 compared with 17.4 for men -- and men scored higher on the math portion -- 17.2 compared with 14.8. The combined scores were 18.0 on English and 15.9 on math.

Students who took the test were asked to evaluate their education. The response of Kentucky students was excellent, 17 percent; good, 45 percent; average, 27 percent; below average, 5 percent; and very inadequate, 7 percent.

The aspects of their high schools rated as satisfactory by the highest percentages of students were guidance, 63 percent, and instruction, 62 percent. Only a third said they were satisfied with assistance provided for special needs. School policies drew the highest "dissatisfied" ranking, with 32 percent, but 45 percent expressed approval of school policies.

Of those taking the test in Kentucky, 38 percent planned to seek bachelor's degrees, and 44 percent hoped to go beyond that level, either to attend graduate school or get a professional degree.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

CRP10-13a

Source: Ruby Sexton  
Office of Research  
and Planning

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Telephone (502) 564-4770

## STATEWIDE

FRANKFORT, Ky. (Oct. 18, 1984) -- College-bound students in Kentucky registered a half-point increase this year on scores in the American College Testing program, reversing a downward trend that began in 1970 and bringing the scores to their highest point since 1976-77.

Composite ACT scores of the 28,033 Kentucky students who took the test averaged 17.9 on the 36-point scale, compared with a national average of 18.5, a report provided by ACT officials shows. Nationally, about 1 million students took the exam, which tests ability in English, mathematics, social studies and natural sciences.

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MORE

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Page 2

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Of those taking the test in Kentucky, 38 percent planned to seek bachelor's degrees, and 44 percent hoped to go beyond that level, either to attend graduate school or get a professional degree.

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OK P10-14

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

SOURCE: Fran Salyers  
Office of Research & Planning

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## STATEWIDE AND PRESS ROW

FRANKFORT, KY. (Oct. 19, 1984) -- A new task force will meet for the first time on Oct. 23 to begin a one-year process designed to improve social studies education in Kentucky schools. The meeting will begin at 9:30 a.m. in the state board room of the Capital Plaza Tower in Frankfort.

Superintendent of Public Instruction Alice McDonald recently appointed the group's 13 members to advise her on new directions in social studies education.

"Kentucky schools must offer a strong social studies background if today's students are to develop into enlightened citizens and leaders," McDonald said. "I have asked this task force to examine the issues and concerns and to give me ideas on how we can move toward improvement in this critical area."

At their first meeting, members will be discussing teacher certification and outlining a plan of action for the next 11 months. Topics that may be on the group's agenda for the year include textbooks, social studies in the elementary grades, and methods of instruction.

Task force members include state Rep. Clayton Little, D-Virgie; Dr. Allan J. Osborne, superintendent of Frankfort Independent Schools; Sherleen Sisney, project director of New Foundations in Education, Louisville; and Donna McAnelly of the state Office of Vocational Education in Frankfort.

Teachers on the task force are David Morris of McNabb Elementary School in Paducah; Lois Daniel of Mill Creek Elementary, Lexington; Ora Nall of Apollo High School, Owensboro; and Bruce Bonar of Model Laboratory School, Richmond.

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-MORE-

Page 2

Other appointees are Nancy Lang, assistant professor of business at Northern Kentucky University, Highland Heights; Dr. Angene Wilson of the University of Kentucky College of Education, Lexington; Pat Earles of Paducah, president of the Kentucky Community Education Association; Harrison Circuit Judge Jack Arnold of Cynthiana; and Julia Lee Emberton of Edmonton, the group's citizen representative.

Similar task forces are being formed to study mathematics, reading and other academic areas. All will be making their recommendations to the Department of Education by the end of 1985.

# #

GRP 10-17

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
 Office of Research  
 and Planning

**CONTACT:**  
 Barbara McDaniel

Telephone (502) 564-4770

## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Oct. 19, 1984) -- Forty outstanding Kentucky teachers who took part in the first Commonwealth Institute for Teachers will share their classroom experiences since that time and review the results of community surveys at a meeting in Louisville from Oct. 26 through 28.

The follow-up weekend at the Executive West is the first of two scheduled for the teachers who took part in the enrichment seminar held at the University of Kentucky in June. The institute was co-sponsored by the Kentucky Department of Education and the Kentucky Educational Foundation, aided by a grant of \$25,000 from the Ashland Oil Foundation.

Superintendent of Public Instruction Alice McDonald said the get-together would give the participating teachers an opportunity to renew their commitment and to share ways they have applied the experiences of the institute to their teaching.

The teachers submitted research papers giving community opinions on education and suggestions for the improvement of education in Kentucky, and those recommendations will be reviewed in one session. Teachers also gave their own suggestions for improving education and for the direction of future institutes.

Other topics of discussion will include teacher evaluation, teacher effectiveness, proposals for a career ladder for teachers -- now under study by a special commission -- and ways of involving the institute members in educational improvement at the state level.

McDonald will address the group at 9 a.m. Oct. 27. Dr. James Fouche, associate superintendent for instruction, will speak at a reception at 7:30 p.m.

Oct. 26.

**MORE**  
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Page 2

Sessions on teacher evaluation will be conducted by Dr. Don Hunter, deputy superintendent of curriculum and instruction with the Covington Independent School District and a consultant to the Department of Education.

Dr. Stephen K. Miller, an assistant professor at the University of Louisville School of Education, will conduct group sessions on teacher effectiveness.

Teachers who took part in the institute were selected by the Department of Education on the basis of applications and letters of recommendation. Each teacher received a stipend of \$400, in addition to free room and board at UK during the weeklong seminar.

The Kentucky Educational Foundation is made up of representatives of major businesses throughout the state. The foundation is a private, non-profit corporation formed to raise money to support and enrich primary and secondary education in the state.

##

Editors: A list of the participating teachers is attached.

Bonnie Adkisson, Daviess Co. Middle School, Owensboro, KY  
 Bobby Alford, Fifth District Elementary, Morgantown, KY  
 Stefanie S. Auslander, Atkinson Elementary, Louisville, KY  
 Mildred Bellar, Todd Co. Central H.S., Elkton, KY  
 Marie Hord Bloyd, Green Co. H.S., Greensburg, KY 42743  
 Ann Walls, Cochran Elementary School, Louisville, KY  
 Sharon Marie Cecil, St. Thomas School, Bardstown, KY 40004  
 Mary Gay Clemons, Miller Community Middle School, Mt. Sterling, KY 40353  
 Jean M. Conway, Shelby Co. H.S., Shelbyville, KY  
 Linda S. Cook, Crittenden Co. H.S., Marion, KY  
 Marlas J. Crafton, Henderson Co. H.S., Henderson, KY 42420  
 Sally Grass, Murray High School, Murray KY 42071  
 Joyce Cummins, Crittenden-Mt. Zion Elementary, Dry Ridge, KY 41035  
 Zelda L. Foster, Allen Co. H.S., Scottsville, KY 42164  
 Sandra M. Gollmar, Good Shepherd School, Frankfort, KY 40601  
 Joanne H. Greaver, Atherton H.S., Louisville, KY  
 Anna W. Hager, Jeffersontown Elem., Louisville, KY  
 Chic Langnehs, Shawnee H.S., Louisville, KY  
 Deborah A. Hall, Shelby Co. H.S., Shelbyville, KY  
 Marilyn Loyal, Fred Taylor Burns Middle School, Owensboro, KY  
 Randlene Hammons, Dewitt Elementary School, Dewitt, KY (Knox County)  
 Lola C. Matthews, Wayne Co. Middle School, Monticello, KY 42633  
 Sally A. Henry, St. Peter Elementary, Lexington, KY  
 Sandra W. May, Ninth St. Elementary School, Carrollton, KY 41008  
 Janice T. Highland, Tates Creek H.S., Lexington, KY 40502  
 Brenda Hare McGown, Warren East H.S., Bowling Green, KY 42101  
 Faye Carr Hill, Holiday Elementary, Hopkinsville, KY 42240  
 Norma M. Meek, Summit Elementary, Ashland, KY 41101  
 Pam Jackson, McNabb Elementary, Paducah, KY 42001  
 Shirley A. Mikel, Wayne Co. Middle School, Monticello, KY 42633  
 Katherine C. Jones, Shawnee H.S., Louisville, KY  
 William E. Petty, Highlands High School, Fort Thomas, KY  
 Loris Eckler Points, Tates Creek Sr. H.S., Lexington, KY  
 Deborah Lynne Ross, Wayland Alexander Elementary, Hartford, KY 42347  
 Jean J. Ross, Marshall Co. H.S., Benton, KY 42025  
 Bill W. Stearns, Hogue School, Rogue, KY (Pulaski County)  
 Carol Stumbo, Wheelwright H.S., Wheelwright, KY  
 Frances Vandiver, Uniontown Elementary, Uniontown, KY  
 Ada Carol Wilson, Russell Central School, Russell, KY 41169  
 Norman T. Yonce, Highlands High School, Fort Thomas, KY

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Fran Salyers  
Office of Research  
and Planning

CONTACT:

Barbara McDaniel

OKP10-20

STATEWIDE

FRANKFORT, KY. (Oct. 25, 1984) -- Kentucky's 1984 winners of the Presidential Award

Telephone (502) 564-4770

for Excellence in Science and Math Teaching agree that being a friend to students and fostering a desire to learn are important to successful teaching.

Jane Scott Sisk, a science teacher at Calloway County High School, and Thomas Richard Mowery, a math teacher at Southern Junior High School in Lexington, were among 104 teachers chosen this month to receive the award. The recognition includes \$5,000 grants from the National Science Foundation to improve the science and math programs at their schools.

Each winner also received a one-week expense-paid trip to Washington, D.C. Both of Kentucky's winning teachers are there this week (Oct. 23-26) to participate in an awards ceremony at the White House and take part in a working conference on the teaching of pre-college mathematics and science.

Sisk and Mowery were commended by Superintendent of Public Instruction Alice McDonald, who said, "Programs of this type not only benefit the individual teachers and their schools but call attention to the dedication and accomplishments of all teachers."

Teachers nominated for the award were required to submit career information and answers to essay questions. The responses submitted by Sisk and Mowery show that both take pride in the teaching profession and strive to develop relationships with their students.

"One does not become a successful teacher without being a counselor and friend to students as well," Sisk said in her essay. "The teacher is the only adult many students feel they can trust or turn to for advice and friendship."

Sisk said she felt a responsibility to instill in students the desire to learn and to understand that learning is a stimulating, life-long process.

She teaches general biology and special topics in biology to students in grades 10, 11 and 12 at Calloway County High School in Murray. She is the sponsor for the school's

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-MORE-

Page 2

Kentucky Junior Academy of Science affiliate group and works with student participants in various academic projects and competitions.

She has taught general science, biology, life science, anatomy and physiology, and special topics in biology at Calloway County High since 1967.

Mowery teaches grades eight and nine at Southern Junior High and finds it exciting to teach mathematics in the 1980s.

"Since my junior year in high school I have desired to teach mathematics. After nine years of teaching I have not been disappointed," he said in his essay to the Presidential Awards committee.

"The daily rewards of watching students grasp concepts, giving students time to talk about their concerns and celebrations, and participating in a delightful learning environment with young students help keep me young, energized and positive due to their refreshingly hopeful attitudes."

Mowery teaches Algebra I and II, geometry and computer literacy, coaches the school's math bowl team and is director of intramural activities. He also works with gifted mathematics students and has developed a pilot program and curriculum for junior high computer literacy.

He began teaching in 1974 and has been at the Lexington school since 1976. Kentucky's Presidential Award winners have specific plans for the \$5,000 grants their schools will receive. Sisk says in her essay that she hopes the money will become a nucleus for a perpetual fund that would generate income to be used for enrichment in the sciences.

Among her suggested uses for that income are the purchase of periodicals for science classrooms, the purchase of equipment for research projects, and financial aid for students who cannot afford to pursue field studies and science activities.

Mowery hopes to apply the \$5,000 grant toward the purchase of additional resource books for his students' use and the purchase of an IBM computer system for use by the school's administrative staff. He participated in an IBM summer program on the use of the computer for administrative tasks and plans to implement what he learned there at Southern.

-MORE-

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The school would be the first in Fayette County, he said, to demonstrate how a computer can allow school administrators more time to get into classrooms and work toward improvement of the instructional program.

Candidates for the Presidential Award were nominated by colleagues, administrators, students or students' parents. In each state and in Puerto Rico and the District of Columbia, selection committees chose two science teachers and two mathematics teachers as state winners and national candidates.

One science teacher and one math teacher in each state were then selected to receive the Presidential Award.

The Kentucky candidates included mathematics teacher James R. Moore of Danville High School and science teacher Shirley S. Lauterbach of Oldham County Middle School in Buckner.

Moore teaches trigonometry, analytic geometry, calculus and computer programming to students in grades nine, 10, 11 and 12. He has been on the faculty of the Governor's Scholars Program and is involved in a variety of continuing education and professional activities.

Lauterbach teaches earth science and accelerated science for students in the seventh and eighth grades. She has been an instructor for several enrichment programs and has written or assisted in the development of a number of presentations, publications and curricula.

The Presidential Awards Program is administered by the National Science Teachers Association, the National Council of Teachers of Mathematics and the Council of State Science Supervisors. It is part of a program to encourage excellence in education by recognizing outstanding schools and teachers.

# #

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

ORP 10-22

Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

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## PRESS ROW

FRANKFORT, Ky. (Oct. 24, 1984) -- The Career Ladder Development Committee will hold its organizational meeting at 10 a.m. Friday (Oct. 26) in the state board room of the Kentucky Department of Education on the first floor of the Capital Plaza Tower.

The 25-member committee was appointed by Gov. Martha Layne Collins as a result of legislation approved by the 1984 General Assembly. The legislation, Senate Bill 26, calls for the committee to develop a career-ladder plan for teachers to be submitted to the Interim Joint Committee on Education.

After approval by the legislative committee, the plan would go to the 1986 General Assembly.

Superintendent of Public Instruction Alice McDonald will open the meeting and conduct the election of a chairman and vice chairman. The group will also hear from Collins and from two people who will provide background information on career-ladder plans in other states.

Dr. Phillip Schlechty, an education professor at the University of North Carolina and co-developer of the career-ladder plan for the Charlotte-Mecklenburg School System in North Carolina, will discuss the concept and potential of the career ladder.

Karen Weeks, director of the Career Ladder Clearinghouse at Vanderbilt University in Nashville, Tenn., will have as her topic "Checkpoints to Success in Planning for a Career Ladder."

