

City

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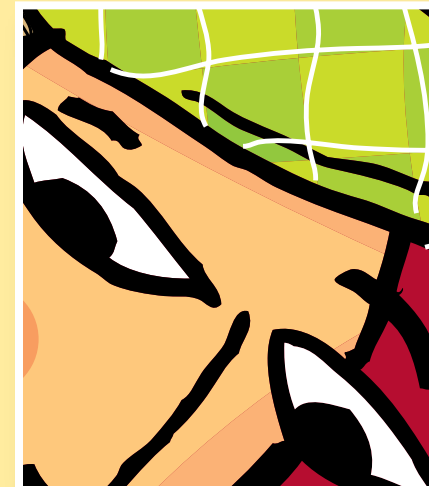
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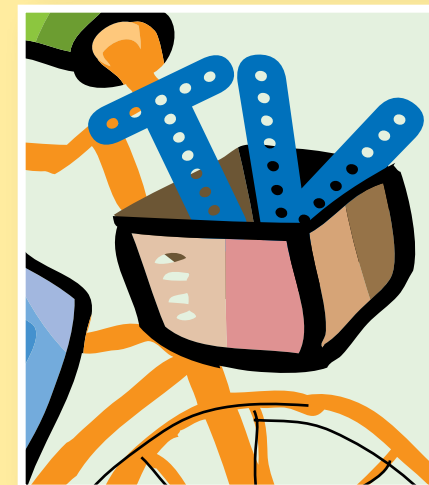


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Delivering the news

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BY AL CROSS



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BY AL CROSS & LAURA CLEMMONS






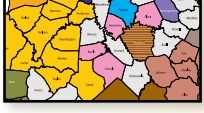





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No. RLY.
(News anytime, anywhere, anyplace. Too good to be true? No. Really.)

BY WILL WARREN

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Cover Illustration by Jim Edmon - www.edmondesign.com

Sylvia L. Lovely is the Executive Director/CEO of the Kentucky League of Cities, headquartered in Lexington.



Louisville Metro budget: a preview of what is to come

Budget-making time is just coming to a close for cities and counties across the commonwealth. But this is a year unlike any other. The tough decisions that have been made are just harbingers of more difficult times ahead.

It is no secret that states and the federal government are struggling with seemingly unsolvable budget dilemmas: how to fund a war while fixing crumbling infrastructure; how to provide assistance programs that are an essential part of the compassionate society we claim to be.

At the same time, local governments find themselves in crisis. As more and more costs are shifted to the local level, cities must also meet the ongoing needs of worker salaries, pensions and infrastructure. These fundamentals compete with investments that target quality of life improvements—the kind that appeal to people who can live and work anywhere and who frequently ignore the political boundaries that, although honored by traditional governments, are increasingly anachronistic.

Thus, the innovative and forward-thinking leaders among our local elected officials have begun to rethink their strategies. Louisville Metro Mayor Jerry Abramson is one such innovator. His proposed budget for 2007-2008 offers a hint of what is to come.

His thinking reflects not only a reaction to a crisis of diminishing revenues but also a prescient move toward something more important. He has identified a process whereby we, as citizens, cannot avoid addressing the need to participate in the difficult deliberations of how the city will continue its progress toward becoming a world-class place for living, working and playing.

In his own words:
“...Budget time is when you really think about values – not just those dollars-and-cents values of how much to spend on fire trucks or additional health department inspectors. . . but also the other kind of values: Given the limits of revenue, what do we believe in, care about, recognize as our duty to our citizens? What investments do we believe are critical if we want to achieve our boldest dreams for our city?”

“What kind of community do we want to live in today and leave as a legacy for our children and grandchildren tomorrow?”

“To squarely address those big picture values we need to begin a frank and thoughtful conversation about our city’s future financial resources and the enormous challenges that lie before us and many cities like ours across the state and across the nation.

“We can dream boldly. We can spend wisely. But the truth is that a day of reckoning is coming. Our tax dollars are not keeping pace with the soaring costs of running a government where 70 percent of our operating budget goes for personnel



costs.

“Our revenue projections—and they are aggressive—show our tax dollars will grow by 4 to 5 percent next year. That’s about \$23 million. You have heard me talk about the rising cost of health insurance for our employees. This year we will pay nearly \$40 million, up from \$25 million five years ago.

“You have heard me describe the escalating cost of pensions and retirement. We’ve seen the city’s pension payments—what we are required to put in a retirement fund each year to pay for employee pensions down the road—we’ve seen our share grow from \$31 million in 2004 to \$66 million in the year ahead—more than double—while at the same time the number of employees in Louisville Metro government has actually gone down. If this pattern continues, our share would grow from \$66 million to \$100 million two years from now.

“So, clearly, we have a challenge.

“And that challenge is echoed across Kentucky and the nation—as baby boomers begin to retire from government jobs with health and pension benefits that represent a staggering load for strapped budgets.

“The Kentucky League of Cities has called local government pensions ‘a time bomb.’ The cities of Covington and Owensboro have already cut their workforce. Florence, Kentucky, has raised taxes. Closer to home, West Buechel has laid off three police officers. Oldham County, one of the most affluent areas in our state, has cut 10 percent of its workforce. From California to Texas, from Illinois to New Jersey, the story is similar.

“So: What should we be doing? I am not suggesting that we back down on our commitment to workers who are retired or currently employed and part of the system. But there are things we must do:

“First, we must keep our workforce lean. We have eliminated more than 700 positions in the past four years. When we’ve added police, or EMTs or animal control officers, we’ve had to trim somewhere else.

“Second, we are working with other local governments to urge state leaders to revamp the pension and retirement system for the next generation of public workers with benefits that are fair, adequate and sustainable for both our employees and our taxpayers. The governor has appointed a blue ribbon task force to examine this issue, with recommendations due later this year.

“Third, we will work even harder to manage today’s financial resources wisely, earning the best bond ratings, for example, so the cost of borrowing for capital improvements—roads, sidewalks, roofs and new buildings—is as low as possible. We will look thoughtfully at other sources of revenue. And we may

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THE VOICE OF KENTUCKY CITIES.

The Kentucky League of Cities (KLC) is a voluntary association of cities, created in 1927, to assist municipal officials in representing the interests of cities and to provide services to members which will foster improved local government in Kentucky.

KLC provides a forum for its 370 local member cities across the Commonwealth to address their common needs, challenges and opportunities. Some service program divisions of the League include: legal assistance, group insurance plans and risk management services, capital financing and management services, training and leadership development, downtown and economic development programs, information and research services.

City

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need to seriously evaluate all the services local government provides at some point and ask if they are all central to our mission.

“And fourth, we will continue to focus aggressively on economic initiatives that we believe will bring new tax dollars to our community—from new jobs to new bridges to new downtown and suburban developments.

“This budget reflects our values. We need to be clear about those values as we make decisions in what are truly challenging financial times. So let me share some of the values I hear reflected in the voices of our residents throughout our community—the values that shape this budget and will shape our work as we move forward.

“First, we value public safety. It is the bedrock upon which we build a strong community. So nearly one out of every three operating dollars goes to our police department. Add all our public protection agencies—fire, EMS, EMA, corrections, animal services—and public protection is responsible for more than 60 percent of our entire operating budget.

“Second, we value quality of life. You won’t find it defined one way in a dictionary. It means good jobs, meaningful work, a paycheck that gives you choice about where and how you live. It means strong neighborhoods, manageable commutes to work, great parks, arts, a vibrant 24/7 downtown—the heart of our city that shapes the vitality and prosperity of our entire two-state, 23-county region.

“Third, we value community. We value our distinctive neighborhoods and suburban cities, our traditions and our institutions, the schools we’ve attended and the places we worship. But we also value the community crossroads that bring us all together—from the Waterfront to the Louisville Zoo, from festivals to parks. We see a city of possibilities that stretch beyond the limits of our own lives.

“Fourth, we value teamwork. Someone reminded me the other day of an old newspaper column that used to be called The Louisville Way. It strikes me that The Louisville Way lives on today in our hometown, and it’s all about teamwork—great partnerships that elevate this community from a good place to live to

a great city. Read the fine print of my budget and there are dozens of examples of partnerships where the city teams up with agencies, schools, the private sector, state and federal government—all to move Louisville forward.

“Some of the most important partnerships involve members of the Metro Council who have already worked with us to provide matching funds for key projects in your districts.

“Fifth, we value education.

We recognize it is the ticket to opportunity for residents and for our community.

My budget punches that ticket with strong support for our Louisville Free Public Library.

It supports innovative educational partnerships like Metropolitan College, which will expand soon

to help more college students meet local workforce needs. This budget also increases city funding for the successful new Youth Opportunities Unlimited Center partnership with JCPS [Jefferson County Public Schools], Jefferson Community and Technical College and others. It’s already helped hundreds of disengaged 16- to 21-year-olds get back in school and get jobs.

“Sixth, we value people and programs that give them a hand up when they need help. My budget continues our support for Louisville-area community ministries that provide emergency assistance to people in need. Our Department of Housing and Family Services will introduce a new foreclosure assistance program this year. It will better coordinate services for homeless individuals and families.

“Seventh and last, we also value the land and water and air around us. We will step up the work of our Partnership for a Green City, our collaboration with U of L and JCPS to stake out new policies and practices that reflect environmentally responsible values. . . .”

Thus, Mayor Abramson has called upon the citizens of his city to ponder their values and participate in making the difficult decisions that face their government. If we have learned anything in this country in the past few years, it is that citizens must take responsibility for their own future and for the place they call home. As the world grows larger and more out of control, it is said that the first place for action is at home.



