

the Bulletin

**THURSDAY,
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Michigan Press Association: Representing daily and weekly newspapers since 1868

17th Annual MPAF Golf Benefit is a success!

Scholarships for high school and college journalism students once more were the big winners as the Michigan Press Association Foundation held its 17th annual fund-raising golf benefit May 8.

The 2003 event was at the posh St. Ives Golf Course in Mecosta County, between Big Rapids and Mt. Pleasant, with 106 golfers taking part—the second largest golfer participation in benefit history.

Proceeds from the Foundation's largest single fund raising event of the year will help finance the Foundation's high school, college and university scholarship and internship programs and other Foundation projects.

Winning the low actual score trophy was the *Paw Paw Courier Leader* (Felix Racette, Steve Racette, Pat Brennan, Kevin Goff), with a team scramble score of 67.

Runner up at 68 was *Gratiot County Herald* (Tom MacDonald, Perry Harkness, Mark Hoard, Pat Vernon).

In the Callaway Handicap division, low score of 67 was Meijer (Tom Vilella, Paul Sinardo, Jim Pentecost, Mike Traidman).

Second at 69 was *Greenville Daily News* (John Stafford, Charlie Harrington, Darren

Clark, John Prizzo).

Two teams participated in low team gross competition. First with 363 team score was Blue Cross/Blue Shield (Matt Haran, Trine Martinez, Bill Abraham, Chuck Gallagher), and second at 382 was *Ludington Daily News* (David Jackson, Doug Shoup, Tom VanBuren, Roger Baerwolf.) Medalist at 87 was Trine Martinez, Blue Cross.



**First Place—Actual
Paw Paw Courier Leader: Felix Racette,
Steve Racette, Pat Brennan, Kevin Goff**

Individual skill winners were...

Closest to pin

Women: Carol Wojcik, Central Michigan University

Men: George King, Verizon

Straightest Drive

Men: Mike Ply, Grand Rapids Press

Women: Linda Sherman, Sherman Newspapers.

Longest Putt

Gerald Pulcifer, Pioneer Group.



**First Place—Handicap
Meijer: Tom Vilella, Paul Sinardo, Jim
Pentecost, Mike Traidman**

Newspapers (through Frank Shepherd), which owns the *Mt. Pleasant Morning Sun*, and *The Pioneer Group* (through Jack Batdorff),

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Open gov't seminars hit the road

The first in a series of Freedom of Information/Open Meetings Seminars will be held next month in Adrian.

Attorney General Mike Cox will be doing the seminars.

These seminars are a great opportunity for local government officials, school personnel, and other community members to learn about FOIA/OMA.

Two seminars have been scheduled. The first one will be on June 17th in Adrian, and the second will be in Petoskey on June 26th.

If you are interested in hosting a seminar, please contact Mike or Lisa at MPA by phone 517.372.2424, or email mike@michiganpress.org or lisa@michiganpress.org.

Police grouse about info law

MPA has handbooks to help!

Edited from The Kansas City Star

When a truck backed over a Kansas City man last month, critically injuring him, police went to the hospital to get more information for their investigation.

But when officers arrived at Truman Medical Center, hospital workers wouldn't even tell them whether the man was being treated there. Police said the work-

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MPA Foundation Golf Benefit

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which owns the *Big Rapids Pioneer*.

Organizations represented at the benefit at St. Ives include:

Gladwin County Record, Sherman Publications, Observer & Eccentric, Blue Cross/Blue Shield of Michigan, Observer Source Newspapers, Greenville News, Midland Daily News, Verizon, Eastern Michigan University, Michigan State University, Central Michigan University, Pioneer Group, Meijer, Three Rivers Commercial News, Gratiot County Herald, The State News at MSU, Ludington Daily News, Michigan Press Association, Dawn Phillips Hertz, Crawford County Avalanche, Mt. Pleasant Morning Sun, Paw Paw Courier Leader, Allegan County News, Presque Isle County Advance, Manistique Paper Co., Bay City Times, Abitibi Consolidated, Huron Daily Tribune, Milliman Communications, Grand



Second Place—Actual
Gratiot County Herald: Tom MacDonald, Perry Harkness, Mark Hoard, Pat Vernon



Second Place—Handicap
Greenville Daily News: John Stafford, Charlie Harrington, Darren Clark, John Prizzo

Rapids Press, and a special foursome of Past Presidents Dan Ryan, Harry Whiteley, Blair Bedient and Grattan Gray.