MORE

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Page 2

Kentucky's present teacher-compensation plan, certification program and tenure law will be described by Dr. Donald Hunter, assistant superintendent of the Covington Independent School District and a consultant to the Kentucky Department of Education.

Rita Lindsey, a specialist in teacher evaluation with the department, will review the legislative mandate to the advisory committee.

Hunter will serve as staff director to the Career Ladder Development Committee. Lindsey will be the study coordinator.

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# NEWS

*from the Kentucky Department of Education*  
Alice McDonald, Superintendent of Public Instruction

ORP 10-23  
Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
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## PRESS ROW

FRANKFORT, Ky. (Oct. 24, 1984) -- The state Advisory Council for Gifted and Talented Education will hold its organizational meeting at 10 a.m. Friday (Oct. 26) at the Vest-Lindsey House on Washington and Wapping streets in Frankfort.

Superintendent of Public Instruction Alice McDonald and James Ratcliffe, chairman of the State Board of Education, are ex-officio members of the council, which was named by Gov. Martha Layne Collins in response to legislation approved by the 1984 General Assembly.

The 11-member council includes teachers, administrators, teacher educators and parent representatives. Under House Bill 87, the group is to make recommendations on the identification and instruction of gifted and talented students to the State Board of Education, the governor and the 1986 General Assembly.

##

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ORP10-24

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
 Office of  
 Research and  
 Planning

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## SPECIAL TO LOCAL MEDIA

FRANKFORT, KY. (Oct. 24, 1984) -- Eleven Kentucky high school students have been selected as semifinalists in the 21st annual National Achievement Scholarship Program for Outstanding Negro Students.

The students were Carolyn Smith, Elizabethtown; Shanda Ball, Fort Knox; Kevin Anderson and Dana Miller, both of Frankfort; Angelia Williams and Eric Williams, both of Hopkinsville; Sandra Peters, Lancaster; Delania Amos, Louisville; Carla Coleman, Middletown; and Gregory Johnson and Dawnita Wilson, both of Paducah.

Participation in the program is limited to black secondary school students who are citizens of the United States. Students must request consideration in the achievement program at the time they take the preliminary Scholastic Aptitude Test and National Merit Scholarship qualifying test.

The program identifies and honors academically promising black high school students and encourages them to continue their formal education, Superintendent of Public Instruction Alice McDonald said. The program also offers college scholarships each year to some of the most outstanding participants.

Since its inception in 1965, the National Achievement Scholarship Program has honored 77,000 black students. It has also identified the students to colleges and universities in the United States in an effort to broaden their admission and financial-aid opportunities.

# #

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

ORP 10-25

Source: Ruby Sexton  
Office of Research  
and Planning

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## SPECIAL TO LOCAL MEDIA

FRANKFORT, Ky. (Oct. 29, 1984) -- Forty "ambassadors of the classroom" have returned to their home communities after a reunion with other participants in the first Commonwealth Institute for Teachers and an opportunity to suggest educational improvements to the state's top education officials.

The follow-up weekend at the Executive West in Louisville was the first of two scheduled for the teachers who took part in the enrichment seminar held at the University of Kentucky in June.

Superintendent of Public Instruction Alice McDonald, who earlier challenged the teachers to become "ambassadors of the classroom," said their suggestions for change and their research papers giving community opinions on education would be submitted to staff members of the Department of Education for review and recommendations.

"These outstanding teachers from throughout the state represent a valuable pool of talent, and the department intends to make full use of their commitment, their talents and their expertise," she said.

The group includes (name)  
who teaches at (school, district)

The local teacher said (insert statement here)

The Commonwealth Institute for Teachers was co-sponsored by the Department of Education and the Kentucky Educational Foundation, aided by a \$25,000 grant from the Ashland Oil Foundation.

MORE

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Topics of discussion during the weekend session included teacher evaluation, teacher effectiveness, proposals for a career ladder for teachers, and ways of involving the institute members in educational improvement at the state level: .

Sessions on teacher evaluation were conducted by Dr. Don Hunter, deputy superintendent of curriculum and instruction with the Covington Independent School District and a consultant to the Department of Education.

Dr. Stephen K. Miller, an assistant professor at the University of Louisville School of Education, conducted group sessions on teacher effectiveness.

Teachers who took part in the institute were selected by the Department of Education on the basis of applications and letters of recommendation.

The institute was one of the first projects sponsored by the Kentucky Educational Foundation, a private, non-profit corporation made up of representatives of major businesses throughout the state. The foundation was formed to raise money to support and enrich primary and secondary education in Kentucky.

##

OKP 10-26

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

**CONTACT:**

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PRESS ROW AND LOCAL MEDIA

FRANKFORT, Ky. (Oct. 26, 1984) -- Superintendent of Public Instruction Alice McDonald will visit schools in the Ashland and Russell areas and discuss educational concerns with community leaders there on Wednesday (Oct. 31) and Thursday (Nov. 1).

McDonald will also take part in the dedication of a \$3 million expansion of the Ashland State Vocational-Technical School on Thursday.

Local education officials will accompany McDonald on visits to schools in Ashland and Boyd County beginning at 10:30 a.m. Wednesday. She will attend a reception at the Russell Independent School District at 1:30 p.m. Thursday and then visit schools in that district.

The state superintendent is scheduled to take part in a forum on education with civic leaders and area legislators at 8:45 a.m. Wednesday at the Third National Bank in Ashland. She will address the Ashland Kiwanis Club at noon Wednesday at McClure's Restaurant.

McDonald will speak at the vocational school dedication at 10 a.m. Thursday. She will discuss current issues in education at a meeting of the Russell Rotary Club at noon that day at the Russell YMCA.

The three new vocational buildings to be dedicated are across McCullough Drive from the original facility and will add about 50,000 square feet to the 96,000 square feet already available for vocational programs there.

Charles Chattin, administrator of the FIVCO vocational region, said the new facility would house a public service area for training firefighters and

MORE

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emergency medical technicians and would provide space to expand the school's programs in auto body repair and auto mechanics.

The additional space will also be used for a process instrumentation department, a learning lab for remedial instruction in the basic skills, heavy equipment maintenance and repair, upgrade training, apprenticeship programs and guidance counseling, he said.

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ORP 1D-27

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
Office of Research and  
Planning

**CONTACT:**

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STATEWIDE

FRANKFORT, KY. (Nov. 1, 1984) -- The Career Ladder Development Committee has taken the initial steps toward developing a system of career advancement for teachers.

Gov. Martha Layne Collins and Superintendent of Public Instruction Alice McDonald shared the podium at the opening meeting of the 25-member group in Frankfort on Friday (Oct. 26). The committee was named in response to legislation approved by the General Assembly.

The status of teachers in Kentucky must be improved in order to provide excellence in education for the state's children and young people, Collins told the committee members.

"Teaching is the most important mission that anyone could undertake," she said. "Development of a career ladder is essential if excellent teaching is to be rewarded and excellent teachers are to advance."

A fair and adequate compensation system for teachers is an important element in achieving academic excellence, McDonald said.

She noted that 42 bills dealing with quality and accountability in education were passed in the last legislative session.

"We in Kentucky have already done more than many other states that have received national headlines," McDonald said. "We have done more, because we have done as much in less time with substantially less money."

The state superintendent summarized topics the committee would have to address to make the career ladder fair to all present and future teachers. These included teacher evaluation, criteria for advancement, compensation for promotion and others.

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The career ladders that are being used in other states were discussed by Karen Weeks, the director of the Career Ladder Clearinghouse at Vanderbilt University in Nashville, Tenn., and Dr. Phillip Schlechty, co-developer of the career-ladder system for the Charlotte-Mecklenburg School District in North Carolina.

McDonald designated Dr. Don Hunter, assistant superintendent of the Covington Independent School District, as the staff director for the development of the career-ladder plan and Rita Lindsey, an evaluation specialist with the Department of Education, as the project coordinator.

The committee's membership includes representatives of the Council on Teacher Education and Certification, the Kentucky Education Association, the Kentucky Association of School Administrators, the Kentucky School Boards Association and citizens at large.

Ray Nystrand, secretary of the Arts and Humanities Cabinet, was appointed chairman of an ad hoc subcommittee. This committee will nominate officers at the next full committee meeting. Selection of a chairman was delayed until then.

The subcommittee will also work with Department of Education staff members assigned to the committee to develop operational guidelines.

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OKP/D-20

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Nov. 1, 1984) -- An advisory council is putting the finishing touches on a code of student conduct that will serve as a model for codes to be developed in the state's 180 local school districts.

Members of the Kentucky Council on Student Discipline reviewed and recommended changes in a draft of the proposed code at a meeting in Frankfort on Monday (Oct. 29).

The meeting was the last scheduled for the council, which was appointed by Superintendent of Public Instruction Alice McDonald in response to legislation approved by the 1984 General Assembly.

McDonald said a revised version of the model code, incorporating suggestions and additions proposed at the meeting, would be sent to members for their approval and comments before being submitted to the State Board of Education later this month.

Chief Judge Julia Adams of the Clark-Madison district, who heads the council, noted that the requirements spelled out in the model code "are merely recommendations and guidelines" for the codes of conduct to be developed by local districts.

Under the legislation, Senate Bill 26, the discipline guidelines are to be sent to local districts by Jan. 1, after their approval by the state board. Under a procedure provided in the guidelines, local districts are to form committees to write their own codes of student conduct.

After approval by the local board of education, each code will be reviewed by the state board to verify its compliance with the broad guidelines of the model code.

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Page 2

The target date for implementing local codes is September 1985. The legislation calls for distribution of the local codes to all students and parents in the district.

The guidelines recommend steps to orient each school and community to the code, saying, "The objective is to have all participants understand that discipline is an integral component of education and to appreciate the code's contribution to an orderly learning environment."

In addition to recommending procedures and content for local codes, the model code spells out student rights and responsibilities and deals with such issues as corporal punishment, criminal violations, repeated infractions, suspension and expulsion.

Objectives of the discipline code, as given in a foreword, include a reduction in dropouts, improvement of school climate and effectiveness, improvement of teachers' morale, increased student self-control and greater involvement of parents and the community in local schools.

The guidelines provide that schools with existing codes of student conduct can have those codes reviewed by local committees and either submit them in their present form, if they meet the guidelines, or modify them to meet the guidelines before submitting them to the state board for approval.

Council subcommittees were headed by Robert Cusick Jr. of Louisville, president of Kentucky Youth Advocates, rights; Harlan Fleming, principal of East Carter High School in Grayson, responsibilities; state Rep. Carl Hines, D-Louisville, a member of the Interim Joint Committee on Education, conduct; and Allen Day, chairman of the Spencer County Board of Education, process and content.

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SRP10-29

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Fran Salyers  
Office of Research  
and Planning

CONTACT:  
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## STATEWIDE AND PRESS ROW

FRANKFORT, KY. (Nov. 2, 1984) -- For the estimated 700,000 Kentucky adults who cannot read most of the words in this story, help is just a toll-free phone call away.

The state Department of Education now sponsors a toll-free line for people seeking programs that teach adults how to read. The number is (800) 372-7179.

Callers can get information from the department's comprehensive directory of adult literacy programs offered throughout the state by the Department of Education and the Kentucky Department for Libraries and Archives.

Superintendent of Public Instruction Alice McDonald says the new service is one of many steps being taken by the two departments to address the problem of adult illiteracy in the state.

"For whatever reasons, one out of every five of the adults in Kentucky cannot read well enough to cope with many demands of daily life," McDonald said. "Kentucky may rank first nationally in the need for adult literacy programs, but we are striving to rank first in progress toward solving the problem."

Jim Nelson, commissioner of the Department of Libraries and Archives, said his agency and the Department of Education have planned a series of cooperative efforts to reduce adult illiteracy.

"Both departments recognize the social and economic benefits of a more literate population," he said. "We are working together toward that goal."

People who dial the "800" number at the Department of Education between 8 a.m. and 4:30 p.m. on weekdays reach Laura Graham, who talks to callers about their

MORE

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Page 2

present reading abilities and directs them to the appropriate literacy program in their areas.

She also talks with callers who want to volunteer their services to the adult literacy campaign and directs them to programs in need of their help. A number of the adult reading programs in the state use volunteer tutors extensively.

While the toll-free line is available to anyone wishing to call for information, literacy coordinator Kathy Esposito advises that the program can provide personalized service when the caller is the non-reading adult seeking help or the potential volunteer.

"We urge people who read about this new service to pass the word along to their adult friends and relatives who want to learn to read or help others learn to read," she said. "There are literacy programs in all geographic areas of the state, with help available free of charge."

The toll-free telephone service costs \$230 per month and is financed with federal dollars allocated to Kentucky for adult education programs.

# #

**NEWS****from the Kentucky Department of Education***Alice McDonald, Superintendent of Public Instruction*

OKP10-30

Source: Ruby Sexton  
Office of Research  
and Planning**CONTACT:**

Barbara McDaniel

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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Nov. 2, 1984) -- Superintendent of Public Instruction Alice McDonald will welcome participants in the 1984 National Adult Education Conference and pay tribute to the late U.S. Rep. Carl D. Perkins in Louisville on Wednesday (Nov. 7).

McDonald will speak at 1 p.m. at the opening general session at the Galt House and will present a plaque honoring Perkins, a longtime Eastern Kentucky legislator who headed the House Education and Labor Committee for 17 years, to his son, Chris Perkins.

Perkins, a Democrat from Hindman, died Aug. 3 at the age of 71. He had been scheduled to serve as honorary chairman of the conference. During his 36 years in the House of Representatives he was instrumental in the passage of landmark education legislation, including bills relating to adult education.

McDonald will also hold a reception for state directors of adult education from throughout the nation at 7 p.m. Wednesday at the Galt House.

The national conference, which continues through Saturday, has as its theme "Designs for Learning in an Information Society." The featured speaker at the opening session will be David Mathews, president of the Charles Kettering Foundation and chairman of the National Consortium for Public Policy Education. He is a former secretary of the U.S. Department of Health, Education and Welfare.

Also scheduled to speak during the conference are Dame Nita Barrow of Barbados, West Indies, president of the International Council for Adult Education, and Harold McGraw, founder of McGraw-Hill Publishing Co. and president of the Business Council for Adult Literacy in New York City.

The conference is sponsored by the American Association for Adult and Continuing Education.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

OAP 10-31  
Source: Sheila Potter  
Office of Research  
and Planning

**CONTACT:**

Barbara McDaniel

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STATEWIDE

FRANKFORT, Ky. (Nov. 2, 1984) -- Secondary teachers in Kentucky are eligible to apply for fellowships from the Council for Basic Education for independent study during the summer of 1985.