Neil Hackworth is Deputy Executive Director of the Kentucky League of Cities and a former mayor of Shelbyville.



The characteristics of an effective leader

I suppose all of us have had leadership opportunities, either at work or in our communities.

Some of us have served in public office and taken on elected leadership positions. Others have volunteered to take such roles at work or in the community. Others might feel that they were somewhat coerced or drafted by a boss, or even a friend. No doubt most of us will be asked to take such positions in the future.

Each of us brings different leadership skills to the table. This is a good thing because there is no single style of leadership that works best. In fact, there are a number of leadership styles that can be used in most situations to get a job done; generally, organizations whose leaders have a variety of styles are the most successful.

The Kentucky League of Cities makes an effort to determine the leadership styles of all of its directors, managers and key employees. Having this understanding can help directors and managers know best how to encourage and best use the skills of key staff members in a project or activity. It also helps us understand where they can be expected to need help.

Good leaders also understand their own strengths and weaknesses and surround themselves with people who can help them overcome their personal shortcomings. Nobody is perfect, and leaders are no exception.

So, are there common traits to be found in successful leaders? Are there certain characteristics that tell us that a person is likely to be a successful leader?

First, I'm sure each of you could make your own list of what you believe to be the best traits and characteristics of successful leaders. In no way do I think that any list I

might make would be complete or even absolutely accurate. But I do have some thoughts to share.

One other thing merits a mention

All of us know that leadership is a neutral term that can be either good or evil depending on how it's used and what it represents.

first. All of us know that leadership is a neutral term that can be either positive or negative depending on how it's used and what it represents. Although some of the same characteristics might be found in both kinds of leaders, my focus is on those leaders that have good intentions.

The first characteristic of leadership that comes to my mind is courage—but not the kind that laughs when looking death in the face. Rather, this is the kind of courage it takes to stand up for what is right for the people you serve, even when it puts you at personal risk of getting fired or losing the next election.

Clearly, good leaders seem to know when to pick a fight. Not every struggle is worth a risk, and some can and should be put off until another day. But strong leaders know how to set priorities and stay the course on those things that matter most. They have the courage of their convictions.

A second trait of strong leaders is trustworthiness—something that enables them to find and keep good people who will complement and strengthen them. They also have the ability to convince these people to join them in fighting the good fight, no matter how long it takes. Finally, they



find ways to push the credit for their success toward those that work every day to support them. This strong level of trust enables everyone to work without fear and, as a result, to be successful.

It is true that most strong leaders have big egos. It is also probably true that big egos get leaders in trouble all too often. But successful leaders seem to be able to control their egos and share the glory. They understand that achieving the ultimate goal is more important than receiving all the credit. A leader who acknowledges those who contribute to the success of a project will find that people are more willing to make future contributions.

A third trait of good leaders is that they plan for their success. Leaders don't usually get the job done by accident. They plan what needs to be done and are relentless in pursuing and implementing those plans. They stay the course and adjust only where necessary. They involve others in the planning as early as possible to get their ideas and feedback. They also get others involved in determining

how best to get the job done. Strong leaders realize that it takes a dedicated team to be successful.

Lastly, successful leaders understand the need for patience. It can be hard to be patient when much is at stake, but nothing worth doing gets done quickly. Sometimes leaders push too hard too quickly and miss the mark. They make the mistake of thinking that by being very aggressive they are being bold.

Although we must be determined to achieve a goal and see a plan to the finish, we cannot hope to overcome all the obstacles to success immediately. Being determined and patient at the same time may be a difficult balance to achieve, but it is a necessary one.

Although there are different styles of leadership and no one style is the right style, in my view, having these traits can help anyone be a successful leader. Not all will come naturally, but they can be developed with work and dedication.



Al Cross is director of the Institute for Rural Journalism and Community Issues and an assistant professor in the School of Journalism and Telecommunications at the University of Kentucky. He is a former political writer for *The Courier Journal*.



Laura Clemmons, a law student at the University of Louisville, is a UK journalism graduate who wrote about Paxton Media as an assignment in Cross' Community Journalism class in 2005.



Will Warren is an intern with the NewCities Institute. He has worked for the Kentucky Commerce Cabinet, the U.S. Department of Labor and the Bluegrass Area Development District.

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David Greer is Member Services Director for the Kentucky Press Association and Administrator of the Kentucky High School Journalism Association.



Association offers journalism guidance for high school students

Ten years ago, the Kentucky Press Association, the Frankfort-based member services organization for the state's newspaper industry, established the Kentucky High School Journalism Association. The goal for KHSJA was to be a mentor and advocate for print and broadcast journalism among Kentucky's high schools.

A decade later, about 800 high school journalism students and teachers from across the state attend the annual KHSJA state convention. In addition, KHSJA sponsors an annual contest in which schools and students compete against one another in newspaper, yearbook and broadcast

categories. Nearly 2,300 contest entries were received this year. More than 100 high schools in the state—and a few middle schools—belong to KHSJA each school year.



More than 60 percent of those schools have their annual \$50 membership fee paid by their local newspaper.

Several newspapers sponsor a half-dozen or more schools in their coverage areas. The newspaper industry has a long tradition of helping mentor the next generation of journalists.

The annual convention, held in the spring in Louisville, features more

than 20 breakout sessions addressing print and broadcast journalism topics presented by journalists and journalism educators. In April of this year, John Voskuhl, deputy managing editor of the *Miami Herald*, a Kentucky native and veteran of *The Courier-Journal* and *Lexington Herald-Leader*, was the convention's keynote speaker and also a breakout session presenter.

The 2006 convention featured CBS News videographer Les Rose, who is based in the network's Los Angeles news bureau. Rose's family hails from Lexington. In 2005, Louisville native and Eastern Kentucky University graduate Jeff Newton, an associate producer for the CBS News program "60 Minutes," was the keynote speaker and a presenter. Newton, a former reporter for *The News-Enterprise* in Elizabethtown, has covered the wars in Afghanistan and Iraq for the network.

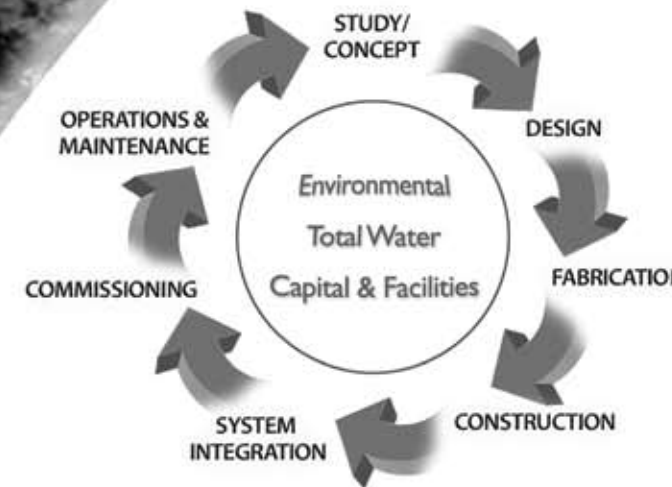
KHSJA also offers training opportunities for students and teachers. Workshops by noted experts in newspaper page design and technology were offered earlier this year. Dave LaBelle, noted photojournalism instructor from Western Kentucky University and now with the University of Kentucky, has presented very popular workshops for KHSJA member schools and their students.

What does the future hold for KHSJA? We will probably see more middle schools join the organization (after all, journalism programs at many colleges are seeing record enrollments), and we have plans to expand school sponsorship opportunities as well as establish an internship program for high school journalism teachers.



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Delivering the news



Kentuckians' information resources often headquartered elsewhere

BY AL CROSS

"The basis of our government being the opinion of the people ... were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter."

Thomas Jefferson wrote that in 1787, the same year John Bradford founded *The Kentucky Gazette* in a part of Virginia that was not yet a state.

Twenty years later, after becoming president and suffering vicious press attacks of a freshly partisan era, Jefferson wrote, "Nothing can now be believed which is seen in a newspaper."

