



Lancaster News pairs with KFC to promote \$500 cash drawing

Goal to increase single copy sales, showcase sample edition

Linda O'Neil, Lancaster (SC) News Circulation Manager, developed an idea that crossed departments. This idea's intent was to increase September single copy sales, showcase a sample product thus increasing September subscriptions and increase advertising revenue.

This idea was to do a Lancaster News sampling with 100% distribution in the 29720 zip code. The sampling went in the mail on August 31st and Sept 1st as to not impact single copy sales. The content of the sampling included a full page subscription offer and an advertisement detailing a \$500 Cash Giveaway Drawing that anyone could enter throughout September with the newspaper entry forms that would be included in every publication.

The additional cost of the sampling, which included labor, materials and postage, and the \$500 cash winnings, would be sponsored by an advertiser.

An advertisement package was put together and sold by the advertising department. Donna Stokes, advertising consultant, sold the package to Kentucky Fried Chicken.

As you can see from the photo of a group of us counting the entry forms, this was a great success! We received a record 4,600 entries, advertising revenue increased and single copy sales increased. In fact, we were selling 10, 15, 20 papers at a time to people walking in the door. On the last day of

September, Susan Rowell and Lori Sistare stood by the front doors with the ballot box so our receptionist, Debbie Gallien, could get her work done and not have to deal with all the foot traffic.

Most importantly, our Annual September Circulation Goal Numbers surpassed last year by .4%.

We had fun with it and learned many ways that we will improve it next year.



Counting the 4,600+ reader entries were from left clockwise, Donna Stokes, Leighanne Donahue, Bobby Vaughn, Lori Sistare, Dawn Field, and Linda O'Neil.

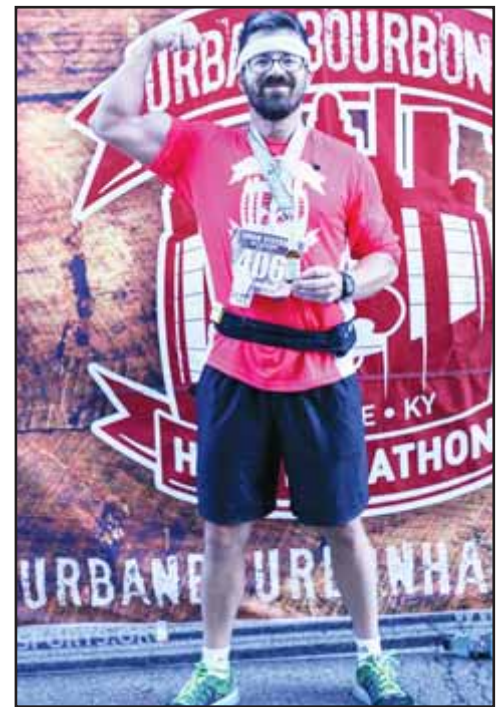
Happy Thanksgiving!





Get your paper here

Kacie Goode Emerson, a reporter for the Kentucky Standard in Bardstown, won the office Halloween costume contest Monday, Oct. 31. Emerson dressed up as a newsboy.



Completes Urban Bourbon Half Marathon

Central Kentucky News-Journal Reporter/Photographer Franklin Clark recently raced in the Urban Bourbon Half Marathon in Louisville. His clock time was 2:04:10.64, and he finished 99th in the men's 30-34 division.

LCNI news



LINDA BARNETT, EDITOR

LCNI NEWS MAKERS who submitted news for August, September and October are highlighted in blue

Newspaper	Location	Coordinator
MetroWest Newspapers.....	Brighton, CO.....	Beth Potter
Evergreen Newspapers.....	Evergreen, CO.....	Doug Bell
Clear Creek Courant.....	Idaho Springs, CO.....	Doug Bell
Chiefland Citizen.....	Chiefland, FL.....	Lou Elliott Jones
Citrus Publishing.....	Crystal River, FL.....	Deb Kamlot
Gator Bait.....	Gainesville, FL.....	Marty Cohen
Gadsden County Times.....	Quincy, FL.....	Cheri Harris
Osceola.....	Tallahassee, FL.....	Bob Ferrante
Wakulla News.....	Crawfordville, FL.....	William Snowden
Williston Pioneer Sun-News.....	Williston, FL.....	Carolyn Ten Broeck
Leader-Union.....	Vandalia, IL.....	Rich Bauer
Inside Indiana.....	Bloomington, IN.....	Ed Magoni
Mount Vernon Democrat.....	Mount Vernon, IN.....	Jamie Grabert
Spencer Co. Journal-Democrat.....	Rockport, IN.....	Vince Luecke
Perry County News.....	Tell City, IN.....	Vince Luecke
Opinion-Tribune.....	Glenwood, IA.....	Joe Foreman
Voice of the Hawkeyes.....	Iowa City, IA.....	Todd Brommelkamp
Red Oak Express.....	Red Oak, IA.....	Brad Hicks
Kentucky Standard/PLG.....	Bardstown, KY.....	Carrie Pride
Trimble Banner.....	Bedford, KY.....	Dave Taylor
Central Kentucky News-Journal.....	Campbellsville, KY.....	Jeff Moreland
News-Democrat.....	Carrollton, KY.....	Kristin Beck
Cynthiana Publishing.....	Cynthiana, KY.....	Robin Smiley
Grant County News.....	Dry Ridge, KY.....	Bryan Marshall
News-Enterprise.....	Elizabethtown, KY.....	Paula Evans
LaRue County Herald News.....	Hodgenville, KY.....	Allison Shepherd
Oldham Era.....	LaGrange, KY.....	Melissa Blankenship
Anderson News.....	Lawrenceburg, KY.....	Ben Carlson