Superintendent of Public Instruction Alice McDonald said the \$3,000 fellowships, which are available to teachers with master's degrees and five years' experience in teaching the humanities, were a way of recognizing outstanding teachers and emphasizing the importance of the humanities in public education.

The program for teachers in grades 9 through 12 is sponsored by the Council for Basic Education and the National Endowment for the Humanities and is in its third year. About 150 fellowships are to be awarded each year through 1987.

The application deadline is Dec. 1. Application forms and information are available from Independent Study in the Humanities, Dept. 09, CN6331, Princeton, N.J. 08541-6331.

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# NEWS

*from the Kentucky Department of Education*  
Alice McDonald, Superintendent of Public Instruction

ORP10-32

Source: Sheila Potter  
Office of Research and  
Planning

CONTACT:  
Barbara McDaniel

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## STATEWIDE AND PRESS ROW

FRANKFORT, KY (Oct. 31, 1984)--The Advisory Committee for Educational Improvement adopted a code of ethics in testing to ensure the integrity of the state testing program at a meeting in Frankfort today (Oct. 31).

The code of ethics establishes test-related procedures for teachers, administrators and other school district personnel.

The document sets guidelines for student preparation as well as for professional preparation and test administration. It also presents guidelines for test scheduling and test storage.

The code also requires principals and superintendents to verify that the test documents are valid and that the test was administered correctly.

The code of ethics adopted by the advisory committee will be presented to the State Board of Education for approval at its meeting on Nov. 28.

The committee heard reports from staff members of the Department of Education on testing workshops now being held throughout the state and on the status of the essential skills lists being developed in the areas of writing, spelling and library or reference skills.

The committee also received a report on the public hearing on the educational improvement implementation plan required under Senate Bill 202, which was passed by the 1984 General Assembly.

"The actions of this committee are essential to improving education in Kentucky and ensuring that the new state testing program will be effective and valid," said Alice McDonald, superintendent of public instruction.

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KEF 10-55

**Kentucky Educational Foundation, Inc.**

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Source: Ruby Sexton  
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**STATEWIDE AND PRESS ROW**

FRANKFORT, Ky. (Nov. 1, 1984) -- Flags of Excellence will soon be flying over 43 Kentucky schools selected for that honor by the Kentucky Educational Foundation.

Principals of the winning schools, which were chosen on the basis of achievement test scores, high attendance and low dropout rates, were notified of the awards this week.

The principals, their superintendents and a student representative from each of the winning schools have been invited to a formal presentation at 10 a.m. Saturday, Nov. 10, in the Capitol rotunda.

Other participants will include Gov. Martha Layne Collins, Superintendent of Public Instruction Alice McDonald and board members of the Kentucky Educational Foundation, a private, non-profit corporation formed to support and enrich the state's educational system.

Bands of the winning high schools have been invited to play during the ceremony. They include Male Traditional High School in Jefferson County, Highlands High School in the Fort Thomas Independent School District, Murray High School in the Murray Independent School District and Model Laboratory High School at Eastern Kentucky University in Richmond.

Foundation Chairman G. Ted Smith, senior vice president of Texas Gas Resources Corp. in Owensboro, said that next year the flag program would include the awarding of Flags of Progress "to schools striving to reach new levels of outstanding performance."

He said the foundation was sponsoring the Flags of Excellence program in cooperation with the Kentucky Department of Education "to recognize schools that have achieved certain levels of quality."

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These standards, which include having 80 percent of the student body score at or above the 50th percentile on achievement tests that are given each year in all Kentucky districts, can be attained only through hard work and commitment, Smith said.

"The Flag of Excellence and the Flag of Progress should bring about a spirit of pride and a sense of accomplishment for the administration, faculty and student body of a school," he said.

McDonald said the program would provide an opportunity to recognize schools for their academic achievements. The presence of the distinctive banners on the schools' flagpoles should also be a motivational factor for the staff and student body, she said.

The awarding of the specially designed, standard-size flags is being scheduled in conjunction with the observance of American Education Week from Nov. 11 through 17. The project was among those adopted by the foundation at its September meeting.

In addition to the four high schools, flags will be awarded to two junior high or middle schools and 37 elementary schools from districts throughout the state.

McDonald said the method of selection made it possible to recognize individual schools that have met the standards of excellence set even though the district as a whole might not have attained those levels. The Flags of Progress will honor schools for their own progress, she noted, rather than comparing them with other schools across the state.

The junior high or middle schools scheduled to receive Flags of Excellence are Anchorage Junior High School in the Anchorage Independent School District and Jefferson County Traditional Middle School in the Jefferson County District.

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Elementary schools to be honored, and their districts, are Anchorage, Anchorage Independent; Hager, Ashland Independent; W.R. McNeill, Bowling Green Independent; Garner, Boyd; Boyle County Primary, Boyle; Fredonia, Caldwell County; Belmont, Holiday, Millbrooke and Morningside, Christian County; and Becknerville and Providence, Clark County.

Others are Model Laboratory, Eastern Kentucky University, Richmond; W.P. Renfroe, Fairview Independent; Stonewall, Fayette County; Flemingsburg, Fleming County; Kingsolver, Fort Knox; Johnson, Moyer and Woodfill, Fort Thomas Independent; Happy Valley, Glasgow Independent; and Hawesville, Hancock County.

Also receiving flags are Audubon, Carter and Greathouse Shryock traditional schools and Brown, Goldsmith Lane, Hite and Price, Jefferson County; White Hall, Madison County; Sharpe, Marshall County; Coss Creek, Nelson County; Goshen, Oldham County; Sutton, Owensboro Independent; Phelps, Pike County; Bellefonte, Russell Independent; and Rocky Branch, Wayne County.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

ORP11-1  
Source: Anne Thompson  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

Telephone (502) 564-4770

## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Nov. 8, 1984) -- Kentucky's public schools spent a higher proportion of their budgets on instruction in 1983-84 than in previous years, reports compiled by the Kentucky Department of Education show.

Robert Spillman, associate superintendent for local services, said the total expenditures for current operations increased by \$82 million last year. Of that amount, \$59 million was spent for direct instructional programs, he said.

Superintendent of Public Instruction Alice McDonald noted that the increase made up 72 percent of the new moneys available for education last year.

"The allocation of this proportion of our total resources to instruction represents a significant new emphasis in Kentucky schools," she said.

Expenditures on instructional programs made up 54.8 percent of the 1983-84 budget of \$1.4 billion in local, state and federal funds, or about \$786 million. The remaining funds went for transportation, maintenance, school lunch programs, support services and other costs.

In previous years, expenditures on instruction hovered between 52 percent and 53 percent of the total budget. The percentage was 54.4 in 1981-82 but dropped to 52.9 in 1982-83.

The \$786 million spent on instructional programs last year represents an 8.1 percent increase over the \$727 million spent on instruction during 1982-83.

Although it is too soon to see a lasting trend, Spillman said, the 1983-84 increase indicates a statewide effort to hold down administrative costs in order to funnel more resources into the instructional programs.

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12.7 percent to \$1.5 million, and property insurance increased 3.4 percent to \$2.9 million.

"We have worked hard to hold insurance costs down," Spillman said, citing a department study of bus insurance rates and efforts to encourage districts to seek bids on all their insurance.

"Insurance is a 'what if' proposition," he said. "When you need it, you really need it. When all goes well, you don't need it at all. Either way, it doesn't help kids to learn.

"If we can get the coverage we need at lower cost through the simple practice of bidding all insurance, then, by golly, every district ought to bid all insurance!"

Salaries for teachers and principals rose from 4.5 percent for secondary principals to a high of 8.0 percent for elementary librarians.

Salary increases in 1983-84 averaged 7.0 percent for all staff members, reflecting the cost-of-living increases granted by the 1982 General Assembly and step increases. Spending on substitute personnel for teachers who were ill or on other types of leave rose \$700,000, to nearly \$11.7 million.

Expenditures of federal funds fell, reflecting a decrease in revenues received from federal sources. Declines in this area were partially offset, however, by the fact that the federal funds due Kentucky were received on time. That saved districts from having to borrow on a short-term basis to cover the costs of programs partially or fully financed by the federal government.

In some cases where federal funds were no longer provided for specific programs, the districts maintained the programs by spending local funds.

During the 1983-84 school year Kentucky spent a total of \$1,434,095,490 on its public schools, from all sources.

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"That's very positive," Spillman said. "After all, we are in business to teach kids. That's how we should spend the bulk of our money, on teaching kids."

Some of the increases came in the area of help for teachers. The costs of secretarial and clerical assistance were up 7.7 percent, and costs for teachers' aides rose 7.7 percent, the reports show.

Costs for voluntary testing in the elementary grades went up 6.4 percent, supplementary books in the secondary grades were up 22.7 percent, and secondary school teaching supplies rose 22.2 percent. Expenditures on new textbooks jumped 72.1 percent.

In the capital outlay account, spending on equipment for instructional purposes more than doubled, reflecting purchases of computer hardware and software for local schools.

Other good news for state analysts was contained in the investment account. School districts' income on investments of cash accounts rose 10.8 percent, or \$2.2 million, to a total of slightly more than \$22 million. This \$22 million in interest income, Spillman noted, would be enough to pay the average salaries of nearly 1,120 teachers.

Spillman and the Department of Education's finance office have been working with districts over the past several years to increase returns from investments and to ensure that interest is earned on temporarily idle cash.

"State law very carefully defines the investments districts can make with surplus or funds to be used for a specific purpose at a specific time," Spillman said. "However, it is not sound practice to settle for a 5 percent return when 8 percent can be achieved with equal safety."

Most school districts do a good job of investing their cash and are to be commended for that, he added.

Spending on gasoline, lubricants, tires and parts for Kentucky's fleet of school buses also declined in 1983-84. Bus insurance costs, however, rose

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ORP11-3

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

**CONTACT:**  
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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Nov. 8, 1984) -- A workshop focusing on ways of improving the performance of female and minority students in mathematics and scientific fields will be held in Louisville next week.

The Kentucky Department of Education will sponsor the workshop on "Equity and Excellence in Education With Emphasis in Mathematics and Science," which is scheduled Wednesday through Friday (Nov. 14-16) at the Galt House.

Superintendent of Public Instruction Alice McDonald said the workshop was designed to focus attention on the problem of low achievement in math and science by female and minority students and to find ways to help those students improve their performance.

"We must make sure that women and minorities are adequately prepared to meet the career opportunities now available to them," she said. "To achieve this, we must find ways of improving their performance in math and opening the way for them to excel in scientific and computer-related fields."

Dr. James Fouche, associate superintendent for instruction, said the workshop was being held in response to studies showing that females and minorities have significantly lower levels of achievement in math, science and computer science.

Although there are many individual exceptions, overall achievement by female and minority students lags behind that of males and non-minorities in math and science, he said.

Fouche will speak at the opening general session at 1 p.m. Wednesday on "Equity and Excellence: A Challenge to Kentucky Education." Dr. Kala Stroup,

MORE

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president of Murray State University, will discuss teacher expectations and student achievement at a dinner at 6:30 p.m. Wednesday.

Martin B. Schneiderman, director of computer education programs for the Educational Testing Service in Princeton, N.J., will discuss computer education at a general session at 8 a.m. Thursday.

(cq)  
Madolyn Reed of the Houston (Texas) School District will discuss "The Relationship Between Education and Industry" at 11:20 a.m. Thursday, and Alice Moses, president of the National Science Teachers Association, will speak at a luncheon at 12:10 p.m. Thursday.

Pat Casserly of the Educational Testing Service will discuss "Criteria of an Equity Program" at 8 a.m. Friday. "Mathematics? Science? and Vocational Education" will be the topic of a discussion by Robert Petry, principal of Scott Detrick Area Vocational Education Center in Louisville, and Alan Rose, personnel director of Hohm and Haas Kentucky Inc., at 8:45 a.m. Friday.

Henry Heuser Jr., chairman of the board of Henry Vogt Machine Co. of Louisville, will lead a discussion of the education-industry relationship at 10 a.m. Friday.

Panel discussions and small-group sessions will be led by staff members of the Department of Education, outstanding Kentucky teachers and nationally recognized authorities in the fields of math and science education and educational equity.

Among the participants are Dr. Glenda Partee, assistant director of educational equity for the Council of Chief State School Officers; Dr. Laurie Reyes, professor of mathematics education at the University of Georgia; Dr. Nancy Kreinberg, director of Project EQUALS at the University of California; Dr. Westina Matthews, director of Chicago Community Trust; and Dr. Lucille Croom, a mathematics professor at City University of New York.

The workshop is designed for school administrators, counselors, math and science teachers, teacher educators, vocational administrators and teachers, and others in related fields.

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# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

DKP11-4

Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

STATEWIDE AND PRESS ROW

Telephone (502)564-4770

FRANKFORT, Ky. (Nov. 8, 1984) -- The nation's capital is transformed into a classroom through a non-profit educational program that is now available to many Kentucky high school students.

The program, which is sponsored by the Close Up Foundation of Arlington, Va., gives students and teachers an opportunity to see their government in action. They also take part in workshops with members of Congress, lobbyists, reporters, representatives of the executive and judicial branches, and experts on foreign and domestic issues.

Superintendent of Public Instruction Alice McDonald, who serves on the foundation's advisory board, said the aim of the Close Up program was to familiarize young people with the governmental process, to offer teachers firsthand experiences they can carry back to the classroom, and to encourage direct citizen involvement in government.

The program, founded in 1971, was introduced in Kentucky in 1981, and 44 Kentucky schools are among the more than 2,200 member schools from throughout the United States.

In the past four years 273 Kentucky students and teachers have attended the weeklong Washington seminar, including 106 this year, McDonald said. More than 21,000 students and teachers from throughout the nation took part this year, she said.

U.S. Sen. Wendell Ford, D-Ky., also serves on the Close Up Foundation Board of Advisers. A third Kentucky member was the late U.S. Rep. Carl D. Perkins, through whose influence a number of Eastern Kentucky schools became involved in the program.

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Perkins, a Democrat from Hindman, represented the 7th Congressional District in Eastern Kentucky from 1948 until his death Aug. 3 at the age of 71. He also headed the House Education and Labor Committee for 17 years.

One of the most active leaders in the Kentucky Close Up program is Ray Smith, an instructional supervisor in the Bullitt County Schools and the area administrator for Close Up. This year Bullitt County was also the site of the area's first local Close Up program, which focused on county and state issues.

Close Up seeks to have the students and teachers participating in its Washington seminar and other programs reflect a cross section of the nation. The foundation picks a geographic center to introduce its programs and invites public, private and parochial high schools in that area to participate.