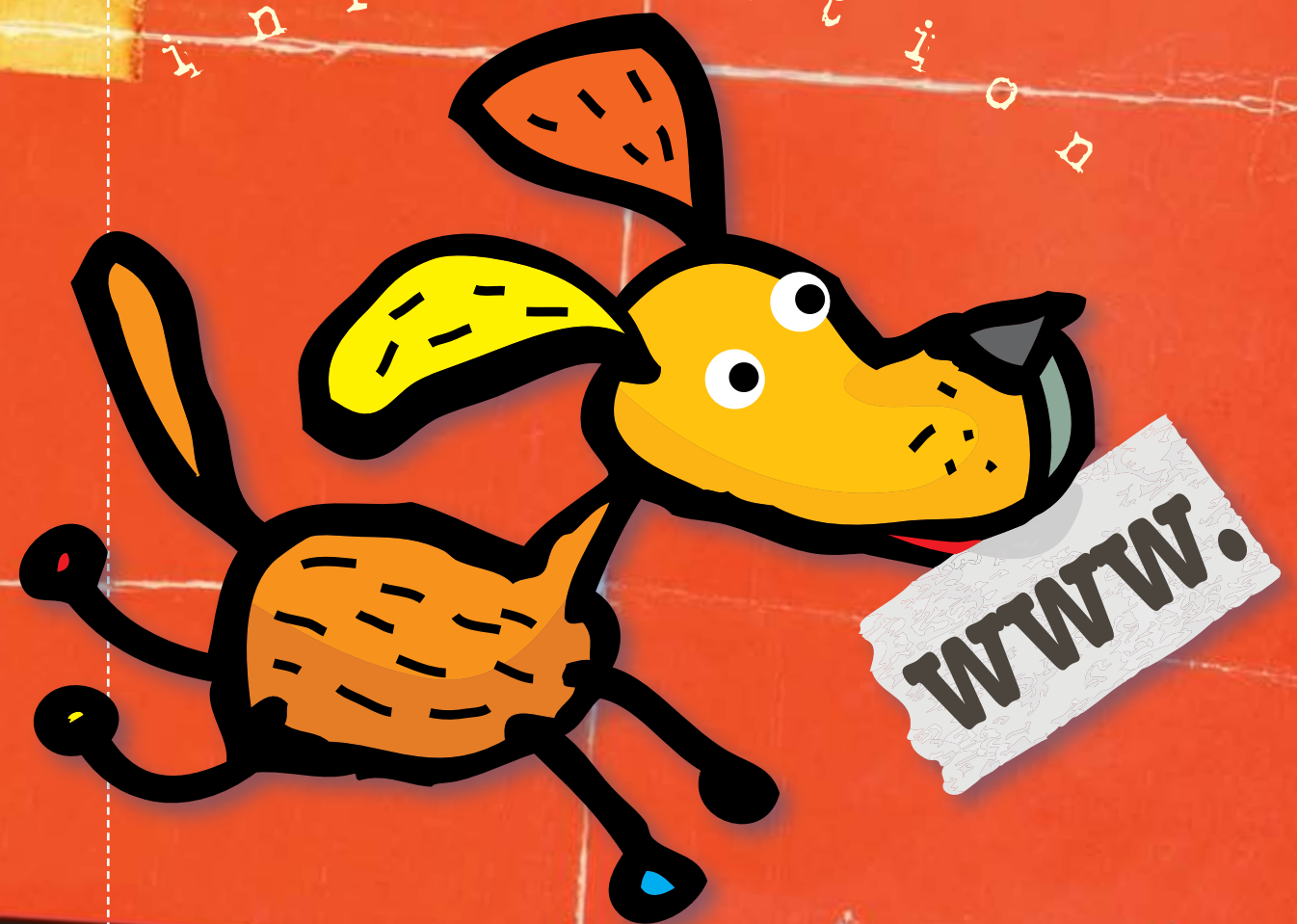
Despite his frustrated exaggeration, Jefferson remained a believer in the essential role that the press plays in a republic, and he would surely think likewise today, when the

broad definition of "press" includes broadcasters and online journalists. He wrote in the Declaration of Independence that any government derives its "just powers from the consent of the governed," and he and the other Founding Fathers believed the press must be unfettered so that the governed could give *informed* consent.

In that Virginia district that became

NEWS

information





In Jefferson's day, the press was largely a tool of partisan interests, with newspapers making clear their political allegiances and making little effort to separate news and opinion. In the 20th century, primarily after World War II, suburbanization and the expansion of other media led to the consolidation of newspapers, and two-paper towns became a rarity. As publishers of consolidated papers tried to appeal to a broader audience, and journalists developed a greater sense of ethics and responsibility, the press became less partisan.

the state of Kentucky, who does the informing today? Where do Kentuckians get the news they need to render informed judgments about public affairs and the people who make public policy in their names, in city, county, state and federal governments?

Increasingly, they get it from news outlets owned by out-of-state companies whose sensitivity to investors' demand for dividends can make them less likely to deliver the serious, in-depth journalism needed to sort out the complex issues of the day—from local controversies to state debates to questions of national interest. In some cases, however, chain ownership has improved news coverage.

The state's media landscape also has a rural-urban divide that is often reflected in the state's public policy debates. Kentucky is a state of small towns, relatively speaking, and its media outlets reflect that. Only two newspapers have circulations of more than 30,000, and most Kentuckians have no local broadcast television station.

Metropolitan media outlets' influence in Kentucky and elsewhere

is declining, as some shrink their coverage and circulation areas, and as urban and suburban residents get more of their information from national cable channels and online news sources.

However, rural and other community newspapers, which enjoy largely unchallenged franchises for the local information that is their stock in trade, are maintaining their circulation. Weekly circulation has remained stable over the last 10 years, while daily circulation has dropped by 70,000, to about 630,000.

Kentucky has 26 daily newspapers and at least 120 paid-circulation weeklies. All the dailies are part of chains, except the Bowling Green Daily News, which is owned by a local family, and the Kentucky New Era, owned by a local family corporation that also owns a local radio station and low-power TV station in Hopkinsville and a weekly paper in nearby Princeton. Nationally, 80 percent of dailies are chain-owned.

Chain ownership of newspapers has been increasing for more than 30 years. Nationally, about 60 percent of weekly papers are owned by chains. In Kentucky, just over half of weeklies are part of groups, some of which are regional, family operations that don't operate like corporate chains.

There are no public polls showing where Kentuckians get their news, but polling in Kentucky on such broad topics tends to reflect national trends. A Pew Research Center for the People and the Press (www.people-press.org) poll in February found that 71 percent of American adults regularly watch local television news, while 54 percent read their local daily newspaper regularly (not necessarily daily).

The poll found that, despite the explosion of such news sources as the Internet and rising levels of education, Americans appear to be no better informed about public affairs than they were before the explosion ignited. For example, fewer people were able to name the governor of their state: 66 percent, as opposed to 74 percent in 1989.

The Pew survey did not mention weekly newspapers, but in a 2005 poll taken for the National Newspaper Association in markets of fewer than 100,000 people, half the respondents said their local newspaper was their primary source of local information.

Perhaps the most significant change in the Kentucky media landscape in the past 20 years has been the end of the statewide reach of *The Courier-Journal*.

Local TV was far behind at 16 percent — partly because many such markets have no local television station, but also because print media offer greater depth of coverage.

The latter survey is more applicable to Kentucky because the state has more than 4 million people and only three markets exceeding 100,000—Louisville, Lexington and Northern Kentucky. Only the Lexington market is confined to Kentucky; Louisville news outlets must devote a substantial part of their resources to Southern Indiana, and the Northern Kentucky market is dominated by Cincinnati media that emphasize Ohio news.

Metro papers become more metro

Perhaps the most significant change

in the Kentucky media landscape in the past 20 years has been the end of the statewide reach of *The Courier-Journal*.

Even before the Bingham family sold the Louisville newspaper to Gannett Co. in 1986, the paper had cut back on its circulation area and was no longer available in all 120 counties (except by mail, and that could be a day late). But the paper was available in most counties, and it continued to cover the far reaches of the state, with bureaus in Paducah, Bowling Green, Elizabethtown, Lexington, Somerset, Hazard and Frankfort.

Those bureaus gradually shrank and disappeared. Today, only Frankfort remains, and it has just two reporters. It once had five, counting the political

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Metropolitan media outlets' influence in Kentucky and elsewhere is declining, as some shrink their coverage and circulation areas, and as urban and suburban residents get more of their information from national cable channels and online news sources.



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Newspaper Circulation in Kentucky

(Circulation according to Editor & Publisher Year Book)

GROUP, CITIES	CIRCULATION	GROUP, CITIES	CIRCULATION
Gannett Co. Inc. 248,476 daily/68,079 weekly		E.W. Scripps Co. 38,914 daily/5,011 weekly	
Louisville	218,796	Covington	28,167
Fort Mitchell	29,680	Henderson	10,747
Northern Kentucky	68,079	Morganfield	5,011
McClatchy Co.		Heartland Publications LLC 12,777 daily/26,385 weekly	
Lexington	141,124	Harlan	6,904
Landmark Community Newspapers Inc. 16,415 daily/100,510 weekly		Middlesboro	5,873
Elizabethtown	16,415	Leitchfield	5,300
Leitchfield	4,855	Russellville	6,000
Hodgenville	4,825	Hazard	6,775
Campbellville	7,600	Prestonsburg	8,310
Liberty	6,014	Lancaster Management Inc. 24,861 daily/7,209 weekly	
Lebanon	5,806	Pikeville	11,000
Springfield	4,500	Murray	7,459
Bardstown	10,300	Georgetown	6,402
Shepherdsville	9,177	Paintsville	5,200
Taylorsville	3,600	Schurz Communications Inc. 17,694 daily/11,804 weekly	
Lawrenceburg	6,100	Danville	10,485
Shelbyville	9,070	Winchester	7,209
LaGrange	8,438	Nicholasville	7,304
New Castle	4,500	Stanford	4,500
Bedford	1,930	Kentucky New Era Corp. 10,357 daily/6,000 weekly	
Carrollton	3,266	Hopkinsville	10,357
Owenton	4,129	Princeton	6,000
Williamstown	6,000	Hasco Newspapers 6,500 daily/7,438 weekly	
Cynthiana	6,500	Mayfield	6,500
Community Newspaper Holdings Inc. 47,949 daily/48,506 weekly		Mount Sterling	7,438
Ashland	17,936	Lee Enterprises	
Somerset	9,460	Maysville	9,051 daily
Glasgow	8,268	Dix Communications Inc.	
Corbin	6,166	Frankfort	8,299 daily
Richmond	6,119	Independent Daily	
Greenup	3,600	Bowling Green	20,970 daily
Grayson	2,700	<i>Compiled by Al Cross</i>	
Olive Hill	5,500		
Morehead	5,800		
London	19,800		
Whitley City	5,406		
Monticello	5,800		
Paxton Media Group LLC 61,235 daily/20,997 weekly			
Paducah	25,375		
Owensboro	28,238		
Madisonville	7,622		
Franklin	6,300		
Cadiz	4,897		
Benton	5,000		
Eddyville	2,300		
Calhoun	2,500		

reporter (a job that was Frankfort-based only when this writer had it, from 1989 to 2004). The paper's circulation area no longer includes eastern Kentucky or much of western Kentucky, reflecting a trend among metropolitan papers nationwide, and it no longer has an edition with a second section labeled "Kentucky."