Newspaper	Location	Coordinator
Lebanon Enterprise.....	Lebanon, KY.....	Eva Jo Nugent
The Record.....	Leitchfield, KY.....	Rebecca Morris
The Cats' Pause.....	Lexington, KY.....	Darrell Bird
Casey County News.....	Liberty, KY.....	Larry Rowell
Henry County Local.....	Eminence, KY.....	Melissa Blankenship
News-Herald.....	Owenton, KY.....	Molly Haines
Central Office.....	Shelbyville, KY.....	Linda Barnett
Sentinel-News.....	Shelbyville, KY.....	Jacob Blair
Pioneer News.....	Shepherdsville, KY.....	Tom Barr
Standard Publishing.....	Shepherdsville, KY.....	Margaret Mendez
Springfield Sun.....	Springfield, KY.....	John Overby
Spencer Magnet.....	Taylorsville, KY.....	Lynette Mason
Huskers Illustrated.....	Lincoln, NE.....	Darren Ivy
Las Vegas Optic.....	Las Vegas, NM.....	Martin Salazar
Los Alamos Monitor.....	Los Alamos, NM.....	Jill McLaughlin
Brunswick Beacon.....	Shallotte, NC.....	Jackie Torok
Carolina Blue.....	Chapel Hill, NC.....	Shawn Krest
News & Reporter.....	Chester, SC.....	Marissa White
Lancaster News.....	Lancaster, SC.....	Susan Rowell
Pageland Progressive Journal.....	Pageland, SC.....	Kimberly Harrington
Roane Newspapers.....	Kingston, TN.....	Kevin Kile
LaFollette Press.....	LaFollette, TN.....	Dwane Wilder
Morgan County News.....	Wartburg, TN.....	Joe King
Bedford Bulletin.....	Bedford, VA.....	Jay Bondurant
The Gazette.....	Galax, VA.....	Newsletter Team
The Declaration.....	Independence, VA.....	Shaina Stockton

Citrus hosts 4th annual Diva Night

The Chronicle hosted its fourth annual Diva Night – a fun and unique event in Citrus County. Diva Night was held at The Plantation on Crystal River on Oct 8, where ladies gathered from far and wide to enjoy shopping, eating, laughing, dancing and more shopping. Local businesses set up their shops within the walls of the conference center and had the opportunity to meet, greet and sell their products to the Divas.

Once you entered, it definitely did not look like a conference center anymore! The rooms were transformed into a world of pink boas, decorated bras (a unique way to raise money and awareness for Breast Cancer Awareness), jewelry, massages and much, much more.

This year the advertising sales staff generated \$32,000 in vendor revenue with an additional \$13,000 in admissions, gift basket tickets and sassy cup vote sales. A donation from the proceeds of this event was made to Citrus Aid Cancer Foundation, an organization dedicated to assistance of local cancer patients.



David Kamlot, center, son of HR Manager Deb Kamlot, assisted Inside Sales Reps Lori Driver, left, and Monica Trebling with the prizes that evening.



Sales Rep Cindy Hall, left, and Classified Legals Ad Rep Shayla Coffas dressed for the occasion – Cindy with her sequins and Shayla with her tiara.



Operations/Advertising Director Trina Murphy, left, and Sales Manager Trista Stokes smile as they reflect on the many hours of preparation it took to host Diva Night.



Circulation Data Supervisor Hillary Hammerle, left, and CSR Supervisor Jackie Lytton have a good time at the festivities.



Publisher Gerry Mulligan brought two of his granddaughters to the Diva Night celebration.