Fellowship funds are available for teachers and students from low-to moderate-income families. Other students pay their own way or raise money locally to take part in the Close Up program.

Community sponsors in Kentucky include Mapco Inc. and R.J. Reynolds Industries Inc. Many small businesses and civic groups have contributed toward participation by students in their communities, and members of the state's congressional delegation have supported the program by taking part in meetings and seminars.

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Editors: A list of the participating Kentucky schools is attached.



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## Kentucky high schools taking part in Close Up are:

Bryan Station Senior High School, Lexington  
Bullitt Central High School, Shepherdsville  
Bullitt East High School, Mount Washington  
Henry Clay Senior High School, Lexington  
East Hardin High School, Glendale  
Fort Knox Dependent High School, Fort Knox  
Lafayette Senior High School, Lexington  
Male High School, Louisville  
Mercer County High School, Harrodsburg  
Nelson County High School, Bardstow  
North Bullitt High School, Shepherdsville  
North Hardin High School, Radcliff  
St. Xavier High School, Louisville  
Shelby County High School, Shelbyville  
Spencer County High School, Taylorsville  
Tates Creek Senior High School, Lexington  
Waggener High School, Louisville  
Washington County High School, Springfield  
West Hardin High School, Stephensburg  
Woodford County High School, Versailles

Allen Central High School, Eastern (Floyd County)  
Belfry High School, Belfry (Pike County)  
Paul G. Blazer High School, Ashland  
Boyd County High School, Ashland  
Dorton High School, Dorton (Pike County)  
East Carter High School, Grayson  
Elkhorn City School, Elkhorn City  
Elliott County High School, Sandy Hook  
Fairview High School, Ashland  
Feds Creek High School, Feds Creek (Pike County)  
Greenup County High School, Greenup  
Johns Creek High School, Pikeville  
Knott County Central High School, Hindman  
McDowell High School, McDowell  
Millard High School, Pikeville  
Mullins High School, Pikeville  
Paintsville High School, Paintsville  
Pikeville High School, Pikeville  
Raceland High School, Raceland  
Russell High School, Russell  
Sheldon Clark High School, Inez  
Virgie High School, Virgie (Pike County)  
West Carter High School, Olive Hill  
Wheelwright High School, Wheelwright

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

ORP 11-6

SOURCE: Carol Hall  
 Office of  
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## FOR LOCAL MEDIA

FRANKFORT, Ky. (Nov. 9, 1984) - This week's edition of "Education Notebook" is divided into two segments titled "Small Universes" and "Oak Run Nature Trail."

In "Small Universes," Alice McDonald, superintendent of public instruction, introduces a group of children from Johnson County's Gifted and Talented Program who got a chance to attend a one-room school for a day.

The lessons took place in the McKenzie Branch School building, which has been moved to the Johnson County campus. The children came for their day at school dressed in period costumes, wrote with quills and ink and tried to make their historic day as authentic as possible.

In the program teachers, parents and the children give their impressions of the day and comment on the community bonding forged by the one-room school.

On "Oak Run Nature Trail," Morley Davidson, a sophomore from Rowan County High School, takes viewers down his new nature trail and explains his reasons for wanting to take biology out of the classroom and into the wild.

Davidson explains the process by which he established his trail and expresses his concerns over the condition of wildlife and the environment.

The show will be aired on WLEX-TV in Lexington at 10 a.m. <sup>(Nov. 11)</sup> Sunday, on KET <sup>(Nov. 16)</sup> at 3:30 p.m. Friday and on WHAS-TV in Louisville at 8:30 a.m. <sup>(Nov. 17)</sup> Saturday. Check television listings for other dates on cable channels.

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*When our schools work, Kentucky works.*

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

ORP 11-7

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel •

STATEWIDE AND PRESS ROW

Telephone (502) 564-4770

FRANKFORT, Ky. (Nov. 16, 1984) -- Kentucky public school districts are about a fourth of the way along on resolving their asbestos problems, a survey by the state Department of Education shows.

But schools in 121 local school districts still face asbestos abatement costs of about \$15 million, department officials say. Some may find help in meeting those costs through a new federal asbestos program or through two legal actions involving asbestos manufacturers.

The 170 local districts responding to the survey reported that they had spent nearly \$4.4 million on asbestos abatement as of last spring, Superintendent of Public Instruction Alice McDonald said.

That left about \$15 million in asbestos abatement work to be done, she said, and of that amount some was probably completed during the summer but not yet reported to the department.

The total cost of eliminating friable asbestos -- asbestos that is crumbling and potentially cancer-causing -- from school buildings in Kentucky was estimated at \$19.4 million in the survey.

Of the 10 districts that did not respond to the survey, five had earlier reported they had no asbestos problems. The other five faced asbestos abatement costs totaling \$1 million at the time of a similar survey in 1983.

The 170 reporting districts represented 1,309 schools, of which 171 schools in 83 districts reported problems with friable asbestos on ceilings or walls. Abatement measures totaling nearly \$3 million had been taken at 104 schools, and replacement materials had been applied by 66 schools at a cost of \$562,261.

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The presence of friable asbestos used for insulation on pipes, boilers, storage tanks and the like is a much more prevalent problem, department officials said. Its presence was reported by 649 schools in 144 districts, including 76 districts where some schools also had problems with asbestos on ceilings or walls.

The survey shows that abatement measures for asbestos in plumbing-related uses had been taken by 411 schools at a cost of \$587,375, and 137 schools had applied replacement materials at a cost of \$226,114.

Robert Spillman, associate superintendent for local services, said that as of the survey date 88 public schools in Kentucky still had abatement work to be done both for sprayed-on asbestos in school buildings and for asbestos on pipes or water tanks. Those schools are in 41 districts, he said.

An additional 10 schools in eight districts had problems only with friable asbestos on ceilings or walls, and 404 schools in 72 districts had work remaining to be done only with the plumbing-related types of asbestos, he said.

Kentucky schools with asbestos work still to be done may qualify for aid under the federal Asbestos School Hazard Abatement Act of 1984, Spillman said. An appropriation of \$50 million was provided for the 1985 fiscal year.

The legislation assigns responsibility for the program to the governor of each state, and federal guidelines are still being developed for a record-keeping plan to be submitted by each governor's office.

Gov. Martha Layne Collins will later be asked to submit a list of Kentucky school districts seeking help and to assign priorities on the basis of need and the extent of asbestos problems in those districts.

Kentucky school districts have also been advised by the Department of Education to join two legal actions involving asbestos manufacturers if they now have asbestos problems or previously had such problems, said Jim Judge, director of the Division of Buildings and Grounds.

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The deadline for filing claims in the Chapter 11 bankruptcy of Johns Manville Corp., a leading asbestos manufacturer, has been extended by a federal judge to Jan. 31. The state buildings director recommended that districts unsure whether their materials came from Manville file claims in order to keep their options open.

The other case is a class-action suit in Pennsylvania involving asbestos manufacturers other than Manville, Judge said. Under a recent ruling, schools that have already removed asbestos will be able to join in the suit in an attempt to recover the money they spent.

Notices will be sent to school systems across the country informing them they are considered part of the class action unless they remove themselves from the suit, which names 55 asbestos manufacturers.

"We are advising school districts that if they have or have had an asbestos problem, they should join the suit," Judge said. The alternative of filing a separate suit "is expensive and time-consuming," he added.

Judge said the federal legislation on asbestos abatement made local districts responsible for determining whether asbestos hazards exist in their schools, notifying parents and employees, and determining what action, if any, would be taken to resolve the problem.

The federal law does not require abatement but does require notification and the maintenance of asbestos files at each school, he said.

"If there is asbestos in the building, then the parents and employees deserve to know about it," Judge said. "After they are informed, it's generally up to the local district and its public as to what is done about the problem."

The state Department of Education has no enforcement role with regard to asbestos, he noted, but is required by federal law to compile information on the progress of local school districts in complying with asbestos regulations and to forward this information to the U.S. Department of Education.

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Material containing asbestos was sprayed on ceilings and walls for insulation, acoustics or appearance from about World War II to the early 1970s, before its potential hazards were generally known, Judge said. It was outlawed for sprayed-on use in 1973 and for other building uses during the next few years, he said.

No asbestos use was permitted in schools after Jan. 1, 1979, so reports are not required for schools built after that time.

The U.S. Environmental Protection Agency has estimated that up to 14,000 schools in the United States contain crumbling asbestos and sets the total cost of removal at \$1.4 billion.

Friable asbestos on ceilings or walls is "a monumental, expensive problem to deal with," Judge said.

The 1984 abatement act says that in many schools "materials containing asbestos fibers have become damaged or friable, causing asbestos fibers to be dislodged into the air" and that their presence "creates an unwarranted hazard to the health of the schoolchildren and school employees who are exposed to such materials."

Schools employ four methods in dealing with sprayed-on asbestos, Judge said: an operation and maintenance plan to minimize hazards; encapsulation in a lacquerlike material that makes the soft, flaky substance hard; enclosure by some type of airtight wall; or removal.

Removal is "the only ultimate and final solution," Judge said. "With all the others, you still have the problem. The asbestos is still in the building."

Abatement measures for asbestos on pipes, boilers or storage tanks are simpler and less costly, he said. They include an operation and maintenance plan to minimize hazards; use of some other material to cover the asbestos; or removal of the asbestos insulation, with or without its replacement by some other material.

##

For Barbara McDaniel or others questioned about asbestos story:

Districts that failed to respond to the survey were:

Barbourville Independent\*

Boyd County\*

Carroll County

Clinton County

Garrard County

Lewis County\*

Robertson County

Somerset Independent\*

Wayne County \*

Williamsburg Independent

\*Those starred were reported as having no asbestos problems in the 1983 survey. However, that survey was less extensive; Judge says it is possible asbestos problems do exist there. The questionnaire was sent to districts on Dec. 9, 1983, and a follow-up letter was sent to those not responding by that time. Most of the reports came in around February, March and April.

Callers should be referred to local districts for information on specific districts. The information is public record; we would have to provide it if media people have problems getting it from local districts. However, local districts can also provide information on any work done since the survey. Jim Judge, Ext. 4326, has the information on all responding districts.

Ruby Sexton

Nov. 14, 1984

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

ORP 11-10

Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

STATEWIDE AND PRESS ROW

Telephone (502)564-4770

FRANKFORT, Ky. (Nov. 16, 1984) -- The Kentucky State Board of Education will hold its November meeting at a school designated by the U.S. Department of Education as one of the nation's 114 outstanding secondary schools.

The board will meet at 9 a.m. Nov. 28 at Murray High School at the invitation of Robert G. Jeffrey, superintendent of the Murray Independent School District, and Bill Wells, principal of Murray High. The school was the only one in Kentucky chosen for inclusion in the national Secondary School Recognition Program for 1983-84.

Superintendent of Public Instruction Alice McDonald said the meeting would give members of the state board and Department of Education officials an opportunity to meet the school staff and community leaders and to pay tribute to their commitment to excellence.

The agenda for the meeting is still being developed. Among items to go before the board, however, are proposed guidelines for development of local codes of student conduct and lists of essential skills to be used as a basis for instruction and testing in writing, spelling and library use.

The board's agenda is also expected to include guidelines for evaluation of certified personnel, training programs for members of local school boards, a code of ethics for the state testing program and adoption of a proposed Commonwealth Diploma Program for students who take college-level courses in high school.

Board members will hold committee meetings and a workshop in Murray on Nov. 27. Jeffrey said representatives of other Western Kentucky school systems and area elected officials had been invited to a reception that evening for McDonald, board members and other state school officials.

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Wells was notified of the national honor for Murray High School last summer and recently attended a luncheon and reception held at the White House for the principals of the 114 schools. He also received a flag from President Reagan symbolizing Murray's achievement.

Murray also was among 44 elementary, junior high, middle and high schools that received Flags of Excellence from the Kentucky Educational Foundation Inc. at ceremonies in Frankfort on Nov. 10. The selection was based on achievement test scores, high attendance and a low dropout rate.

The State Board of Education meets in alternate months and in the past has held most of its meetings in Frankfort. Previous meetings have been held in Louisville, Lexington and Covington, however.

McDonald said holding the meeting in Murray would enable board members to observe a school system other than those in their home districts. The board hopes to hold meetings in other parts of the state in the spring and fall of each year, she said.

She expressed appreciation to Murray officials for their efforts in arranging to hold the board meeting and other activities there. "They've bent over backward to extend their hospitality and make the meeting a success," she said.

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# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

ORP-11-11  
 SOURCE: Sheila Potter  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Nov. 15, 1984)--The Kentucky Essential Skills Remediation Task Force has taken initial steps toward implementing a statewide remedial program for younger children.

Dr. James Fouche, associate superintendent for instruction with the Kentucky Department of Education, gave the charge to the 17-member group at a meeting in Frankfort on Wednesday (Nov. 14). The committee was named in response to Senate Bill 169 passed by the 1984 General Assembly.

The law required the establishment of a statewide remedial program for children in grades one and two and provided \$16 million for the program during the next two years.

"Kentucky's legislature chose to focus the bulk of its remediation resources at the early elementary level because that is the time at which remediation is most effective," said Joanne Brooks, director of the division of compensatory education.

The remedial program will focus on three groups of children, she said. Children who score 10 percent below the cut-off scores on reading or math sections of the state achievement tests will be given remedial help by their teachers in the regular classroom.

Those scoring between 10 percent and 25 percent below the cut-off scores in reading or math will be given remedial help in their regular classroom by an instructional aide under the supervision of the regular classroom teacher.

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Those scoring more than 25 percent below the cut-off scores in reading or in reading and math will be eligible for special instruction in a self-contained classroom.

Although the general direction of the statewide program has been designed, there are many unanswered questions about how the plan will operate in local school districts, Brooks said.

The task force, whose members represent the Department of Education, local school administrators, classroom teachers, parents and concerned citizens, was asked to review the staff proposal and to make recommendations on problems associated with the remedial program.

"The new law gives us a goal," said Alice McDonald, superintendent of public instruction. "But it is up to committees like this one to help work out the details that will mean the difference between success and failure."

# NEWS

from the Kentucky Department of Education

Alice McDonald, Superintendent of Public Instruction

*Old by Ruby*  
OKP 11-12

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:

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## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Nov. 15, 1984) -- A Maysville woman who returned to teaching four years ago after interrupting her career to raise her two daughters has been named Kentucky Teacher of the Year.

The winning teacher, Julie Holcomb Koch, teaches the first grade at Straub Elementary School in Maysville, in the Mason County School District. Her selection as Kentucky's outstanding teacher means she will represent the state in competition for the 1985 National Teacher of the Year.