The closing of the Hazard bureau was such a signal event that it was noted by *The New York Times*, which quoted longtime Mayor Bill Gorman: "We got the road situation improved and developed Eastern Kentucky because of the *Courier's* influence in Frankfort and in Washington, D.C. ... Closing the bureaus will hurt the regions they've been serving more than it will hurt *The Courier-Journal*."

Newspaper officials said at the time that the paper would keep covering major stories in the regions. The continuing examples of that have been stories about health care and coal-mine health and safety. The paper's Washington reporter, Jim Carroll, recently won two awards from the Regional Reporters Association, one specifically for coal coverage and a general award driven by that coverage. R.G. Dunlop, who was the Hazard reporter before joining the paper's now-abolished special projects desk in Louisville, has returned to the coal beat, and recently produced a package of stories on black-lung disease with health writer Laura Ungar.

The *Lexington Herald-Leader* continues to circulate in and cover eastern Kentucky, with bureaus in Hazard and Somerset, and is starting a new eastern Kentucky column by recently retired regional reporter Lee Mueller of the Paintsville area. The paper continues to embrace the east partly because Lexington remains a shopping center for people from the region, and the city's retailers consider it part of their market.

The *Herald-Leader* was bought last year by the McClatchy Co. of Sacramento, Calif., as part of the breakup of Knight-Ridder Inc., a chain that had owned the paper since the mid-1970s. Kentucky journalists generally agree that Knight-Ridder improved coverage by merging the *Herald* and the *Leader*, hiring now-acclaimed editor John Carroll and beefing up its regional and government reporting staffs.

McClatchy was widely viewed as the corporate buyer most likely to protect news operations at the former Knight-Ridder papers, but its stock price has suffered since the sale—as have those of many other newspaper chains, which are losing advertising to the Internet.

From big to small

The Louisville and Lexington newspapers account for a little more than half of the total circulation of Kentucky dailies, and perhaps less than half when *The C-J's* considerable circulation in Indiana is not included.

From the *Herald-Leader's* circulation of 111,000, it's a long way to the next larger papers in the state. Listing circulations between 25,000 and 30,000 are *The Paducah Sun*, the *Messenger-Inquirer* of Owensboro, and the Northern Kentucky editions of Cincinnati papers, the *Kentucky Post* and the *Kentucky Enquirer*. (The *Post* is to close at year's end, with the expiration of a joint operating agreement between its owner, E.W.

Scripps Co., and Gannett, which owns the much larger *Cincinnati Enquirer*.)

The circulation gap between larger and smaller Kentucky newspapers leaves the state without papers the size of a *Charleston Gazette* (65,000), which is a national leader in covering the coal industry; or a *Chattanooga Times Free Press* (70,000 daily, 97,000 Sunday), which offers strong state-capital and political coverage.

Smaller papers are less able to tackle big stories, but the Paducah and Owensboro papers still have a regional news outlook. The papers are owned by Paxton Media LLC of Paducah, which also owns the city's only TV station and weekly newspapers in the neighboring towns of Benton, Eddyville and Cadiz, and Calhoun, near Owensboro. *The Paducah Sun* circulates in 17 counties.

Paxton Media also owns *The Messenger*, a small daily in Madisonville, and the weekly *Franklin Favorite*, giving it a strong presence in the western third of the state. But while it has consolidated some of its management and production

operations, even printing the Madisonville paper in Owensboro, it has not coordinated its editorial operations on a regional scale.

The *Sun* sends longtime political writer Bill Bartleman to Frankfort for legislative sessions, but he does not write for the dailies in Madisonville or Owensboro, and the latter paper sends its own correspondent to sessions. Paxton President and CEO David Paxton told University of Kentucky student reporter Laura Clemmons in 2005 that it is "very important" for newsrooms to be managed locally. "There is no influence from Paducah in other newsrooms," he said.

Covering politics and government

The newspaper chain with the next largest daily circulation in Kentucky, Community Newspaper Holdings Inc., has a full-time Frankfort bureau, staffed by Ronnie Ellis, formerly of CNHI's *Glasgow Daily Times*. He provides localized coverage for the chain's five dailies and six weeklies in Kentucky. CHNI, one of the nation's largest chains, also has a state-capital

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bureau in Oklahoma, where it has 16 dailies and 15 weeklies.

Daily newspapers without reporters in Frankfort get state-capital coverage from The Associated Press, which has two reporters in the Capitol. The AP has undergone consolidations of its own; its Kentucky operations are now overseen by an executive based in Nashville, who also handles Tennessee.

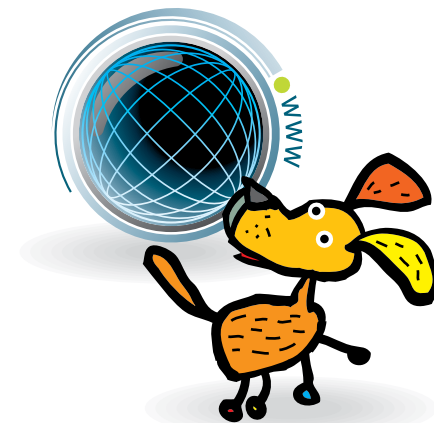
Frankfort's daily newspaper, *The State Journal*, is part of a small chain owned by an Ohio family. The paper staffs state political stories less often than before, but it has one of the stronger editorial pages in the state, directed by Todd Duvall, who writes a Sunday political column that is syndicated to other papers. The paper's editor, Carl West, is a former Washington correspondent who founded the Kentucky Book Fair, held in Frankfort each November.

The State Journal, like most Kentucky papers, does not make political endorsements. Generally, the smaller the paper, the less likely it is to endorse.

One Kentucky paper that bucks that pattern, and the trend of declining daily circulation, is *The News-Enterprise* of Elizabethtown. Its editor, Warren Wheat, worked at larger papers, including *USA Today*, and when he arrived in Hardin County in 2002 he thought the paper should start making endorsements in local races because the county and its cities had grown too large for most voters to be personally acquainted with the candidates. Now it even endorses in school board races.

Weeklies can shine

The News-Enterprise is the only Kentucky daily owned by a subsidiary



of Landmark Communications Inc., a privately held company that owns dailies in Greensboro, N.C., Roanoke, Va., and its home base of Norfolk. Its best known media outlet is The Weather Channel.

Landmark Community Newspapers Inc. is based in Shelbyville and has more newspapers in Kentucky than any other state—18 of its 81

Chain ownership of radio stations has downgraded local radio news in several Kentucky markets.

weeklies. Those papers, which form a territory of adjoining counties in the heart of the state, are part of the largest newspaper group in Kentucky. Landmark practices local autonomy, and its newspapers are generally known for their editorial quality.

In many cases, Kentucky weeklies do as good or better a job covering the issues as their daily counterparts. Some Landmark papers did an exemplary job covering last year's local elections, and some independently owned weeklies regularly defy the stereotype of the sleepy weekly that dares not offend.

Perhaps the best-known weekly in Kentucky is *The Mountain Eagle* of Whitesburg, where publishers Tom and Pat Gish have been holding accountable government officials and the coal industry for more than 50 years.

To the north, the *Big Sandy News* is a weekly like none other in Kentucky. Several years ago, it broke out of its base in Lawrence County to cover Martin, Johnson, Magoffin and Floyd counties, and it has established a regional circulation despite the presence of weeklies in each of those counties.

To the west, but still in eastern Kentucky, *The Sentinel-Echo* of London was named best weekly among the 54 in CHNI this year. Its circulation of 19,800 makes it Kentucky's largest

weekly. It publishes three times a week, the limit for the standard definition of "weekly."

In western Kentucky, a small paper that doesn't think small is the *Todd County Standard*, edited and published by Ryan Craig. It recently published a four-story package that pointed out the lack of high-speed Internet access in the county and demanded action. The content and design resembled that of a medium-sized daily.

Broadcasting

Chain ownership of radio stations has downgraded local radio news in several Kentucky markets. No longer does WHAS in Louisville have a nationally prominent, Peabody Award-winning news department.

While radio and TV are essentially headline services, some TV stations can be major players in news. Mark Hebert of WHAS-TV revealed then-Gov. Paul Patton's sex scandal in 2002, and he reports the most frequent public surveys in Kentucky, the automated telephone polls conducted at least monthly by Survey USA.

In Lexington, Bill Bryant of WKYT-27 also keeps his finger on the state's political pulse and interviews politicians and other public figures on his "27 Newsmakers," a weekly, half-hour program that is offered to other stations and videostreamed on the station's Web site. (Its sister station, WYMT-57 of Hazard, has a similar show.)

Bryant does less reporting now that he anchors the station's morning and noon news shows, so the Lexington reporter who gets the most time for stories about politics and government is veteran journalist Greg Stotlemire of WTVQ-36.

Public broadcasting plays an increasingly important role in Kentucky journalism. Several public radio stations fund a Frankfort reporter, Tony McVeigh, and one, WEKU-FM of Richmond, often has reporter Stu Johnson in Frankfort. The news staff at WKYU-FM in Bowling Green has a wide reach, thanks to multiple transmitters. WMMT in Whitesburg is public radio with a heavy emphasis on Appalachia.