By game day, donations also had been received from Verizon, AAA of Michigan, *Detroit Free Press, Ann Arbor News, Petoskey News*, Brett McLaughlin, Jane Briggs Bunting, Bill Ballenger and *Detroit Legal News*. Many other friends of the Foundation contributed door prizes or items for a special fund raising auction.

Foundation President Dick Milliman expressed sincere thanks to all who participated in the St. Ives Golf Benefit, and to all who contributed cash, prizes or in any other way to support the Foundation and its programs. He also urged everyone connected in any way with Michigan newspapers to mark on their calendars and prepare in their 2004 budgets for the 18th Annual Golf Benefit, to be held next spring at a specific time and place yet to be determined.

Real-time reports are real reform

Editorial from the *Lansing State Journal*

Secretary of State Terri Lynn Land says she likes the idea of “real time” reporting of political campaign contributions. In recent comments to the *Detroit News*, however, Land said other election issues took precedence.

Not many more, Ms. Land.

Technological advances have made it possible to accomplish a fundamental reform: Letting voters see immediately who is giving to political candidates and how much.

The advantages of such a system are clear when contrasted with existing state regulations.

In Michigan now, candidates can go months without filing a contribution report. That makes it possible for all sorts of special interests to make contributions to, say, legislators, just as certain bills are coming to the fore.

And voters wouldn't be the wiser until much later ... usually after the legislative debate is history.

Real-time reporting won't end special-interest donations or lobbying. What it will do, though, is allow voters—those willing to make the effort—to see the money flow, day by day, week by week.

Using electronic filing systems, candidates would report a contribution as it comes in, not set the report on a stack of paper to be filed later. The timing and targets of contributions would be evident, allowing voters to draw their own conclusions about motives and impacts.

Land—as part of her ongoing effort to make the Secretary of State's Office more public friendly—should lobby the Legislature to make real-time reporting a rapid reality for Michigan campaigns.

New HIPAA guidelines enforced

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ers told them they were restricted under new federal medical privacy guidelines (HIPAA) that went into effect April 14.

Hospitals say they are following provisions of the Health Insurance Portability and Accountability Act. But police say hospitals are interpreting the rules too narrowly.

“You can't and shouldn't blame it on the hospitals. They're doing the best they can with a complex situation,” said Melinda Hatton, vice president and chief Washington counsel of the American Hospital Association.

“There is a lot of confusion now among health-care providers about what patient information they can disclose and who is entitled to receive it,” Hatton said.

“The clear message is patient privacy takes precedence,” she said.

The wide-ranging law gives patients new guarantees that their medical information will be kept private.

The potential lack of access could apply not only to crime and accident victims but also to suspects. Preventing or delaying police access to suspects could jeopardize charges being brought against them, such as in cases of DUI, where time is a crucial factor.

In the past, police officers could walk

straight into the hospital's emergency room. But when the new guidelines went into effect, many hospitals put up signs outside their emergency rooms telling police officers to check in with hospital security.

Hospital executives concede that the new security rule is not popular: “We've gotten grumbings from the police.”

If you would like to learn more about HIPAA and how it will effect you in Michigan, please contact Lisa McGraw at MPA at 517.372.2424 or lisa@michiganpress.org to obtain the Michigan Health and Hospital Association's “HIPAA Medical Privacy Regulations Communication Action Kit.”

Giving an edge to your photos

By Kevin Slimp

Admit it. If you're like most newspaper designers, you're shy about jazzing up the look of your photos. This week I was laying out a 12-page special feature. It was important to me that the look and feel of the design capture the reader's attention in a big way, so I prepared the layout myself. Admittedly, I was tempted to stick to the basics: standard columns, no-frill photos. I left the columns alone. But at the last minute

I decided to create textured edges on each of the photos - and the results were great.

A few months ago I reviewed a Photoshop plug-in called Splat!, by Alien Skin Software. Splat! continues to be my favorite plug-in for creating torn edge effects with photos. While working on this project, I decided to try the latest version of Extensis PhotoFrame, 2.5, which arrived in the mail last week. PhotoFrame has always been a solid product for designers who want to interactively build their own custom image frames and edges. One of the best things about PhotoFrame is its ability for non-artistic types to create images that demand attention.

We've discussed plug-ins, those programs that work inside other programs to give them added capabilities, several times in this column. PhotoFrame is a plug-in that works with Photoshop 4 or later. Version 2.5 runs natively in OS X and in other versions of the Mac operating system. It also works on Windows 95 or later. PhotoFrame is easy to use. It's as simple as opening a photo in Photoshop and selecting "PhotoFrame" from the Filters menu. The filter comes on a CD, along with more than 2000 frames and edges. In addition, users can experiment with edge effects, colors, blend modes, shadows, textures, bevels and more to create the desired effect for a photo.