The choice of Koch for Kentucky Teacher of the Year was announced by Superintendent of Public Instruction Alice McDonald.

"Julie Koch is a truly outstanding teacher, and I am proud to have her represent Kentucky in the national competition," McDonald said. "Through her commitment to excellence and her concern for every student in her charge, she inspires her co-workers and serves as a valuable role model for her students."

Koch, 40, has taught at Straub for the past four years. A 1966 graduate of the University of Kentucky, she taught briefly at Woodleigh Elementary School in Maysville but left teaching to become a full-time homemaker and mother. She completed a master's degree in elementary education at Morehead State University in 1979 and began teaching at Straub in 1980.

"I believe a teacher's primary responsibility is to facilitate learning," Koch said in a statement describing her philosophy of teaching. "In so doing, a teacher has the unique opportunity to contribute to a child's love of learning, which can be a continuous source of growth and pleasure."

MORE

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"I believe basic skills are not only important but essential to being informed and responsible citizens. In addition to teaching basic skills, I believe a teacher should strive to help children develop a positive and accepting attitude toward themselves and others."

Koch was born in Nashville, Tenn., and grew up in Scottsville in South-Central Kentucky. She is a graduate of Allen County High School and attended Texas Woman's University in Denton, Texas, before transferring to UK in her sophomore year.

Her husband, Gary Koch, is a civil engineer with Browning Manufacturing Division of Emerson Electric Co. in Maysville. They have two daughters, Dawn Leigh, 17, and Holly, 16, both at Mason County High School.

The Maysville teacher has been active in the International Reading Association and its Kentucky and Limestone councils. A former president and vice president of the local chapter, she introduced "Hug-a-Book Week" in the Mason County Schools and later made a statewide presentation on the concept.

The project, which was developed by the Pulaski County Schools in 1979, is designed to promote reading for enjoyment and to encourage communication and cooperation between home, school and community.

Koch has been a PTA member and officer and served as teacher representative on the Straub PTA board. She is a member of Kentucky Education Association, Mason County Education Association, the American Association of University Women and the UK Alumni Association. She has also been active in Trinity United Methodist Church in Maysville.

The Teacher of the Year program is co-sponsored by the Council of Chief State School Officers, Encyclopaedia Britannica and Good Housekeeping magazine. The Kentucky program is coordinated by the state Department of Education, and the winning teacher was chosen by a team from the department.

Last year's Kentucky Teacher of the Year, Sherleen Sisney of Louisville, was also named 1984 National Teacher of the Year.

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OKP 11-15

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Diana Peters  
Office of Research  
and Planning

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STATEWIDE AND PRESS ROW

Telephone (502) 564-4770

FRANKFORT, Ky. (Nov. 15, 1984) -- "Have you ever seen a television commercial where a woman advertises a computer?"

That was the question Kenneth Janoiak, a computer teacher at Country Day School in Louisville, put to participants in a conference in Louisville aimed at improving opportunities for women and minorities in math and science.

He supplied the answer: "They are all done by men. ... Everything about computers is designed to appeal to men."

Janoiak is among more than 200 educators taking part in the workshop on "Equity and Excellence in Education With Emphasis in Mathematics and Science" at the Galt House.

Superintendent of Public Instruction Alice McDonald said the Department of Education was sponsoring the workshop to focus attention on the problem of low achievement in math and science by female and minority students and to find ways to help those students improve their performance.

Computer games in general have less appeal to girls than to boys because they are "about noise, violence and blowing things up," Janoiak told the group. "Girls do like Pac-Man because it is task-oriented and is something that can be completed.

"Girls also tend to spend more time with friends than do boys. They see computers as machines that cannot provide them with the human feedback they prefer."

Computers, math and science are seen by many as male activities and careers, and this is one of the primary reasons that women and minority males have lower achievement in these fields, according to specialists in math and science.

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"Young women entering the work force in the 1980s can expect to work an average of 25 years," said Dr. Don Ryoti, a mathematics professor at Eastern Kentucky University in Richmond.

"Girls need to know that knowledge of math is vital to getting into college and obtaining mobile positions with better salaries."

He also suggested that math teachers screen textbooks and other materials for content that perpetuates the stereotype of women as less adept than men at math.

"Our challenge is not just to educate our elite but to raise the ceiling and the floor of opportunity for all citizens," said Dr. James Fouche, associate superintendent of instruction, who welcomed participants on behalf of the Department of Education.

"...Our nation is in a mood of reform, and equity and excellence are at the heart of this movement."

Fouche said the workshop was planned in response to studies showing that females and minorities have significantly lower levels of achievement in math, science and computer science.

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# NEWS

from the Kentucky Department of Education

Alice McDonald, Superintendent of Public Instruction

ORP 11-14

Source: Sheila Potter  
Office of Research and  
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SPECIAL TO CATLETTSBURG AND ASHLAND MEDIA

FRANKFORT, Ky. (Nov. 20, 1984) -- Ronda Tamme, principal of Eidson Elementary School in Catlettsburg, is one of four Kentucky principals selected to help lead a unique training program coordinated by the Kentucky Department of Education's Office of Education for Exceptional Children.

The principals will participate in training sessions for the project, titled Principals, Resources, Information and Direction for Excellence in Special Education, or PRIDE. Along with departmental personnel and consultants, they will help teach other principals about the needs of and resources for handicapped children.

"Principals will be learning new approaches in problem identification, analysis and solution," said Alice McDonald, superintendent of public instruction.

"The methods they learn through the PRIDE training will develop their problem-solving capabilities. Although their training will deal directly with the handicapped child, the techniques the principals learn will be applicable to other areas of education as well."

The four principals were chosen on the basis of their exemplary skills in the five training areas, said Betty Lindsey, director of Project PRIDE.

"The four selected principals will be helping to teach 20 of their counterparts. Each of those principals in turn will be asked to pass the training on to five more," Lindsey said.

"Next year 50 principals will be invited to the training sessions, and each will be asked to train five, and so on. The same process will follow in the third year until 720 principals have received training.

"After that, we hope interest will remain high and that all the trainees will continue to pass information and ideas along to other principals, to their teaching staffs and to others in their communities." ##



# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
Office of Research and  
Planning

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## SPECIAL TO MARION MEDIA

FRANKFORT, Ky. (Nov. 20, 1984) -- Steve Davidson, principal of Crittenden County Elementary school in Marion, is one of four Kentucky principals selected to help lead a unique training program coordinated by the Kentucky Department of Education's Office of Education for Exceptional Children.

The principals will participate in training sessions for the project, titled Principals, Resources, Information and Direction for Excellence in Special Education, or PRIDE. Along with departmental personnel and consultants, they will help teach other principals about the needs of and resources for handicapped children.

"Principals will be learning new approaches in problem identification, analysis and solution," said Alice McDonald, superintendent of public instruction.

"The methods they learn through the PRIDE training will develop their problem-solving capabilities. Although their training will deal directly with the handicapped child, the techniques the principals learn will be applicable to other areas of education as well."

The four principals were chosen on the basis of their exemplary skills in the five training areas, said Betty Lindsey, director of Project PRIDE.

"The four selected principals will be helping to teach 20 of their counterparts. Each of those principals in turn will be asked to pass the training on to five more," Lindsey said.

"Next year 50 principals will be invited to the training sessions, and each will be asked to train five, and so on. The same process will follow in the third year until 720 principals have received training.

"After that, we hope interest will remain high and that all the trainees will continue to pass information and ideas along to other principals, to their teaching staffs and to others in their communities." ##

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
Office of Research and  
Planning

CONTACT:  
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SPECIAL TO LAGRANGE MEDIA

Telephone (502) 564-4770

FRANKFORT, Ky. (Nov. 20, 1984) -- Joe McWilliams, principal of Oldham County Middle School in LaGrange, is one of four Kentucky principals selected to help lead a unique training program coordinated by the Kentucky Department of Education's Office of Education for Exceptional Children.

The principals will participate in training sessions for the project, titled Principals, Resources, Information and Direction for Excellence in Special Education, or PRIDE. Along with departmental personnel and consultants, they will help teach other principals about the needs of and resources for handicapped children.

"Principals will be learning new approaches in problem identification, analysis and solution," said Alice McDonald, superintendent of public instruction.

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"After that, we hope interest will remain high and that all the trainees will continue to pass information and ideas along to other principals, to their teaching staffs and to others in their communities." ##

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
Office of Research and  
Planning

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SPECIAL TO MURRAY MEDIA

FRANKFORT, Ky. (Nov. 20, 1984) -- Bill Wells, principal of Murray High School in Murray, is one of four Kentucky principals selected to help lead a unique training program coordinated by the Kentucky Department of Education's Office of Education for Exceptional Children.

The principals will participate in training sessions for the project, titled Principals, Resources, Information and Direction for Excellence in Special Education, or PRIDE. Along with departmental personnel and consultants, they will help teach other principals about the needs of and resources for handicapped children.

"Principals will be learning new approaches in problem identification, analysis and solution," said Alice McDonald, superintendent of public instruction.

"The methods they learn through the PRIDE training will develop their problem-solving capabilities. Although their training will deal directly with the handicapped child, the techniques the principals learn will be applicable to other areas of education as well."

The four principals were chosen on the basis of their exemplary skills in the five training areas, said Betty Lindsey, director of Project PRIDE.

"The four selected principals will be helping to teach 20 of their counterparts. Each of those principals in turn will be asked to pass the training on to five more," Lindsey said.

"Next year 50 principals will be invited to the training sessions, and each will be asked to train five, and so on. The same process will follow in the third year until 720 principals have received training.

"After that, we hope interest will remain high and that all the trainees will continue to pass information and ideas along to other principals, to their teaching staffs and to others in their communities." ##

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

ORP 11-16

Source: Ruby Sexton  
Office of Research and Planning

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PRESS ROW AND MURRAY MEDIA

FRANKFORT, Ky. (Nov. 21, 1984) -- Superintendent of Public Instruction Alice McDonald will present certificates of recognition to teachers at Murray High School and meet with community leaders in conjunction with a meeting of the State Board of Education at Murray next week.

The board will meet at 9 a.m. Wednesday (Nov. 28) at Murray High School. The meeting will be preceded by committee meetings and a workshop on Tuesday (Nov. 27).

McDonald is scheduled to discuss educational concerns with members of the Murray Chamber of Commerce board at 4:45 p.m. Monday (Nov. 26) at the Commerce Center.

The state superintendent, members of the state board and staff members of the Kentucky Department of Education will be among the guests at a reception and dinner given by District 1 of the Kentucky Education Association at 6 p.m. Monday at Calloway County Middle School. A question-and-answer session will follow the dinner.

McDonald will meet faculty members of Murray State University at a coffee hosted by Murray President Kala Stroup at 10:30 a.m. Tuesday and will have lunch with area civic leaders at the university's Curris Center at noon.

The Murray Board of Education will hold a reception and dinner for McDonald, board members and state school officials at 5:30 p.m. Tuesday at Murray High School, and McDonald will present the certificates to teachers at that time. Guests will include representatives of other Western Kentucky school systems and area elected officials.

MORE

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The evening's activities will include a tour of the school, which was designated by the U.S. Department of Education as one of the nation's 114 outstanding high schools.

The state board is meeting in Murray at the invitation of Robert G. Jeffrey, superintendent of the Murray Independent School District, and Bill Wells, principal of Murray High School. The school was the only one in Kentucky chosen for the national Secondary School Recognition Program for 1983-84.

Murray High School was also among 44 elementary, junior high, middle and high schools that received Flags of Excellence from the Kentucky Educational Foundation Inc. at ceremonies in Frankfort on Nov. 10. The selection was based on achievement test scores, high attendance and a low dropout rate.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

DRP 11-15 ok'd  
Buckey

Source: Sheila Potter  
Office of Research  
and Planning

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SPECIAL TO LOCAL MEDIA

FRANKFORT, Ky. (Nov. 20, 1984) -- \_\_\_\_\_, principal of \_\_\_\_\_ (name) \_\_\_\_\_ (school) is one of 20 Kentucky principals participating in a new training program coordinated by the Kentucky Department of Education's Office of Education for Exceptional Children.

The project, titled Principals, Resources, Information and Direction for Excellence in Special Education, or PRIDE, enables principals to study ways to put people and resources to work to improve services for handicapped students.

PRIDE was recently awarded a \$271,850 grant by the U.S. Department of Education. The project focuses on the needs of handicapped pupils, but all Kentucky students are expected to benefit from the program.

"Principals will be learning new approaches in problem identification, analysis and solution," said Alice McDonald, superintendent of public instruction.

"The methods they learn through the PRIDE training will develop their problem-solving capabilities. Although their training will deal directly with the handicapped child, the techniques the principals learn will be applicable in other areas of education as well."

The three-year project is designed to provide training to 720 of the state's 1,100 school principals by the end of the 1986-87 school year.

The areas of training offered by the program include effective parent communication, the effective use of facilities and personnel to provide required special-education services, a team approach to meeting the needs of the handicapped students, and the need for school and post-high school educational programs for the handicapped.

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## Participants in PRIDE program

Nawanna Fairchild, Principal  
Southern Elementary School  
Lexington  
(Lexington Herald Leader)

Von Powell, Principal  
Wilkerson Elementary School  
Louisville  
(Courier Journal/Times)

Lois Hatfield, Principal  
Nancy  
(Commonwealth Journal in Somerset)

John Pitts, Principal  
Prestonburg  
(Floyd County Times in Prestonburg)

James Boothe, Principal  
Viper Elementary School  
Viper  
(Hazard Herald Voice in Hazard)

Ralph O'Quinn, Principal  
Garrett Elementary School  
Garrett  
(Floyd County Times in Prestonburg)

Clarence Ramsey, Principal  
Austin-Tracy School  
Lucas  
(Glasgow Daily Times)?