The big dog in public broadcasting is Kentucky Educational Television, or KET. Its weekly "Comment on



Americans are projected to spend an average of 3,518 hours using the media this year, up from 3,333 at the beginning of the decade, according to the U.S. Census Bureau's annual

Abstract of the United States.

As reported by the Associated Press in December 2006, the projected number of hours of media use in different categories includes:

- 1,555 hours watching TV, up from 1,467 in 2000
- 974 hours listening to the radio, up from 942 in 2000
- 195 hours using the Internet, up from 104
- 175 hours reading daily newspapers, down from 201
- 122 hours reading magazines, down from 135
- 106 hours reading books, down from 107
- 86 hours playing video games, up from 64

Kentucky" show has developed a loyal audience over 33 years, but could change with the November retirement of host Al Smith, who started the show and produces it as an independent contractor.

The most visible journalist at KET is Bill Goodman, who hosts three weekly shows: "Kentucky Tonight," an hour with panelists on issues; "One to One," a half-hour interview with an individual; and "bookclub@KET," on a book by a Kentucky author. Goodman also anchors the state network's legislative coverage, which now includes videostreaming – giving Kentucky something like a state version of C-SPAN. Thomas Jefferson would applaud.

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State's largest media company is a family operation

BY AL CROSS AND LAURA CLEMMONS

The largest media company based in Kentucky is a privately held, family operated company that once bore a Democratic emblem but has become a reliably Republican voice in its hometown.

Paxton Media LLC is the operating vehicle for the Paxton family, which has published a daily newspaper in

The Paxtons started and still own Paducah's only television station, WPSD-TV, which shares a market with stations in Cape Girardeau, Mo., and southern Illinois.

Paducah for 111 years. In the past 20 years, it has grown to become one of the nation's largest private newspaper chains, with 30 daily newspapers and 22 weeklies, most of them in the Southeast or Indiana.

The Paxtons started and still own Paducah's only television station, WPSD-TV, which shares a market with stations in Cape Girardeau, Mo., and southern Illinois.

The TV station's call letters stand for the name the newspaper adopted in a 1930s merger, *Paducah Sun-Democrat*. It became *The Paducah Sun*



in 1978 after fourth-generation editor Jack Paxton, a former NBC television correspondent who wanted the paper to be seen as impartial, took over the editorial side.

It was a time when social issues such as gun control and abortion were trumping the economic populism and government programs that had kept the region strongly Democratic. President and CEO David Paxton said in a 2005 interview that the changes in the paper reflected the socially conservative environment.

Jack Paxton died in a crash of his private airplane in 1985. His brother, Jim Paxton, became editor and began steering the paper's editorial page in a more conservative direction. Then his father, Fred, became an informal adviser to newly elected Republican Sen. Mitch McConnell, who saw western Kentucky as the key to GOP success in the state. And in 1991, David Paxton, another brother, brought his skills as an investment banker to the company and accelerated its expansion.

Today, Paxton Media owns the dailies in Owensboro and Madisonville and five weeklies in western Kentucky.

More typical of the firm's ownership patterns are its 10 small dailies in Indiana, each with a circulation of less than 11,000, the approximate average for a Paxton paper. One of its recent acquisitions is the Huntington (Ind.)

Herald-Press, owned by the family of former Vice President Dan Quayle.

The company has four dailies in Arkansas, with total circulation of 42,000, almost half that in Jonesboro, about 140 miles from Paducah across the Missouri boot heel. It has three dailies each in Georgia and Kentucky, one each in Louisiana, Michigan, Mississippi and Tennessee, and six in North Carolina that have a total circulation of 93,812, its largest in any state.

The company's largest paper is *The Herald-Sun* of Durham, N.C. which had a circulation of 50,000 when the company bought it in January 2005 but has since dropped to 39,000, according to the *Editor & Publisher Year Book*. At the time of the purchase, the paper was almost twice as large as the *Messenger-Inquirer* of Owensboro, circulation 28,000; Paxton made heavy staff cuts in Durham, saying the paper was overstaffed.

Beyond staffing levels, the chain, like many others, allows local editorial autonomy. At its flagship paper, though, it has exercised a strong editorial voice, usually reflecting conservative or Republican views.

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Technology, news and youthful trends

BY WILL WARREN

A publisher of newspapers for children and adolescents is in a dilemma about what he should or should not display on the front page of his paper.

He wants to show a picture of the execution of Saddam Hussein, but doesn't know how people will react to such a photograph. The editor, being considerably older, doesn't realize



that a majority of his readers, especially the younger ones, have already seen the whole execution on YouTube or from another Web cast.

Where did I read this story? Not from a more conventional report in a newspaper or magazine, but from a podcast, on my newly purchased iPod.

Webcast? iPod? These are becoming regular terms and news sources for the younger generation in Kentucky and the nation. As the use of the Internet becomes more developed, so are the sources for news.

The days of sitting down with the morning paper may be coming to an end, and the future of news may be found on the World Wide Web. Even local television stations with major news operations offer Web sites that provide regular news updates.

According

Webcast? iPod? These are becoming regular terms and news sources for the younger generation in Kentucky and the nation.

to a report by the Carnegie Foundation, 39 percent of people cite the Internet as the source of most of their news; local TV was listed second, with 14 percent.

The mind set of young people has accelerated the preference for news choices. Most young people want the news when they want it—in the most readily accessible form possible. As noted by Bryan Raisor, vice president of external affairs for the Lexington Young Professionals Association: "LYPA sends out a weekly e-newsletter. ... This is the quickest and easiest form possible to develop the happenings of the organization and keep members informed regularly."

One trend of the past two decades has been the decreasing amount of time that young people actually spend reading or hearing the news. The cadre of 20-somethings has trimmed 16-17 minutes from the part of their day that they devote to news. This change has coincided with increased use of the Internet. Young people today want news quickly, and they don't want to spend a lot of time sifting through items that don't pertain to their interests.

In addition to advances in technology, cable news is making a surge as a dominant player for

youth news outlets. In a recent article produced by the World Association of Newspapers, 29 percent of youth ages 18-29 reported watching cable news compared to 18 percent who reported watching nightly network news stations. Older Americans, however, report watching about the same percentage of both news sources.

The decline in newspaper readership isn't surprising. This trend has been apparent throughout the last decade. It is alarming, however, how much discrepancy there is between older and younger news consumers.

The World Association of Newspapers reported that 23 percent of survey respondents ages 18 to 29 said they had read a newspaper the day before they were surveyed; 52 percent of the respondents age 50 to 64 and 60 percent of those above 65 reported the same.

Young people are more likely to read a magazine or a book for pleasure on a daily basis than they are to pick up a newspaper. Raisor watches daily news reports on television and reads the newspaper when he can. He believes young people should get "a variety of news from different sources, in order to balance the bias often created by the media."

Any young professional or 20-something who is unfamiliar with YouTube, Facebook or MySpace would have to have been hiding under a rock for the last several years. These

social networking phenomena are used by Kentucky's youth and youth around the world.

Facebook is one of the most visited sites on the Internet, ranking in the top 10-20 sites as of June of this year. It is the No. 1 site for posting photos in the United States. MySpace is the sixth most popular site in the world.

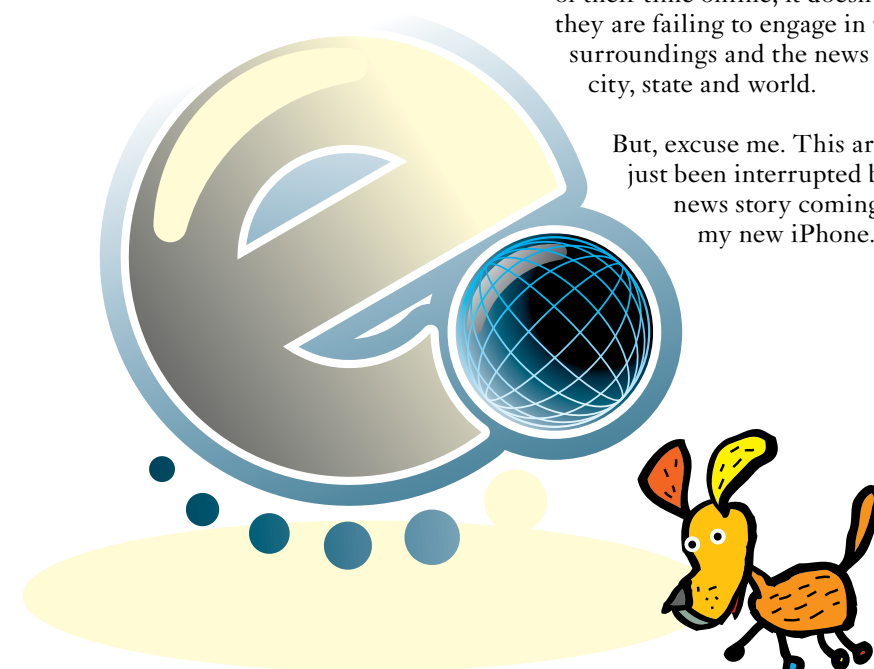
Both were created, not by an older tech-savvy entrepreneur, but by a Harvard sophomore (Facebook) and a recent University of California graduate (MySpace), frequently referred to as "Tom."

Facebook became a stomping ground for the candidates during Kentucky's recent gubernatorial primary. Almost every candidate had a profile, generated by a volunteer staff member or an enthusiastic well wisher, who was usually a younger person. The phrase "word of mouth" may soon become an antiquated way of getting information as more youth hear about a development through Facebook.