An additional feature is the ability to create custom image frames and edge effects with the Instant Frame and Instant Edge features. Edge effects are included with allow users to create



An instant frame is added to a photo in PhotoFrame 2.5.

edges in the shape of waves, triangles, saw blades and more. Once the desired effect has been created, you can adjust the frame with a multitude of special effects.

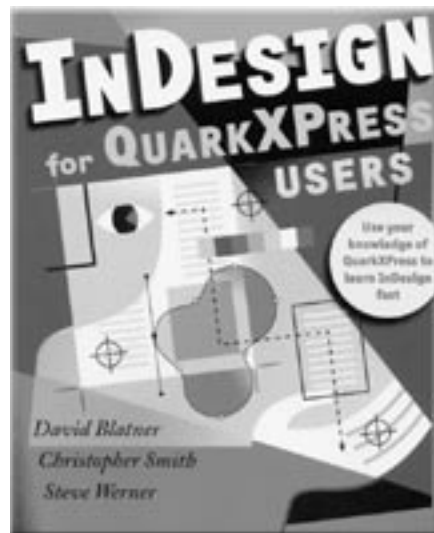
If you are working on a realty or auto ad, which means you have a folder full of images that are similar sizes, you can apply the same frame effect by using PhotoFrame in conjunction with a batch action that will apply the last frame effect to each photo in the folder.

The price of PhotoFrame 2.5 is not cheap. At \$199, PhotoFrame is pricier than most framing plug-ins. But, using PhotoFrame along with Alien Skin's Splat!, the time saved created unique special effects that dazzle the eye may be well worth the cost to your news-

paper. For more information about PhotoFrame, go to <http://www.extensis.com/photoframe/>.

InDesign for Quark Users

Peachpit Press has released a new book for QuarkXPress users making the move to Adobe InDesign. While Quark is still the dominant player in our industry, InDesign is gaining popularity quickly.



InDesign for QuarkXPress Users, by David Blatner, Christopher Smith and Steve Werner.

InDesign for QuarkXPress Users is organized into short, focused topics that give readers practical solutions to the actual tasks of page layout. There are plenty of illustrations which will help Quark users get up to speed with InDesign in no time. Authored by David Blatner, Christopher Smith and Steve Werner, *InDesign for QuarkXPress Users* may be the best book available for persons wishing to make the move from Quark to InDesign. \$35 (US). For more information, go to www.peachpit.com.

Trying to decide if you should switch to InDesign? MPA Publications Editor Malia Moren uses InDesign to create each issue of the *Bulletin*, as well as other MPA publications. E-mail her at bulletin@michiganpress.org with questions!

Technology



Kevin Slimp served as director of the Institute of Newspaper Technology from 1997-2000. He has been very active with newspapers of all sizes as a consultant and trainer since 1993. He serves as director of communications for the Holston Conference and adjunct professor of the University of Tennessee School of Journalism. He can be reached by e-mail at kslimp@holston.org.

Boomers read the paper and watch TV for financial information

MediaPost Communications

New research by Knowledge Networks indicates that conventional media, advisers, and financial services retain a powerful influence on how Boomers approach money management as the Baby Boom generation tries to nurture a retirement nest egg and awaits what for some will be an inheritance windfall.

The survey, developed in collaboration with the editors of American Demographics, found that among those age 39 to 57 (the Baby Boom generation), 24% say they have already received an inheritance of some kind, and 26% expect to receive a future inheritance. Nearly half (44%) of those who anticipate inheriting money from their parents say the amount will be less than \$25,000, while one-third (33%) say their parents' estates will be above \$50,000.

Half (48%) of Boomers have made an online purchase of some kind, and nearly

one-fourth (22%) maintain an online bank account. But fewer (17%) say they have access to an online investment portfolio, and 6% have used an online broker.

In addition, Baby Boomers are relying on traditional media—primarily television and newspapers—for financial news. On a weekly basis, 41% turn to newspapers to learn about money matters; 41% turn to TV; 28%, radio; and 27%, the Internet. By contrast, 29% say they consult with family or friends about money at least once a week.

Among those who get financial information from TV at least once a week, roughly equal portions say they turn to all-news channels (62%) and to broadcast network newscasts (60%). In addition, as income and/or expected inheritance increase, consumers are much more likely to get money news from all-business TV networks.

For more information, visit Knowledge Networks' web site at: www.knowledgenetworks.com/boomfinan

WE CAN HELP!*

*or we'll find someone who can!

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