Martha Gribbins, Principal  
Lebanon Elementary School  
Lebanon  
(Lebanon Enterprise)

Roy Machen II, Principal  
Augusta Independent School  
Augusta  
(Ledger Independent in Maysville)

Roy Withrow, Principal  
Red Cross Elementary School  
Park City  
(Glasgow Daily Times & Barren County Progress)

Robert Gearhart, Principal  
Newport Junior High School  
Newport  
(Kentucky Post in Covington)

Winston Osborne, Principal  
Woodstock Elementary School  
Somerset  
(Commonwealth Journal)

Bill Morgan, Assistant Principal  
Montgomery County High School  
Mt. Sterling  
(Mt. Sterling Advocate)

Dr. Fred Simpson, Principal  
Western Hills High School  
Frankfort

Paul Dicken, Principal  
Campbellsville Middle School  
Campbellsville  
(Central Kentucky News Journal)

Jimmy Harris, Principal  
Knight Middle School  
Louisville  
(Courier Journal/Times)

Sheila Reeder, Principal  
McKell Elementary School  
South Shore  
(The Greenup News)

Alice Johnson, Principal  
Greenup County High School  
Greenup  
(The Greenup News)

Pat Neilsen, Principal  
Jessamine County High School  
Nicholasville  
(Lexington Herald Leader)

Dale Willingham, Principal  
Marion County Senior High School  
Lebanon  
(Lebanon Enterprise)

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

DKP11-19

Source: Sheila Potter  
 Office of Research  
 and Planning

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## PRESS ROW

FRANKFORT, Ky. (Nov. 27, 1984) -- Fourteen Kentucky high school students have been selected to receive achievement awards in writing from the National Council of Teachers of English.

The students are Anjali Bhapkar from Tates Creek High School in Lexington; Steve Cerosovsky, Charles Jones and Richard Seiler from Ballard High School in Louisville; Richard Heim II and Michael Steiger from St. Xavier High School in Louisville; and Kelley Miller and Daniel Swift from Henry Clay High School in Lexington.

Others are Shawna Perkins from Waggener High School in Louisville; Derek Slater from Highlands High School in Fort Thomas; Brett Todd from Pleasure Ridge Park High School in Louisville; Karen Woltermann from Notre Dame Academy in Covington; Robert Womack from J. Graham Browne School in Louisville; and William Hoover from J.M. Atherton High School in Louisville.

The program recognizes the accomplishments of high school juniors as writers and commends them to colleges and universities, said Alice McDonald, superintendent of public instruction.

This year more than 6,000 students from the 50 states and the District of Columbia participated in the program. Selection was based on competition in the areas of prepared and impromptu writing.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

DRP 11-24

Source: Sheila Potter  
Office of Research  
and Planning

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## STATEWIDE

FRANKFORT, Ky. (Nov. 29, 1984) -- Requirements for pupil-transportation vehicles designed for fewer than 10 passengers were adopted by the State Board of Education at a meeting in Murray on Nov. 28.

These vehicles, which include vans and panel trucks, are not classified as buses and were not previously covered by state regulations governing the inspection and maintenance of school buses.

Under the regulation approved by the board, all vehicles used to transport pupils must be approved by the Division of Pupil Transportation in the state Department of Education. After the vehicles are approved, they are to be entered on the local district's school bus inventory.

The regulation requires the smaller vehicles used for transporting pupils to have seat belts for the number of passengers they are designed to carry. Local districts are also required to have liability insurance on them in at least the minimum amounts specified in the regulation.

Except in the transportation of handicapped pupils or the emergency transportation of pupils, the use of the small vehicles is restricted to transporting pupils to and from areas not accessible by regular school buses. The regulation says the vehicles are to be used only to transport pupils between inaccessible areas and the nearest roads accessible to regular buses.

Under the new regulation, the vehicles must pass a safety inspection before being used to transport pupils and must be inspected monthly while being used for that purpose. They also cannot be used to transport more pupils than stipulated in the manufacturer's passenger-capacity statement.

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Superintendent of Public Instruction Alice McDonald told board members that small vehicles of various types have been used by some local districts, especially in mountainous terrain, to transport students and that standards were needed to ensure their safety.

"The safety of our students is extremely important to us," she said. "The requirements and safety procedures for these small vehicles must be strengthened if they are going to be used for pupil transportation."

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ORP 11-25

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

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## STATEWIDE

FRANKFORT, Ky. (Nov. 29, 1984) -- The State Board of Education has adopted lists of essential skills to be taught in Kentucky schools in the areas of writing, spelling and library use.

The lists approved by the board at its meeting at Murray High School on Wednesday (Nov. 28) complete the identification of essential skills ordered by the 1984 General Assembly in Senate Bill 169. The board previously adopted essential skills lists in reading and mathematics.

The board also adopted a code of ethics in testing to ensure the integrity of student achievement tests to be given at all levels from kindergarten through the 12th grade beginning next spring.

Superintendent of Public Instruction Alice McDonald said the code was designed to provide consistent guidelines for the administration and safeguarding of the tests and to allay doubts about the credibility of the statewide testing program.

In addition to specifying the procedures to be followed, the code calls for certification from each school and each local school district that the tests have been kept secure and administered in accordance with the guidelines.

Tests based on the Kentucky essential skills lists in reading and math will be given next spring. The tests to be given in the spring of 1986 will include all five skill areas.

As with the reading and math lists, the initial lists in the three remaining areas were drawn up by staff members from the Department of Education's

MORE

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Office of Research and Planning in cooperation with the Office of Instruction, McDonald said.

Skills in those areas -- writing, spelling and library use, which includes research and reference skills -- were based on minimum skills lists approved by the state board in 1983, skills lists used by other states, current research, and recommendations from consultants on subject matter.

Concepts covered in the Comprehensive Test of Basic Skills, which has been administered annually to students in the third, fifth, seventh and 10th grades, were also taken into consideration. Drafts of the lists were reviewed by representatives of local school districts at a meeting in Frankfort on Sept. 26.

Recommendations from that meeting and from drafts circulated in local districts were considered in a final review by experts in the three subject areas from local school districts. Representatives from 31 districts reviewed and revised the lists in a two-day workshop, McDonald said.

She said the skills selected for each level represented those considered essential for mastery of the subject and for success at the next grade level. The skills lists are not intended to be a complete curriculum but rather "a basis and a foundation upon which to build a comprehensive curriculum," she said.

The board was invited to meet in Murray because of the selection of Murray High School as one of 114 outstanding high schools in the nation in 1983-84. The school was notified last summer of its inclusion in the national Secondary School Recognition Program.

In other actions the state board approved guidelines for the development of codes of student conduct by local school districts and adopted guidelines for the evaluation of teachers and administrators.

The discipline guidelines are to be distributed to local districts by Jan. 1, under legislation approved by the 1984 General Assembly. The guidelines outline procedures and minimum content for codes to be developed by local districts by June 1 and submitted to the state board for review and approval.

MORE

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The evaluation system is required under Senate Bill 364, the Effective Instructional Leadership Act, approved by the 1984 General Assembly. Local districts are to use the guidelines approved by the board to develop and submit plans by June 1, 1985, for evaluating all teachers and all administrators, including the superintendent, beginning next fall.

The original proposal called for evaluation of administrators every year and of teachers every two years. However, board members decided to let local boards decide whether to evaluate administrators every year or every two years after the initial evaluations, which are to begin by Oct. 1, 1985.

Board members also favored having tenured teachers evaluated every three years rather than every two years and said they would consider making that change after a public hearing on the regulation to be scheduled sometime in January. The first evaluations of teachers are to begin by Nov. 1, 1985.

The board also approved a list of providers for the 42 hours of in-service instruction that school administrators are required to receive every two years under the same legislation. The providers include local school districts, state universities, private educational groups and business concerns.

The Kentucky School Boards Association was approved as the provider for in-service training required for members of local school boards under another bill approved by the 1984 General Assembly, House Bill 153.

To provide the 15 hours of training each board member is required to complete annually, the KSBA will offer 10 regional workshops in addition to special statewide workshops and clinic sessions planned in conjunction with state conventions.

In another action, the state board approved procedures for gathering information on missing schoolchildren. Under House Bill 486 approved by the 1984 General Assembly, the Department of Education is responsible for developing and administering a program to identify and locate missing schoolchildren.

Under the plan approved by the board, local school districts and private schools will be given forms to be filled out on missing children. Information on missing children will be compiled by the department's Division of Student Services, which is to send annual lists and monthly updates to all schools in the state.

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# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

ORP 11-26

Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

STATEWIDE AND PRESS ROW

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FRANKFORT, Ky. (Nov. 29, 1984) -- Kentucky's top high school students will soon have the option of obtaining a prestigious special diploma certifying their completion of a pre-college curriculum and at least four college-level courses.

A regulation implementing the Commonwealth Diploma was approved by the State Board of Education at a meeting in Murray on Wednesday (Nov. 28). The first students eligible for the Commonwealth Diploma would be those graduating in May 1986.

Students receiving the Commonwealth Diploma will be able to enter college with advanced standing through the advanced placement program of the College Board. That program, recognized by colleges and universities throughout the United States, awards credits, placement or both on the basis of scores made on advanced placement examinations.

Superintendent of Public Instruction Alice McDonald, who originally proposed the awarding of a Commonwealth Diploma to outstanding graduates meeting specified requirements, said its purpose was to encourage high academic achievement in Kentucky's high schools.

"The Commonwealth Diploma program will also help in the development of a better working relationship between Kentucky high schools and the state's institutions of higher learning," she said.

Requirements for the Commonwealth Diploma were worked out by a task force made up of three members of the Council on Higher Education and three members of the State Board of Education.

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The Commonwealth Diploma program is still subject to approval by the Council on Higher Education. However, the council's executive director, Harry Snyder, said endorsement of the proposal was expected. Approval could come either at the council's March meeting or at an executive committee session before that time, he said.

The Commonwealth Diploma will be awarded by the State Board of Education at regular graduation exercises. It will represent successful completion of 22 credits, including the pre-college curriculum established by the Council on Higher Education and four advanced placement courses.

The pre-college curriculum consists of four units of language arts, three units of mathematics, two units of science and two units of social studies.

In addition to meeting those requirements, students must complete at least one advanced placement test in three of the four advanced placement areas.

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# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

OKP11-27

Source: Ruby Sexton  
Office of Research  
and Planning

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STATEWIDE

FRANKFORT, Ky. (Nov. 29, 1984) -- The State Board of Education has reaffirmed its support of legislation establishing maximum class sizes in Kentucky schools and will begin levying penalties for non-compliance in the second half of this school year.

"This was a major concern of the state legislature, and we need to follow the intent of the law as much as possible," Superintendent of Public Instruction Alice McDonald told board members at a meeting in Murray on Wednesday (Nov. 28).

Violations could mean a loss of state funds for classes that exceed the limits and for which the state board has not approved exemptions.

Board members approved a report from McDonald recommending a penalty of one full minimum foundation unit -- the amount of state money provided for one classroom -- for each class determined to be in violation. Units lost in this way would also be deducted from totals used in calculating the amount of money districts would receive for supervisory costs.

The board also instructed McDonald to notify the 180 local school districts that few exemptions from the size requirements would be granted in the 1985-86 school year. Exceptions would be cases involving a large influx of new students or the loss of school facilities through some disaster.

The 1984 General Assembly approved a bill limiting class sizes to 29 in kindergarten through the third grade and to 31 in grades four through six. The legislation, Senate Bill 26, provided that no more than 20 percent of the classes in any school could exceed the limits and that exemptions would have to

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MORE

Page 2

be obtained for those classes.

Districts seeking exemptions are also required to submit a plan to the state Department of Education for reducing class sizes before the next school year.

Exemptions were requested by 95 districts for the fall term, and a report from the department showed that 22 other districts had classes in excess of the maximum sizes but failed to seek exemptions. The department granted exemptions for 464 classes.

An additional 46 classes were not approved for exemptions, and the sizes of 22 of those classes have since been adjusted to meet the requirements, the department said.

The report approved by the state board requires local districts to verify at the start of the second semester next month that the approved listing of exempted classes is correct and that no other classes exceed the size limits.

##

ORP11-28

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

STATEWIDE

Telephone (502) 564-4770

FRANKFORT, Ky. (Nov. 30, 1984) -- Students playing in selected statewide high school athletic events will be exempted from the requirement for a six-hour school day during 1984-85, the State Board of Education has ruled.

In approving the exemption at a meeting in Murray on Wednesday (Nov. 28), board members urged the Kentucky High School Athletic Association to try to reschedule those events this year if possible.

They said they were granting the exemption on a one-time-only basis and asked the KHSAA to schedule future statewide tournaments on non-school days.

The state board will meet with the KHSAA Board of Control in January to discuss scheduling and other issues, including the length of athletic seasons, non-teaching coaches and eligibility for athletic competition. Tentative plans are for a dinner meeting on Jan. 2, before the state board's meeting on Jan. 3.

The board acted on a recommendation from Superintendent of Public Instruction Alice McDonald, who stressed that exemptions would be granted only for contestants and only for events where scheduling of facilities presented problems.

She cited as examples the Sweet Sixteen basketball tournaments and the state golf finals.

Under the ruling, the KHSAA is to certify the names of students who are to be exempted as contestants in each event.

A similar exemption was granted to Kentucky Special Olympics Inc. for athletic events for handicapped students, with only those students actually taking part in competition to be excused from the six-hour school day. Both groups will have to certify that the events could not be scheduled on non-school time.

##

ORP12-1

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

Telephone (502) 564-4770

## STATEWIDE

EDITORS: This story replaces a story on pupil-transportation vehicles dated Nov. 29. That story was in error and should not be used.

FRANKFORT, Ky. (Dec. 3, 1984) -- The State Board of Education has deferred action on a proposed regulation establishing requirements for pupil-transportation vehicles designed for fewer than 10 passengers.

These vehicles, which include vans and panel trucks, are not classified as buses and are not covered by state regulations governing the inspection and maintenance of school buses.

Under the regulation being considered by the board, all vehicles used to transport pupils would have to be approved by the Division of Pupil Transportation in the state Department of Education. After vehicles were approved, they would have to be entered on the local district's school bus inventory.

The regulation would also establish safety and insurance requirements for the smaller vehicles. Aside from the transportation of handicapped pupils or the emergency transportation of pupils, their use would be limited to transporting pupils to and from areas not accessible by regular school buses.

##

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# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

OR 12-2

Source: Ruby Sexton  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

STATEWIDE AND PRESS ROW

Telephone (502) 564-4770

FRANKFORT, Ky. (Dec. 6, 1984) -- The number of Kentucky high school students taking part in the advanced placement program of the College Board has doubled in the past 10 years but still lags well behind the national average, a report from the College Board shows.

The report does not give totals but shows a per capita participation of 32 per 100,000 population in Kentucky, compared with 15 per 100,000 in 1974 and 21 per 100,000 in 1979. The national figure was 104 in 1984, compared with 38 in 1974 and 68 in 1979.

Participation in the advanced placement program is expected to increase in the coming years, Superintendent of Public Instruction Alice McDonald said, because of its linkage with the new Commonwealth Diploma program approved by the State Board of Education on Nov. 28.

High-achieving students of Kentucky high schools will be able to qualify for the special diploma by successful completion of 22 credits, including the pre-college curriculum established by the state Council on Higher Education and four advanced placement courses.