Older generations have traditionally accused younger ones of being less engaged in public affairs or less caring about the news of the world around them. Today is no different, as older Kentuckians frequently accuse today's youth of being self-absorbed in their technology.

What older Kentuckians and Americans must realize is that just because young people aren't picking up a newspaper or are spending most of their time online, it doesn't mean they are failing to engage in their surroundings and the news of their city, state and world.

But, excuse me. This article has just been interrupted by a news story coming in on my new iPhone.



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Blues festival raises money for Crusade, community spirit

Blues, barbeque and spirited volunteers are the key ingredients in a successful community event that focuses on raising money for special needs children while providing family friendly entertainment.

The Jeffersontown-Crusade Blues Festival, winner of an Enterprise City Award in 2006, is going strong and growing after three years raising money for the WHAS Crusade for Children in Louisville.

The Crusade for Children, established in 1954 by WHAS-TV,

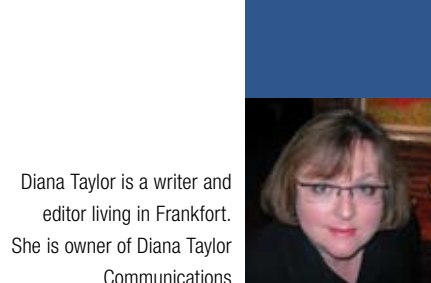
has raised more than \$118 million for schools, agencies and hospitals that have provided services to an estimated 3 million children throughout Kentucky.

The Blues Festival is held on the third weekend of May and is sponsored by the City of Jeffersontown and local businesses and organizations whose donations help underwrite the festival costs.

Since being organized in 2005 by what was then an ad hoc committee for Mayor Clay Foreman, the founder, the festival has expanded to include several events in addition to performances by blues bands. Included on the list this year:

- A golf scramble at a local country club
- An educational seminar from the Kentuckiana Blues Society that provides an overview of the history of blues
- A silent auction featuring items donated by local businesses
- A "Downtown Blues Bash" at the Gaslight Inn in Jeffersontown
- The blues festival itself which, along with a balloon glow, is held at the Jeffersontown Veterans' Memorial Park

"It was a great time," Mayor Foreman said. "Residents came



Diana Taylor is a writer and editor living in Frankfort. She is owner of Diana Taylor Communications



out by the hundreds and listened to music, sat under the shade trees. This year we raised \$5,000 for the Crusade for Children—double what we did last year."

The festival provides a strong example of a public-private partnership organized by Jeffersontown with the assistance of citizens, local businesses, hot air balloonists, food vendors, musicians and sponsored children's attractions.

The food vendors donate their profits to the Crusade, and the bands play at no cost. The proceeds of the silent auction are donated as are the

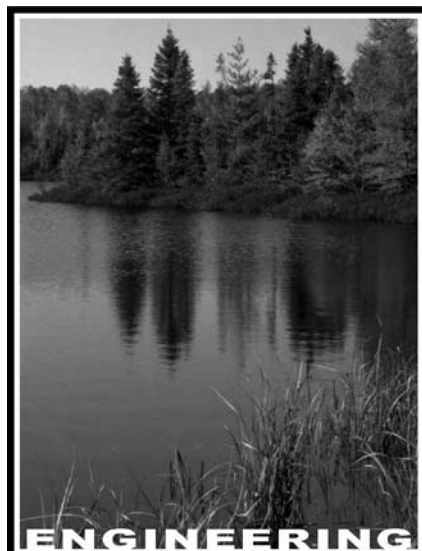
collections from "Blues Buckets" that are scattered around the grounds.

"The value of this music festival to the Jeffersontown community takes several forms," organizers noted on the Enterprise City Award application.

"It is another opportunity for Jeffersontown city government to offer safe, family-friendly activities for its youth and adults alike."

"First, it allows Jeffersontown citizens and blues music lovers to contribute to the Crusade for Children. After all, it is really about helping special needs kids. Second, the Blues Festival is one element in the quality of life in Jeffersontown. It is another opportunity for Jeffersontown city government to offer safe, family-friendly activities for its youth and adults alike.

"And finally, it is an opportunity for people to gather and reconnect. In this fast-paced world we live in, the more opportunities people have to slow down and talk to each other, the better off we are."



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Keith Knapp is the Chief Operating Officer of Christian Care Communities, Inc., in Louisville, Kentucky's largest not-for-profit provider of long-term care and senior housing.



Aging population offers economic opportunity for communities

The story goes that two boys were taken to a room filled knee-deep with manure and straw. The first one frowned, sat there looking depressed, and soon cried out in anger, "What did I do to deserve *this*?" Minutes later, the second boy replaced him and immediately began throwing the room's contents high in the air, happily exclaiming: "There's *bound* to be a pony in here *somewhere*!"

Kentucky's anticipated demographic shift toward an older population has been the subject of earlier

If we plan wisely, Kentucky can do more than merely survive in the changing times, it can actually thrive in the "age wave" coming to our shores.

articles in *City*. And the tone of most conversations about what might be called the Baby Boomer Parade has been one of alarm, doom and gloom. The focus has been essentially on such questions as: How will we pay for expanded services and public benefits? Who will provide the needed care?

But assuming the attitude of the second boy could give us a different perspective. Instead of seeing the challenges of an aging population as threats of an impending disaster to prevent, we could start looking for the pony – in fact, the *ponies*, because there is a veritable herd of them.

If we plan wisely, Kentucky can



do more than merely survive in the changing times, it can actually thrive in the "age wave" coming to our shores.

Evidence-based planning...or, get the facts

Two books should rise to the top of the must-read list of every Kentucky economic development official, mayor, county judge executive, city councilmember, fiscal court magistrate and state legislator. Dr. Ken Dychtwald's *Age-Wave: How the Most Important Trend of Our Time Will Change Your Future* not only describes the ponies that have already begun arriving, but provides important and useful information about the ones still on their way. It offers an enlightening introduction to the promising business and societal opportunities presented by a maturing population.

The other book is a useful by-product of a recent PBS documentary by the same title, Richard Croker's *The Boomer Century, 1946-2046: How America's Most Influential Generation Changed Everything*. Reading both

provides a complete picture of the emerging reality.

More ponies

Making Kentucky an even more attractive and secure place to live in retirement can help prevent out-migration by seniors, who control a disproportionate share of the state's private asset wealth. It can also help entice seniors who have left the state to return. Keeping these resources in Kentucky—thereby enhancing the assets held by the state's financial institutions—would boost those institutions' capacity to aid local economic development efforts.

Furthermore, communities should focus on recruiting more businesses that provide supplies, equipment and ancillary services for older adults. Because of our geographically central location in the midst of states that share our demographic circumstances, we have a great opportunity to develop a strong regional and national reputation for innovation and leadership in serving older and disabled adults.

Capitalizing on Kentucky's human resources

Discussions about job creation and retention tend to romanticize high-tech and manufacturing jobs. Yes, they are high-yielding additions to the tax base, and they contribute positively to the quality of communities. But the focus on such jobs tends to overlook a significant number of currently available Kentucky workers and the impact they could have on the state's future.

Realistically, there are many Kentuckians who simply have a very poor prospect of transitioning into the more highly sought-after jobs because of their low level of formal education, learning limitations or language barriers. The rungs on the economic ladder are simply too far apart for some. An alternate ladder could be fashioned for these people, one that represents the expected explosion in the demand for direct elder care-giving.

Caregiving professions offer economic opportunities

Greater demand for the care of an older population almost certainly will mean increasing employment opportunities in institutional care—nursing homes, assisted living facilities, continuing care retirement communities—and in such home- and community-based services as home care agencies, adult day care centers, hospice and others. These are jobs that in all probability will remain in Kentucky.

It's also important to consider that every state dollar included in Medicaid budget for long-term care results in a return of about 2.25-to-1 to the local and state economy. Because long-term care is very labor-intensive, increases in

Medicaid spending for long-term care largely pay salaries. The people who earn these salaries will, in turn, pay income, property and sales taxes while they bolster the economy as consumers. It is in Kentucky's best interests to attract more workers to the field of long term care, and to adequately pay them.

Helping families move from joblessness and dependence on public support to gainful employment can produce the double benefit of reducing welfare payments and increasing tax receipts.


After 10 years of welfare-to-work programs, it is apparent that more attention should have been given to providing effective assistance such as affordable child care and transportation during a newly trained worker's transition to full employment and to overcoming disincentives for remaining employed—such as being required to give up more comprehensive health coverage to accept a job with fewer benefits.

Other proposals to recruit more long-term care workers include incentives for the temporarily unemployed to work as direct caregivers during their job search and offering either student loan reduction plans or tuition discounts at colleges and universities.

Saddle the ponies

Can Kentucky begin thinking more like the second little boy? Will our communities choose *which* new pony to ride or get left in the dust as the herd stampedes by? There's some time left to decide, but not much! It's time to get busy exploring the aging service opportunities that can work best for our communities and start planning for the new "Elder Economy."


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Tad Long is Director of Business Development for the NewCities Institute.



NewCitizen Kentucky partnership focusing on leadership

As the mantle of leadership for Kentucky's local communities passes to a new generation, many cities and counties are asking themselves, "Where will these new leaders come from?"

The 21st century has brought fundamental change to local communities as well as the nation as a whole. More than ever, people are disconnected from global events, choosing to lock themselves in their homes at night and watch reality

television to escape the "real" reality.

As they disengage, people are also turning away from public service. Recent local elections found some communities without enough

"Where will these new leaders come from?"

candidates to fill the ballot.