STEVIE LOWERY

Lowery, Lebanon Enterprise play key role in getting nickel tax passed

By David Thompson
Executive Director
Kentucky Press Association

The phone rang Thursday, Nov. 10 and I was told it was from a person in Marion County. That's all the information that was relayed to me. When I picked up the call, I learned it was from a school board member there and I thought, "Oh, here we go. Get ready to defend the newspaper."

Nothing like that at all. The school board member wanted me to know that The Lebanon Enterprise did an outstanding job during that county's effort to raise a nickel tax for the school system's benefit and wanted to make sure the efforts of The Enterprise and especially general manager Stevie Lowery were recognized.

"She stood up at meetings and said this is just the right thing to do and the community must get behind the effort," the caller said. "The Enterprise used its editorial page, used social media and every resource available to it to get this issue passed. Eight years ago, we tried it and it failed miserably. This time it passed and much of the reason is because of Ms. Lowery and The Enterprise."

So, to Stevie and the staff of The Enterprise, your efforts did not go unnoticed. Yeah, the caller said you might lose a few subscribers because there were a lot of people against the nickel tax. "But this newspaper went above and beyond, did exactly what a community newspaper is supposed to do and lead its people (readers). She did it in a very fair manner as well."



Facebook Live on Election Day

Carrie Pride, community news coordinator, and Forrest Berkshire, editor, of The Kentucky Standard, premiered Facebook Live on Election Day at the Nelson County Clerk's office. Carrie's amateur videographer skills paid off along with Forrest keeping count on the local City Council race to bring in more than 26,000 people. It was a first but successful attempt for the editorial department during such an important and fast paced evening. They were live for more than two hours.



Dad's Day at school

Mike Garner, production manager for Roane County News in Kingston, TN, helped celebrate Dad's Day with his son Jesse at Dyliss Springs Elementary School in October.



Plays at Veterans Day ceremony

Paige Dones, daughter of Crystal Dones, circulation assistant at The Kentucky Standard, played at the annual Veterans Day Ceremony held at Thomas Nelson High School in Bardstown, Ky.



Roane ad sales rep

James Loveday has been hired as an advertising sales rep for the Roane County News in Kingston, Tenn. He started his duties on September 12. James will be servicing the Kingston and Knoxville areas.



Returns to Roane County News

Dan Baker, who worked for Roane County News in Kingston, TN for 5 years previously, returned to work with us on October 6 as an advertising sales rep. He will be servicing the Rockwood and Harriman areas.

LCNI Employee Service Recognition

15 Years of Service



Laura Felts
ADVERTISING SALES REP
Pioneer News

10 Years of Service



Josh Claywell
SPORTS ASSISTANT
News-Enterprise



Tabulating election results

Matthew Fogle, news anchor for PLG TV tabulated election results alongside his mother, Donna Fogle, at the Nelson County Clerk's office on Election Day 2016.



December 21 is the deadline to opt out of the Retirement Plus automatic increase

If you currently participate in the Retirement Plus 401(k) plan and are contributing less than 6%, your contribution will be automatically increased by 1% beginning January 2017.

To opt out of the 1% automatic increase, you can go online to www.Vanguard.com and "opt out" through the Payroll Deduction section. Or, you can simply call Vanguard at 1-800-523-1188.

Remember When...

5 Years Ago – 2011

- John Murphy, who was then serving as the Citrus County Chronicle's Classified Advertising/Online Manager, was named president-elect of the Citrus County (Fla.) Chamber of Commerce.

10 Years Ago – 2006

- The Citrus County Chronicle's United Way Team launched its 2007 campaign with some creative activities, which included a football themed party, Afternoon Delights with tasty treats, bake sale, Jazzercise session, pumpkin carving contest, and a Silent Auction where items were sold, such as Lunch with the Publisher, having your car washed by a senior leader of your choice, autographed items and gift cards.

15 Years Ago – 2001

- LCNI acquired the Williston (Fla.) Pioneer (2,900 circulation weekly) from Mrs. Skipper Hammond and purchased the Williston Sun-Suwannee Valley News (2,800 circulation weekly) from Mrs. Bess Williams. With the purchase of the two weekly papers, LCNI immediately combined the two publications into a new single newspaper – The Williston Pioneer Sun-News. Skipper Hammond continued as editor/manager of the combined publication, and the newspaper continued to operate out of the Pioneer's office in Williston.

20 Years Ago – 1996

- Within hours of an announcement that a \$1.1 billion steel mill was coming to town, a 12-page special edition of The Spencer County Journal-Democrat was on the newsstands. When Rockport, Ind. was announced as one of the two finalists for a steel mill, plans were made to produce the section. The two-person sales staff sold nearly 10 pages of advertising, stories that were written that could be finalized when an official announcement was made, and eight of the 12 pages were sent to the Tell City Plant ahead of time to decrease production time when the story broke.