Students must also complete at least one advanced placement test in three of the four advanced placement areas. Students graduating in May 1986 will be the first to be eligible for the Commonwealth Diploma.

The advanced placement program enables high school students to take college-level courses in 13 subjects while they are still in high school and to receive college credit for those courses.

##

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DRP12-3

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Diana Peters  
 Office of Research  
 and Planning

CONTACT:  
 Barbara McDaniel

STATEWIDE AND PRESS ROW

Telephone (502) 564-4770

FRANKFORT, Ky. (Dec. 6, 1984) -- Each year in Kentucky some children are constantly moving from one place to another. Some may be enrolled in several school districts during the year.

They are the sons and daughters of migratory workers who must move to find employment. Most of these workers are farm laborers. They differ from the popular image of migrant workers, however, in that they move less frequently than those of other states and usually move across county rather than state lines.

Because the needs of the children of migratory workers may not be met by the regular school system, a migrant education program is federally financed under the Elementary and Secondary Education Act, Chapter 1.

Superintendent of Public Instruction Alice McDonald noted that federal funds were provided for disadvantaged children under what was then Title I when the act was passed in 1965. The program was extended the following year to handicapped, neglected and delinquent, and migratory children, she said.

"The goal of the migrant education program is to make sure these children have the opportunity to complete their educations and prepare for meaningful careers," she said. "Only in this way can they escape from the migratory cycle."

"Migrant education is an often overlooked component of the Chapter 1 program," said Joanne Brooks, director of the Division of Compensatory Education in the Kentucky Department of Education. "Many educators are unaware of the program if it does not touch their professional lives directly."

MORE

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Page 2

An estimated 7,300 children are participating in the migrant education program in 53 local school districts in Kentucky this year. Although the general public may not be aware of the need for migrant education here, many of the children enrolled realize how much it has helped them in their educational careers.

"The migrant program here has made a real difference in my life," said Charlotte Williams, a senior at Montgomery County High School in Mount Sterling.

"I am the first person in my family to graduate from high school and think about getting more education. Becoming a beautician and maybe one day owning a beauty shop is what I want to do."

"Migrant education programs are contributing a great deal to breaking the life cycle of these students," said Harold Wilson, director of federal programs for the Montgomery County Schools. "They are designed to provide these kids with continuity in the education process."

The frequent moves of migrant families have brought about the merger of education skills and the computer. The Migrant Student Record Transfer System is a nationwide computerized communications network designed to keep track of students who move from school to school.

Based in Little Rock, Ark., the system maintains and transfers educational and health information on the more than 750,000 identified migrant children in 49 states in the United States, Washington, D.C., and Puerto Rico.

When a child moves, the records are forwarded by the previous school to the record system and then on to the enrolling school.

The new school can then concentrate on meeting the child's needs rather than spending time identifying those needs. A standard list of skills, with notations on those the student has mastered, is sent along with health information as soon as requested.

MORE

Page 3

Innovations in migrant education are growing. The University of Tennessee is recruiting students for projects HEP and CAMP, federally financed programs that provide scholarships for migrant students to complete high school and the first year of college at the University of Tennessee in Knoxville.

The program, which draws students from a seven-state area of the South, promises further economic and academic opportunities for migrant students, including Kentucky migrant children.

Diane Bradley, a staff member with the Boyle County Schools, has developed a vocational planning education component to meet the needs of that district's migrant students. Included are sections on consumer information, self-concepts and vocational interests.

As coordinator Bonnie Mix put it, "We want to encourage education after the 16th birthday by exposing students to the challenge of a successful career."

The program, which was presented at the Eastern Stream Migrant Conference last year, is now in its second year of successful operation.

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ORP 12-4

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
Office of Research  
and Planning

CONTACT:  
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Telephone (502) 564-4770

## STATEWIDE AND PRESS ROW

FRANKFORT, Ky. (Dec. 5, 1984) -- Guiding principles proposed for a career-ladder system for Kentucky schools are being sent to all Kentucky schoolteachers, administrators and education groups for their review and recommendations.

The 14-point statement was adopted by the Career Ladder Development Committee, an advisory group named by Gov. Martha Layne Collins, at a meeting in Louisville on Nov. 29 and 30.

Superintendent of Public Instruction Alice McDonald said teachers would be asked to say whether they agree or disagree with the principles proposed for the development of the career ladder and to suggest alternatives and modifications.

"A properly designed career-ladder plan can play an important role in improving the quality of classroom instruction," she said. "We want to make sure that all teachers are given the opportunity to have their views heard as the plan is being developed."

There was overwhelming support among committee members for a key principle that gives the purpose of the plan as "improving the quality of classroom instruction, increasing the attractiveness of teaching and encouraging the recognition and retention of high-quality teachers."

Committee members were in strong agreement that the career-ladder plan should not be an alternative to an adequate base salary for all teachers.

They also agreed to be guided by the statutory provision that "any

MORE

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currently employed teachers may apply for admission to the professional ladder program at any time in the future or choose to remain on the current ranking system."

Several of the principles adopted by the committee define the specific requirements of a career-ladder plan. Among them is one saying that the career ladder should contain salary levels that differentiate enough to make attaining the various levels financially attractive to teachers.

The committee also said the plan should be based on continuous, comprehensive evaluation of teacher performance, both in the classroom and on other indicators associated with effective classroom practices.

It stressed that the career-ladder plan should provide appropriate training of those who evaluate teachers and that the ladder should be open for teachers to progress without arbitrary caps or quotas.

The career ladder, as envisioned by the committee, should contain an appeal process providing for prompt and impartial review, and the plan should specify a process for administration, periodic review and evaluation of the career-ladder system.

In addition, the plan should provide "transferability" of career status among Kentucky districts and enable a teacher to move to a lower level either by choice or on the basis of an unacceptable performance review, the committee said.

The committee was named as a result of legislation approved by the 1984 General Assembly and is headed by Wade Mountz, a Louisville hospital administrator. Its plan for a career ladder is to be submitted to Collins and the Interim Joint Committee on Education by July 1.

Dr. Donald Hunter, the committee's staff director, said the committee hoped to review reactions to the principles from educators in February and would then begin drafting its plan.

##

VE 12-6

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

SPECIAL TO LIBERTY AND SOMERSET MEDIA

Telephone (502) 564-4770

FRANKFORT, Ky. (Dec. 6, 1984) -- Students and teachers at the Casey County Area Vocational Education Center in Liberty are taking a high-tech approach to solving a high-tech problem.

The problem is that many high-technology industries are advancing so rapidly that textbooks can't keep pace, school Principal Phillip Dillon said.

"It seems that written material dealing with certain high-tech areas is outdated in a space of six months or so," he said.

"This is a real problem for students and potential employers, both of whom want and expect state-of-the-art training and experience."

A solution to the problem of keeping abreast, Dillon decided, could come from high technology itself. After considerable study, he recommended installation of a satellite receiving system at the school to provide access to 15 satellites and glean information from more than 150 channels.

His proposal was accepted as a research and development program by the Division of Support Services of the Office of Vocational Education, and the project got under way at the beginning of the 1984-85 school year.

"This is an example of the types of projects the Department of Education seeks to encourage in the vocational area," Superintendent of Public Instruction Alice McDonald said. "It's extremely important to have our students prepared to meet the demands of a changing job market."

Students at the Casey County center, working under the supervision of welding instructor Greg Lawhorn, designed, built and installed a metal mast to support a huge satellite dish on top of the school.

MORE  
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Page 2

Floyd's TV and Satellite Co. of Liberty provided the equipment and, aided by a group of volunteers from the student body, installed the satellite dish. The supplementary equipment at the center includes a TV monitor, a VHS videotape recorder and a color video camera.

All the new equipment will have classroom applications, Dillon said.

"Besides accessing 20 or more educational channels, we can tape and develop a videotape library, stage mock job interviews, analyze student job or task performance, assess competencies, and record youth and club activities," he said.

The entire project cost about \$5,400, which is very close to the wholesale price, said Ron Davis of Floyd's TV. Davis, a strong supporter of vocational education in Kentucky, is a member of the Regional Vocational Advisory Committee for Region 14 and the local industrial education craft committee.

Wilburn Pratt, who heads the Department of Education's Office of Vocational Education, said the project could serve as a model for similar systems elsewhere in the state if it proved successful.

"We will be watching this project very closely to determine its benefits and its potential and to work out any problems associated with it," he said. "The ultimate aim of our research and development projects in vocational education is to ensure the effectiveness and the relevance of the state's vocational programs."

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ORPIL-7

Council  
div 2

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

Telephone (502) 564-4770

## PRESS ROW

FRANKFORT, Ky. (Dec. 6, 1984) -- James Ratcliffe, chairman of the State Board of Education, has called a special meeting of the board at 1 p.m. Dec. 14 to take action on an investigation of the Clinton County school system and Clinton Superintendent Robert Polston.

The meeting will be in the state board room of the Capital Plaza Tower in Frankfort.

Ratcliffe noted that in its regular session today (Dec. 6) the Clinton County Board of Education acknowledged receipt of a letter of retirement from Polston but deferred action on his letter until the newly elected Clinton County board members take office in early January.

Ratcliffe said the state board's primary concern in not taking action at its meeting on Nov. 28 was that the local board first acknowledge receipt of the notice to retire.

He noted that Kentucky law, in KRS 161.780, allows a superintendent to terminate his contract unilaterally, effective on June 30, merely by giving at least two weeks' written notice to the employing board.

Superintendent of Public Instruction Alice McDonald said she was pleased that Ratcliffe had called a special meeting to resolve the issues identified in the investigation.

"My primary concern is to get these problems behind us and to move forward with our primary task, which is to improve education in Clinton County," she said.

##

VE 12-8

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Sheila Potter  
 Office of Research and  
 Planning

CONTACT:  
 Barbara McDaniel

Telephone (502) 564-4770

## PRESS ROW

FRANKFORT, KY. (Dec. 7, 1984)--The Office of Vocational Education has selected a statewide entrepreneurship task force that will have its initial meeting at 9 a.m. Tuesday (Dec. 11) at the Capital Plaza Hotel in Frankfort.

The task force, which is part of a 23-state nationwide consortium, operates under the direction of the National Center for Research in Vocational Education at Ohio State University.

Members of the Kentucky task force represent several state agencies, including the governor's office, Commerce Cabinet, Human Resources Cabinet, Labor Cabinet and the state Department of Education.

At the initial meeting the members are expected to discuss and develop a plan for interagency cooperation to promote and deliver entrepreneurship education.

In addition, members will present reports on small-business projects and activities with which they have been working and on other small-business information that could affect entrepreneurial development.

Sharon Tiller, director of the Kentucky Entrepreneurship Project, sees the work of the task force as "an ongoing, long-term effort." She said the task force would meet frequently in the months ahead.

Tiller predicted that vocational education's role in economic development would increase because high-quality skill training and small business education are essential in creating new jobs and encouraging small-business development.

-more-

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Wilburn Pratt, who heads the Department of Education's Office of Vocational Education, said the emphasis on small-business development was especially important to Kentucky. Of the 59,300 businesses in Kentucky, 57,800, or 97 percent, are considered small businesses, he said. Altogether they employ about 499,000 people, or 50 percent of the state's private work force.

"It is important that Kentucky's vocational education program respond to the needs of the small businesses in Kentucky," said Alice McDonald, superintendent of public instruction.

"Kentucky is primarily a state of many small commercial ventures. In order for the state to prosper and for these businesses to be profitable, the students in Kentucky's schools must be prepared to take their places in these small businesses.

"Modern technology must become part of Kentucky's small-business development. If it does not, Kentucky will be trapped in 19th-century methods and will be unable to compete with the rest of the nation."

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OKP12-9

# NEWS

*from the Kentucky Department of Education*

*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:

Barbara McDaniel

SPECIAL TO NASEDIO NEWSLINER

Telephone (502) 564-4770

Kentucky's top high school graduates will be able to qualify for a special Commonwealth Diploma certifying their completion of a pre-college curriculum and at least four college-level courses, beginning in May 1986. A regulation implementing the Commonwealth Diploma program was approved by the State Board of Education at its November meeting. Students receiving the prestigious special diploma will be able to enter college with advanced standing through the advanced placement program of the College Board. Superintendent of Public Instruction Alice McDonald, who originally proposed the awarding of a Commonwealth Diploma to outstanding graduates meeting specified requirements, said its purpose was to recognize and encourage high academic achievement in Kentucky high schools.

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Frankfort, Ky.  
Dec. 10, 1984

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# NEWS

*from the Kentucky Department of Education*  
 Alice McDonald, Superintendent of Public Instruction

OKP12-11

Source: Sheila Potter  
 Office of Research and  
 Planning

CONTACT:  
 Barbara McDaniel

Telephone (502) 564-4770

SPECIAL TO CLARK COUNTY MEDIA.

FRANKFORT, KY. (Dec. 18, 1984)--JoEllen Reed, a teacher at the Hannah McClure Elementary School in Winchester, has taken a position as education program coordinator with the Kentucky Department of Education.

A native of Clark County, Reed is the daughter of Joe and Betty Reed of Winchester. She is a 1971 graduate of George Rogers Clark High School in Winchester and received her bachelor's and master's degrees from Eastern Kentucky University.

She has been granted a leave of absence from the Clark County school system, where she has taught for nearly a decade, to work with the department's new essential skills remediation unit, a part of the Division of Compensatory Education.

Reed, who will be working with the statewide remedial program for students in the first and second grades, has a life certificate to teach grades one through eight and a life endorsement for kindergarten. She has taught the second grade for 9½ years and served on the state's kindergarten task force.

Superintendent of Public Instruction Alice McDonald said Reed's knowledge of early childhood education "will be invaluable to the state Department of Education as it implements the new remediation program."

The 1984 General Assembly provided \$16 million for remedial instruction for children who fail to master the essential skills in kindergarten and first grade.

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# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

CONTACT:  
Barbara McDaniel

Telephone (502) 564-4770

SPECIAL TO MURRAY MEDIA

FRANKFORT, Ky. (Dec. 17, 1984) -- Murray Elementary School has been added to the list of 1984 recipients of Flags of Excellence presented by the Kentucky Educational Foundation Inc., bringing the total number of schools honored by the foundation to 45.

The specially designed flags were presented at a ceremony and reception in the Capitol rotunda on Nov. 10. The winning schools were chosen on the basis of achievement test scores, high attendance and low dropout rates.

Superintendent of Public Instruction Alice McDonald said a review of attendance data showed that Murray Elementary School met the standards set for the awarding of the Flags of Excellence.