The challenges of invigorating skeptical citizens to engage in public discourse and service prompted three Kentucky organizations to form a strategic partnership: "NewCitizen Kentucky." Its mission is to "raise the bar of civic participation across the entire Commonwealth of Kentucky."

In the fall of 2005, Dr. Michael McCall, president of the Kentucky Community & Technical College System, and Sylvia L. Lovely, executive director/CEO of the Kentucky League of Cities and president of the NewCities Institute, convened a small group of staff members to discuss ways their organizations could address the growing disconnection between citizens and their communities.

KCTCS, with its 16 colleges and 65 campuses, has a statewide reach into most communities in the state. The Kentucky League of Cities, with its 380 members, represents more than 90 percent of the state's cities. The NewCities Institute, created by KLC in 2001 as a nonprofit educational

foundation with an international outreach, brings practical experience in community-building and citizen engagement to the table through its 12 Principles of Community Building.

McCall and Lovely believe that community participation through public service should again become part of citizens' everyday lives. Citizens working together to find innovative ways to improve their communities is as important a contribution as working on a specific project.

In other words, being an engaged citizen is more than volunteering once or twice a year. Although volunteering is vital to a strong community, civic engagement in creating community solutions is critical to the survival of our democratic ideals.

NewCitizen Kentucky is foremost about citizen involvement in community life. The initiative includes several elements targeting students, community leaders and citizens.

The first initiative of NewCitizen Kentucky is Leadership KCTCS. The goal of Leadership KCTCS is to give students an opportunity to interact with local leaders, observe community leadership at work and initiate an activity within their own communities.

Geared toward select students from each of the KCTCS institutions, the program will give participants practical experiences and learning

opportunities in communities throughout Kentucky that are built around the four broad themes of the NewCities Principles: people, perspective, place and prosperity.

The seven-month program will bring together academic and community leaders who will share their leadership experiences with the students. The students will then observe or initiate an activity that embodies the principles they have been taught. Participants will also shadow community leaders to learn about and observe the decision-making process that affects their lives and will write a paper reflecting their own observations about leadership.

NewCitizen Kentucky will also provide a safe harbor for local leaders to discuss regional policy issues. KCTCS facilities provide a neutral setting for local officials, citizens and business leaders to work toward a common understanding of and solutions for problems that are sometimes difficult to discuss.

KCTCS presidents understand local challenges. As conveners of forums to discuss these challenges, they can offer their services and facilities to encourage constructive conversations that will lead to community solutions.

The Kentucky League of Cities

offers local officials and municipal employees many educational opportunities to improve their leadership skills. One of the challenges in delivering timely training programs is the distance that trainers and local leaders must travel to attend seminars and workshops.

Many locally elected officials serve their communities in a part-time capacity. They have full-time jobs elsewhere and must take time from work to receive this training. KCTCS provides KLC members an education and training delivery system that will substantially reduce the distance that city officials must travel. The expected result will be better informed public servants



who are equipped to lead our communities in facing the challenges of a global economy.

One of the most important aspects of NewCitizen Kentucky is the ability to benchmark and track results over time. The success of the initiative will be measured in several ways, including the number of participants in various programs; whether any of the participants decided to run for office or serve in local government; whether they became involved in local civic organizations; what local problems were identified or resolved; and whether voting increased among participants.

If only an additional 1 percent of Kentucky's population becomes involved in public dialogue, local leadership or public service as a result of this initiative, NewCitizen Kentucky will have had a significant impact.

Where will leadership for Kentucky's communities emerge? NewCitizen Kentucky is predicated upon the belief that leadership can spring from anywhere. And isn't that an innovative concept?

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The Gen X factor: cities look for qualified candidates to replace retiring boomers

BY SARAH RAZOR

It's time for a pre-algebra pop quiz. The United States Bureau of Labor Statistics reports that 59 percent of officials and administrators in federal, state and local governments are age 45 and older. Within the public administration industry, 42 percent of employees are projected to retire by 2008. This many upcoming retirements will dramatically affect city government occupations.

Who will replace the baby boomers?

If you answered X, you get partial credit. Generation X is a very important part of the solution, but there are far fewer Gen Xers than there are baby boomers.

The demographic boundaries of Generation X are not well defined, but it is generally made up of the roughly 50 million people born between 1965 and 1979. That's about 12 million less than the boomers born between 1946 and 1964.

This major demographic change is frequently headline news because the shortage in skilled workers will hit hard across all sectors. Unfortunately, the public sector will be facing an even greater shortage of administrators and managers.

Local leaders and city officials in Kentucky are already facing a surge of retirements of highly skilled personnel and a shrinking pool of qualified candidates. In Leitchfield, the police chief, public works director, utility superintendent and fire chief are all on track to retire in the next year.

"We'll look internally first, and if someone isn't as qualified, we'll have to look outside," said Kerry White, Leitchfield city clerk and treasurer.

Because of the gap in the number of workers between the generations, competition will be fierce for trained young professionals to fill positions in government.

Sarah Razor is a Research Analyst for the Kentucky League of Cities.



Partisan politics and the limits of small-town life and pay make it even harder for some cities to attract and retain qualified young and mid-career professionals.

"We have seen an increase in retirements in police and fire departments. The issue for us is getting enough recruits in training to fill positions," said William E. Moller, Covington's assistant city manager.

To ensure that a group of qualified recruits is available when police and fire positions open, Covington is moving toward continuous testing of candidates rather than holding tests once or twice a year.



In 2006, the International City/County Management Association (ICMA), a local government leadership and management organization, conducted a national survey of 369 cities regarding hiring practices and the relationship between local government employees and master's degrees in public administration (MPA) and public policy (MPP).

The survey found that 75 percent of current government supervisors who had supervised someone with an MPA or an MPP rated the leadership potential of those employees as better or much better than other professional employees doing the same work. In

addition, 81 percent of supervisors rated the general performance of employees with MPAs or MPPs as better or much better than other professional employees doing the same work.

While professionals with an MPA or MPP are qualified to fill the gaps left by retiring boomer government

assistant professor in the Department of Government at Eastern Kentucky University.

"City management is a great opportunity to be very involved in a community, but it's hard to come in as an outsider," noted Will Warren, a recent graduate of the MPA program at the University of Kentucky and an intern with the NewCities Institute.

"There are several fellowship programs for the federal government and internship opportunities within state government, but there is no feeder program for city government," he said.

The answer to the question of who will replace the baby boomers is not going to be as simple as a pre-algebra problem, but there are some promising young professionals who want to work in the public sector. It seems that the missing part of the equation is connecting city officials with them.

"The biggest problem is that there is no central place for students to get information on hiring," Stewart said.

"Students are definitely interested in working in local government but get very little information on how to do so."

administrators and officials, local governments are struggling to connect with these graduates.

"Students are definitely interested in working in local government but get very little information on how to do so," explained Dr. Kendra Stewart,

"A central place for job information and tips for working in local government would probably be the best thing that could happen towards attracting the best and the brightest to cities."

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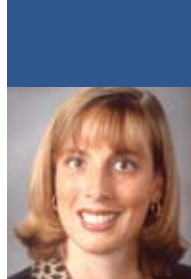
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Robyn Miller is Member Services Manager for the Kentucky League of Cities.



News from Kentucky's communities

Owensboro police detective wins medals at World Police and Fire Games

Owensboro Police Detective Courtney Yerington returned home from Australia earlier this year with bronze and gold medals she won in the World Police and Fire Games. The Olympic-style games are held every two years and draw nearly 8,000 competitors from 60 countries. Active and retired police and fire personnel compete in 65 sporting events by age group and weight class. Yerington is the first officer from Owensboro to compete in the games. She earned a gold medal in the push-pull event where she combined a bench press of 110 pounds and a dead lift of 230 pounds for a combined weight of 340 pounds. Yerington, who weighs 115 pounds, also earned a bronze medal by lifting twice her body weight in the bench press. She plans to compete again in the 2009 games to be held in British Columbia, Canada.

Source: Owensboro Messenger-Inquirer

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Colonel Path opens in Richmond

Richmond and Eastern Kentucky University officials recently announced plans for the Colonel Path, a safe walkway to link the campus with downtown. The city plans to reconstruct and widen a fractured sidewalk, install new lighting and repave Madison Avenue.

EKU's Colonel logo will guide pedestrians along the path. If feasible, the street or sidewalk surface will be tinted maroon, EKU's school color. The university plans to help by landscaping the path, according to President Joanne Glasser.

The city hopes to have the improvements complete in August when students return for the fall semester. Richmond has applied for funds from the state's Safe Schools program to pay for sidewalk materials. Two emergency telephones near each terminus of the Colonel Path will allow pedestrians to summon police quickly. The call box near EKU will be linked to the campus police; the other one will connect to Richmond police.

By using its own employees to replace the fractured sidewalk, the city hopes to keep construction costs down.

Glasser and Richmond Mayor Protem Robert Blythe praised leaders of EKU's Student Government Association for originating the Colonel Walk idea and persuading city and campus officials to support it. Many EKU students do not have cars, and more will likely patronize downtown businesses if they feel safer walking to and from campus, Glasser said.

Source: Richmond Register

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Louisville neighborhood redefines brownfields

The acronym NIMBY (not in my

backyard) is a familiar one as the battle cry of any neighborhood opposing the development of something that is considered undesirable.

For a variety of reasons, residents often don't have a say in what happens to the property around them.

However, a grant from the U.S. Environmental Protection Agency is helping to make sure that doesn't happen to the Park Hill Corridor in west Louisville. In October 2005, the Center for Environmental Management at the University of Louisville, in partnership with Louisville Metro Development Authority and the Center for Neighborhoods, received a three-year grant to create an outreach program that brings stakeholders together to participate in brownfield revitalization within the corridor.

"By increasing local knowledge about redevelopment and brownfield revitalization, we are encouraging reinvestment in the Park Hill Corridor," said Mayor Jerry Abramson. "That reinvestment will bring with it new jobs for area residents, stronger neighborhoods and sustained vitality for the larger community."

The Park Hill Corridor was historically Louisville's manufacturing hub, but over the years it has suffered job losses and a general decline in population. This area was once home to factories such as Philip Morris, Fawcett Printing Company and Corhart Refractories. The closure of these and other facilities over the past three decades created a distressed area that is severely limited in its ability to attract new investment and is characterized by high unemployment and poverty rates. But in many ways, it is a perfect opportunity for this stakeholder group to come into play.

The outreach program, Redefining Brownfields, is a series of interactive workshops that foster community

participation in the redevelopment process and build knowledge about brownfield redevelopment, particularly in the Park Hill Corridor. The program is bringing residents, developers, nonprofits, social service providers, bankers, landowners, business owners, religious leaders, environmental specialists and others together to help develop a vision for the corridor that can be used in a larger planning effort. Redefining Brownfields began in 2005 and will continue through 2008.

Sessions in the first year covered topics such as Brownfields 101, best practices and community building, how clean is clean, city resources, and jobs and housing. Eight workshops and four educational meetings focused on the history of the area and its current status, identification of the corridor's assets and the creation of a vision for future development.

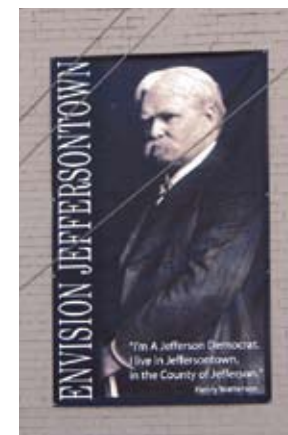
One of the workshops included a bus tour of Park Hill's brownfield properties. The sessions were well attended.

In its second year, Redefining Brownfields is developing new

projects suggested in year one, and is crafting its role in long-range planning for the corridor. The sessions continue to shed light on the issues surrounding redevelopment and bring together a diverse group to share their ideas, concerns and questions as they work together to revitalize the Park Hill Corridor.

For more information on the session and the Brownfields Institute, visit www.redefiningbrownfields.org. Reprinted from *The Kentucky Brownfield Update*

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Jeffersontown unveils mural project

The city of Jeffersontown is paying tribute to prominent former residents with murals on downtown buildings. The first two murals were unveiled earlier this year and



feature black and white portraits of Henry Watterson and Roscoe Goose. Watterson was a longtime editor of *The Courier-Journal* in the late 1800s. Goose was a jockey who rode Donerail to victory in the 1913 Kentucky Derby. The murals are part of an effort to educate citizens, instill community pride and contribute to the city's downtown renewal efforts. The city plans to add more murals in the coming months.

Source: *The Courier-Journal*, Louisville



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City Q&A WITH JOHN CARROLL

John S. Carroll retired as editor of the *Los Angeles Times* in 2000 following five years in the position. The newspaper won 13 Pulitzer Prizes during his tenure, including a Gold Medal for Public Service in 2005.

Before joining the *Times*, he was editor and senior vice president and editor of *The Baltimore Sun*, a post he took in 1991 after working as editor at the *Lexington Herald* and *Herald-Leader* from 1979 to 1991. His career also includes earlier work at *The Baltimore Sun* as a Vietnam correspondent, a Middle East correspondent and a White House correspondent; at the *Philadelphia Inquirer* in several editor positions; and at the *Providence (R.I.) Journal-Bulletin* as a state staff reporter.

City asked Carroll, who returned to Lexington following his retirement, to share his views on a few issues related to the news media.

Q: Does it really matter who owns the media?

A: Definitely. Some owners have integrity; some don't. Some owners consider journalism a public trust; some see it more cynically, as a way to make money by whatever means necessary.

Q: Is local ownership better than ownership by a distant corporation?

A: Sometimes. Many newspapers, such as the *Lexington Herald-Leader*, improved under corporate owners. Others, such as the *Louisville Courier-Journal*, declined. Now that the Web has put the newspaper business into a tailspin, corporate owners are damaging their papers by keeping profits unsustainably high. Local ownership is no guarantee of



John Carroll announces his retirement to the *Los Angeles Times* news staff.

enlightened journalism—far from it—but personally I'd like to see local people get another crack at papers like Louisville's and Lexington's.

Q: Is local TV news succeeding?

A: In terms of ratings, it's succeeding amazingly well in comparison with other media. Journalistically, though, it's not doing so well. Serious coverage of the complex issues facing Kentucky is rare. Across the nation, local TV news tends to be driven by surveys of what the audience wants, which leads to coverage of violence, entertainment, sports and weather. These topics aren't without merit, but citizens need a lot more in order to govern themselves intelligently.

Q: How about the Web?

A: Journalism on the Web, and on talk shows for that matter, tends to rely on the original reporting of other media. Blogs can be interesting. Unfortunately, they can also be uninteresting and, worse, misleading. But because of their limited resources they're no replacement for the mainstream media.

Q: Are the mainstream media as bad as the talk shows and blogs say?

A: Criticism by the newer media has exposed a number of shortcomings in the so-called MSM and forced them to be more careful. But the best of the MSM—the *New York Times*, for example—are still far and away the nation's best sources of original news coverage. My belief is that America's best newspapers have, in my lifetime, been the best news media the world has ever produced, and they're not all that far from their peak. Sure, they're far from perfect. But daily journalism always is.



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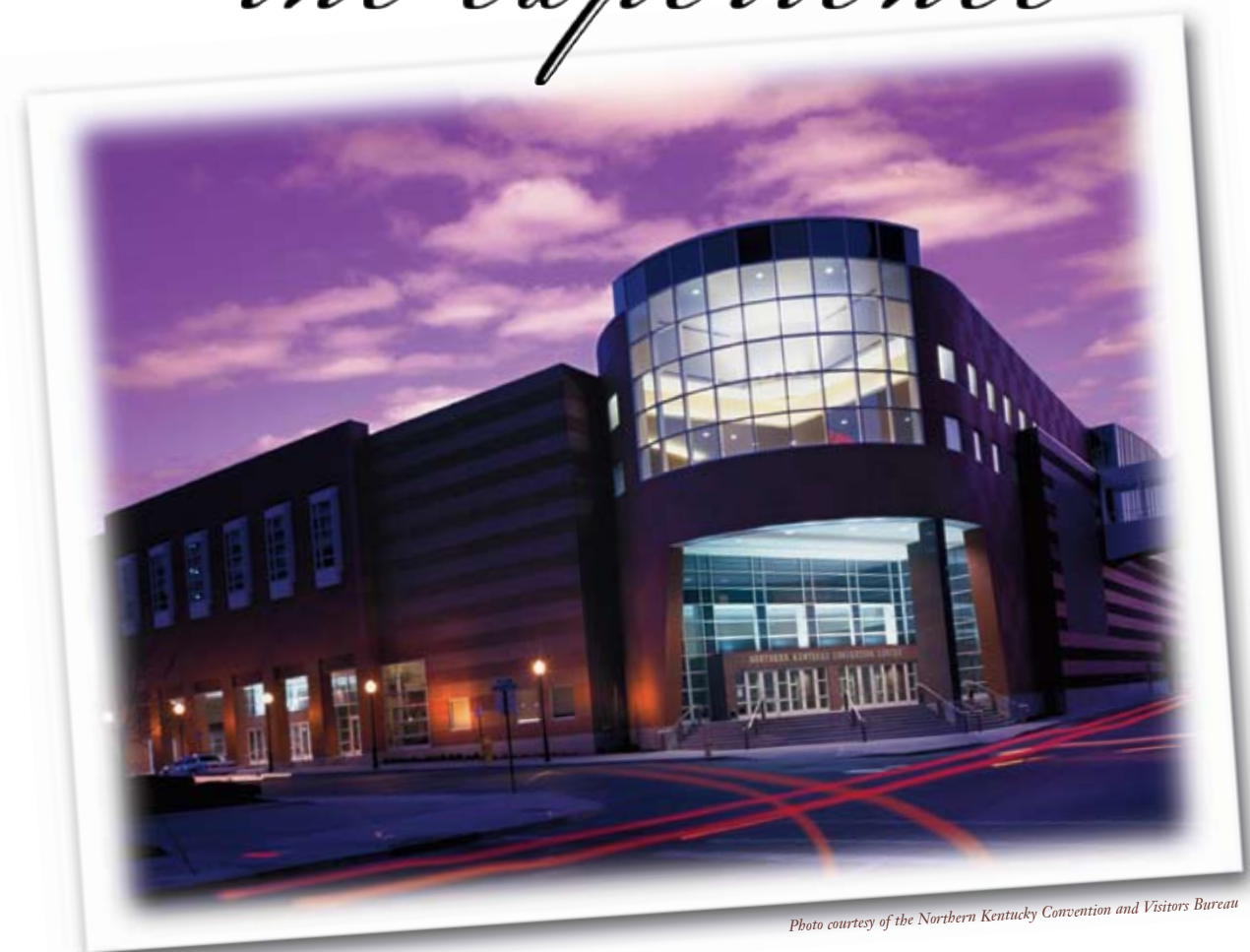


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