"The achievements symbolized by the Flag of Excellence reflect a commitment to excellence on the part of the administration, the faculty and the student body," she said. "I congratulate Murray Elementary School and the community on its accomplishments."

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OKP12-13

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
 Office of Research  
 and Planning

**CONTACT:**  
 Barbara McDaniel

STATEWIDE AND PRESS ROW

Telephone (502) 564-4770

FRANKFORT, Ky. (Dec. 21, 1984) -- Imagine an elementary classroom alive with excitement. The children are alert and eager to learn, and the teacher is enthusiastic and animated. That's every teacher's dream, and it can happen when teachers use methods that work.

The methods do exist -- developed across the country by school districts seeking to improve their instructional programs -- and special trainers can take them to the areas where they are needed.

What is missing is awareness: Schools looking for ways to improve their instruction in some specific area need to know how other districts have tackled similar problems.

To meet this need, the Kentucky Department of Education holds an annual "awareness conference" to introduce projects approved by the National Diffusion Network to teachers and curriculum supervisors from throughout the state.

"The National Diffusion Network provides a means for the sharing of successful programs and practices across state lines," Superintendent of Public Instruction Alice McDonald said.

"The awareness conference enables staff members from local school districts to find out about these programs, to meet some of the people who helped to develop them, and to see how they are put into effect at the school or district level."

The conference for this school year will be held Feb. 19 and 20 at the Capital Plaza Hotel in Frankfort and will feature 16 or more outstanding educational projects from school districts across the country. The conference is being organized by John Padgett, state facilitator for the National Diffusion Network.

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Page 2

The network was established in 1974 by the U.S. Department of Education to help schools improve their educational programs through the adoption of previously developed projects -- often projects undertaken with federal funds. Its approved projects are described in an annual catalog, "Educational Programs That Work."

"When a district is looking for an answer to a problem, there's no need to reinvent the wheel," Padgett said. "If someone has already developed a program with materials and curriculum guides, it's much less expensive and less time-consuming to adopt that program than to start from zero."

The network offers programs designed for early childhood through adult education. Examples of popular programs are "Alphaphonics" for beginning readers, a fitness program called "Every Child a Winner" for elementary school students and a "Computeronics" course in computer use for gifted children in grades six and seven.

One of the available projects is the Jefferson County Adult Reading Program. Sharon Darling, who was project director for that program, is now director of adult education for the Kentucky Department of Education.

Not all projects that are proposed become part of the National Diffusion Network. The projects are submitted to the U.S. Department of Education's Joint Dissemination Review Panel, which studies the data provided for each program to determine its effectiveness.

After a project has been accepted by the network, or validated, the network promotes its use by other districts in awareness conferences held throughout the country. Each state has a facilitator who works either through the state education department or another agency.

About 300 "exemplary projects" have been identified by the review panel and listed in the network's catalog. The U.S. Department of Education provides financing for about 85 of those programs to aid in their adoption by local districts.

MORE

Page 3

During the past six years about 40 percent of Kentucky's local school districts have adopted one or more projects from the National Diffusion Network, Padgett said.

For more information on network projects or the awareness conference, write or call Padgett at the Kentucky Department of Education, Office of Research and Planning, 19th Floor, Capital Plaza Tower, Frankfort, Ky. 40601, telephone (502) 564-2000.

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BRP12-14

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Ruby Sexton  
Office of Research  
and Planning

**CONTACT:**

Barbara McDaniel

Telephone (502) 564-4770

**STATEWIDE AND PRESS ROW**

FRANKFORT, Ky. (Dec. 27, 1984) -- Guidelines for a statewide kindergarten program to begin in the 1985-86 school year are being developed by an advisory committee named by Superintendent of Public Instruction Alice McDonald.

The Kindergarten Advisory Committee will start formulating guidelines in such areas as kindergarten philosophy, competencies, teachers and aides, the learning environment, parental involvement and exceptional children at a two-day meeting in Frankfort next week.

The committee, which was named as the result of legislation approved by the 1984 General Assembly, will meet at 9 a.m. Jan. 4 and at 8:30 a.m. Jan. 5. Both sessions will be in the state board room of the Kentucky Department of Education in the Capital Plaza Tower in Frankfort.

The legislation, Senate Bill 26, calls for the Department of Education to implement a statewide kindergarten program beginning in 1985-86 and makes successful completion of kindergarten a prerequisite to enrollment in the first grade beginning in the 1986-87 school year.

"This committee will play an important role in expanding the guidelines for kindergarten and making sure that the children of Kentucky derive the maximum benefit from the kindergarten experience," McDonald said.

The advisory committee is headed by Dr. Ann Bardwell of Lexington, vice chairwoman of the State Board of Education and director of child development for Community Action Lexington-Fayette County Inc. Members include teachers, administrators, educational consultants and parent representatives.

FORE  
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Page 2

Kindergarten teachers on the committee are Marilyn Coffey, Liberty; JoAnn Pelphrey, Ashland; Charlotte Schneider, Fort Thomas; and Garry Smith, Scottsville. Another member, Jo Ellen Reed of Winchester, teaches first grade.

Also on the committee are Bob Eaker, principal of Holiday Elementary School, Hopkinsville; and Catye Jenkins, principal of Booker T. Washington Elementary School in Lexington.

Other members are Billie Jean Cawood, an instructional supervisor in the Harlan County Schools; Betsy Fulkerson of Louisville, representing private schools; Karen Hammons of Morehead State University, representing teacher educators; and Charles Crowell of Bowling Green, representing Head Start programs.

Department of Education consultants to the committee are Jeanne Heberle and Cathy Crum of the Division of Program Development.

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ORP 12-15

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

Source: Myra Converse  
Office of Research  
and Planning

**CONTACT:**  
Barbara McDaniel

Telephone (502) 564-4770

PRESS ROW

FRANKFORT, Ky. (Dec. 27, 1984)-- The Kentucky State Board of Education will meet in Frankfort Jan. 2 and 3 for its regular monthly meeting and a joint meeting with the board of control of the Kentucky High School Athletic Association.

The joint meeting will take place at 7:30 p.m. Wednesday, Jan. 2 at the Capital Plaza Hotel.

On Thursday, Jan. 3, the State Board of Education will meet at 11 a.m. in executive session for discussion of personnel matters and litigation. The board's regular business session will begin at 1 p.m. Both sessions will be held in the state board room on the first floor of the Capital Plaza Tower.

A brief agenda for the regular business session is attached.

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AGENDA

REGULAR MEETING  
KENTUCKY STATE BOARD OF EDUCATION

January 2-3, 1985

JOINT MEETING WITH BOARD OF GOVERNORS,  
KENTUCKY HIGH SCHOOL ATHLETIC ASSOCIATION

January 2, 1985, 7:30 p.m., Eastern Standard Time  
Capital Plaza Hotel, Frankfort

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EXECUTIVE SESSION FOR DISCUSSION OF PERSONNEL MATTERS AND LITIGATION

January 3, 1985, 11:00 a.m., Eastern Standard Time  
State Board Room, First Floor, Capital Plaza Tower, Frankfort

REGULAR BUSINESS SESSION

January 3, 1985, 1:00 p.m., Eastern Standard Time  
State Board Room, First Floor, Capital Plaza Tower, Frankfort

- I. CALL TO ORDER Mr. Ratcliffe
- II. INVOCATION Ms. Thompson
- III. ROLL CALL Mr. True
- IV. EXECUTIVE SESSION FOR DISCUSSION OF  
PERSONNEL MATTERS AND LITIGATION
- V. RECOGNITION OF GUESTS Mr. Ratcliffe
- VI. ACTION ON MINUTES Mr. Ratcliffe
  - A. July 9-10, 1984, Regular Meeting
- VII. SUPERINTENDENT'S REPORT Superintendent McDonald
  - A. Recognitions
  - B. Kentucky Education Foundation  
Mr. Ted Smith, Chairman
  - C. Pike County - Lake Joan Transfer Hearing
  - D. Gifted and Talented Program
  - E. State Board Travel Expenses

VIII. CHAIRMAN'S REPORT

- A. NASBE Concerns
- B. Goals and Priorities Dr. Bardwell
- C. KSBA Dues

IX. NEW BUSINESS Mr. Ratcliffe

- A. Program Committee Report Dr. Bardwell
  - 1. State Advisory Council on Vocational Education Annual Evaluation Report Dr. Wall
  - 2. Non-Teaching Coaches
  - 3. Revised Program Approval Process - New Vocational Programs
  - 4. Training Program for Instructional Leaders
  - 5. Accreditation through 1989
  - 6. Maximum Class Size Exemptions
  - 7. Kindergarten Program Status Report
  - 8. Adult and Community Education Status Report
  - 9. Experimental Programs
- B. Finance Committee Report Mr. Pogue
  - 1. Deficit District
  - 2. Vocational Transportation
  - 3. General Budgets
  - 4. Working Budgets
  - 5. Sale of School Building Revenue Bonds
- C. Regulation Committee Report Mr. Kelley
  - 1. 704 KAR 3:355, Essential Skills Remediation
  - 2. 704 KAR 20:310, Written Examination and Internship Prerequisites for Vocational Teachers
  - 3. 704 KAR 15:090, Mathematics and Science Incentive Loan Program
  - 4. 702 KAR 4:050, Building Sites; Inspection; Approval
  - 5. 702 KAR 7:030, Census

# NEWS

*from the Kentucky Department of Education*  
*Alice McDonald, Superintendent of Public Instruction*

ORP 12-16

Source: Ruby Sexton  
 Office of Research and Planning

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## SPECIAL TO STATE BOARD CONNECTION (NASBE)

FRANKFORT, Ky. (Dec. 27, 1984) -- Actions taken by the Kentucky State Board of Education at its November meeting include:

\* Approval of essential skills lists in writing, spelling and library use. Along with lists adopted previously in reading and math, the lists will be in use in all classrooms in the state's elementary and secondary schools during the spring term. Teachers are expected to use the lists in conjunction with regular classroom instruction to ensure that students master the skills considered essential for progress to the next grade level, Superintendent of Public Instruction Alice McDonald said.

\* Adoption of a code of ethics in testing to ensure the integrity of the student achievement tests to be given at all levels, from kindergarten through grade 12, beginning this spring. The testing program will measure students' mastery of the essential skills, with tests in reading and math to be given this spring and those in the other three areas to be added in the spring of 1986.

\* Approval of a special Commonwealth Diploma for high school students who complete a pre-college curriculum and at least four college-level courses. Students receiving the prestigious diploma will be able to enter college with advanced standing through the advanced placement program of the College Board. The first students eligible for the Commonwealth Diploma will be those graduating in May 1986.

\* Approval of guidelines for codes of student conduct to be developed by local districts in accordance with legislation approved by the 1984 General Assembly. Local codes are to be submitted to the state board for review and implemented by September 1985.

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*When our schools work, Kentucky works.*

APPENDIX B

Selected Bibliography of 42  
Kentucky Newspapers

## NEWSPAPERS

### Dailies

Courier-Journal (Louisville, Ky.), September to December,  
1984.

Daily Independent (Ashland, Ky.), September to December,  
1984.

Daily News (Bowling Green, Ky.), September to December,  
1984.

Kentucky Post (Covington, Ky.), September to December,  
1984.

Lexington (Ky.) Herald-Leader, September to December,  
1984.

Murray (Ky.) Ledger and Times, September to December,  
1984.

Times-Tribune (Corbin Ky.), September to December, 1984.

### Non-Dailies

#### Weeklies

Bath County News-Outlook (Owingsville, Ky.), September to  
December, 1984.

The Berea (Ky.) Citizen, September to December, 1984.

Bracken County News (Brooksville, Ky.), September to  
December, 1984.

Carlisle County News (Bardwell, Ky.), September to  
December, 1984.

Cynthiana (Ky.) Democrat, September to December, 1984.

Dawson Springs (Ky.) Progress, September to December,  
1984.

- Hart County News (Munfordville, Ky.), September to December, 1984.
- Hickman (Ky.) Courier, September to December, 1984.
- Jackson County Sun (McKee, Ky.), September to December, 1984.
- Journal-Enquirer (Grayson, Ky.), September to December, 1984.
- Kenton County Recorder (Edgewood, Ky.), September to December, 1984.
- The Leader (Beaver Dam, Ky.), September to December, 1984.
- Leader-News (Greenville, Ky.), September to December, 1984.
- Leslie County News (Hyden, Ky.), September to December, 1984.
- Licking Valley Courier (West Liberty, Ky.), September to December, 1984.
- Lincoln County Post/Interior-Journal (Stanford, Ky.), September to December, 1984.
- Martin Countian (Inez, Ky.), September to December, 1984.
- Mt. Sterling (Ky.) Advocate, September to December, 1984.
- News-Herald (Owenton, Ky.), September to December, 1984.
- Olive Hill (Ky.) Times, September to December, 1984.
- Paintsville (Ky.) Herald, September to December, 1984.
- Record-Herald (Greensburg, Ky.), September to December, 1984.
- Russell County News (Jamestown, Ky.), September to December, 1984.
- The Star (Mt. Washington, Ky.), September to December, 1984.
- Tri-City News (Cumberland, Ky.), September to December, 1984.

Tri-City Times (Hardinsburg, Ky.), September to December,  
1984.

Troublesome Creek Times (Hindman, Ky.), September to  
December, 1984.

The Union County Advocate (Morganfield, Ky.), September  
to December, 1984.

The Voice (St. Matthews, Ky.), September to December,  
1984.

Wolfe County News (Campton, Ky.), September to December,  
1984.

Woodford Sun (Versaille, Ky.), September to December,  
1984.

#### Other Non-Dailies

Appalachian News-Express (Pikeville, Ky.), September to  
December, 1984.

Kentucky Standard (Bardstown, Ky.), September to December,  
1984.

Robertson County Review (Mt. Olivet, Ky.), September to  
December, 1984.

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Cutlip, Scott M.; Center, Allen H.; and Broom, Glen M. Effective Public Relations. Englewood Cliff, N.J.: Prentice-Hall, Inc., 1985.

Kaid, Lynda Lee. "Newspaper Treatment of a Candidate's Press Releases," Journalism Quarterly 53 (Spring 1976): 135-137.

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Martin, William P., and Singletary, Michael W. "Newspaper Treatment of State Government Press Releases." Journalism Quarterly 58 (Spring 1981): 93-96.

Sachsman, David. "Public Relations Influence on Coverage of Environment in San Fransisco Area." Journalism Quarterly 53 (Spring 1976): 54-60.

Note: The primary sources for this study can be found in Appendix A ("Kentucky Department of Education Releases, September through December, 1984") and Appendix B ("Selected Bibliography of 42 Kentucky Newspapers").