25 Years Ago – 1991

- The town of Shepherdsville, Ky., was evacuated when a railroad bridge collapsed with a train on it. The three-day evacuation caused employees from Shepherdsville's Standard Publishing Co. and Shelbyville's Landmark Web Press to scramble as they worked together to meet all of their printing deadlines.
- The Sentinel-News, Shelbyville, Ky., won two second-place literacy awards from the Southern Newspaper Publishers Association (SNPA). The General Excellence award was for stories/columns and examples of the monthly feature "The Key," which was for adult non-readers. Material from the "Reading Reindeer" project won second place in the Best New Idea award.

30 Years Ago – 1986

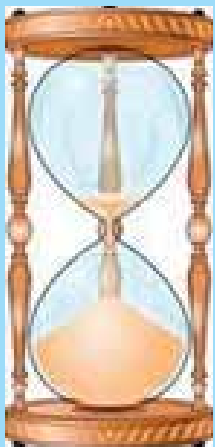
- LCNI entered the classified business by acquiring Tradin' Times, the nation's largest private party classified publication operation. Their operations were located in Atlanta, Chicago, Cleveland, Columbus, Detroit, Minneapolis/St. Paul, Philadelphia and St. Louis.

35 Years Ago – 1981

- The Los Alamos Monitor was named the best small daily newspaper in New Mexico.

40 Years Ago – 1976

- LCNI sold The Jefferson Reporter, a weekly newspaper in southeastern Jefferson County, Ky., to a Louisville couple.



Time is running out – Don't lose your vacation time or personal days

Vacation time earned in 2015 must be used by December 31, 2016, or it will be forfeited. To check your 2016 carryover balance, log in to Self-Service and select Time Off under the Personal tab. Hours shown under the "Take by EOY" column must be used before December 31. If you receive a payroll check, the hours in parenthesis shown on your pay stub must be taken before December 31.

If you earned personal days for 2016, they must also be used by December 31. You can check your personal days balance in Self-Service as well.



Beacon participates in Seniors Helping Seniors

Account Executives Christy Williamson, left, and Jamie Stitz of The Brunswick Beacon participate in the Seniors Helping Seniors event, "Healthy Choices for Today's Active Seniors," on Oct. 21 at Brunswick Senior Resources in Shallotte, N.C. The event, now in its sixth year, attracted hundreds of seniors and their family members, volunteers and caregivers.

Brunswick Beacon Managing Editor Jackie Torok, left, and Customer Service Rep Nancy Nalewajek talk with Katie Stout, client case manager of Elder Law & Life Care Planning Center during Seniors Helping Seniors in Shallotte on Oct. 21. The event had been rescheduled from earlier in the month when Hurricane Matthew struck North Carolina.

Scooby Doo & friends appear in E-town

At right, News-Enterprise Business Office Associates Jenny Simpson (Scooby Doo) and Merianne Johnson (Shaggy) play their roles.



Below Business Office Associates (l-r) Holly Elliott (Velma), Jenny Simpson (Scooby Doo), Merianne Johnson (Shaggy), and Lisa D'Alessio (Freddie) teamed up for their Halloween costumes this year. (Daphne couldn't be here.)



First grandchild for Hupmans

Kim Hupman, graphic designer at The Kentucky Standard, Bardstown, and her husband George proudly welcomed their first grandchild, Elizabeth Claire, born on Wed., Oct. 12, 2016 at 8:22 a.m. at Spring View Hospital in Lebanon, Ky. Elizabeth weighed 6 lbs. 6 oz. and was 19.5 inches long. She is the daughter of Brent and Jane Claire Hupman of Lebanon, Ky. She is beautiful and we plan to spoil her as much as possible!

1,300 vie to compete in Tell City's 60-second Grocery Grab

It was just 60 seconds – one minute – but at the end, Judy Lynch of Tell City, Ind. was exhausted.

Lynch and three other finalists in the Perry County News' Great Grocery Grab promotion gathered at Noble's IGA in Tell City to learn who would be chosen to sprint the aisles in mad-dash to grab as many groceries as they could in 60 seconds.

More than 1,300 entries were received in the contest that ran for 4 weeks.

Noble's IGA co-sponsored the event and offered \$50 gift certificates to the three remaining finalists. In addition, Noble's worked with their vendors and provided 2-liter bottles of Coca-Cola to the first 50 people in the door that day and sold hot dogs, chops and soda for \$1. Live music was also provided just prior to the start time.

When Lynch was chosen as the winner, she already had a game plan in place.

"I shop here regularly so I know where things are and what I want,"

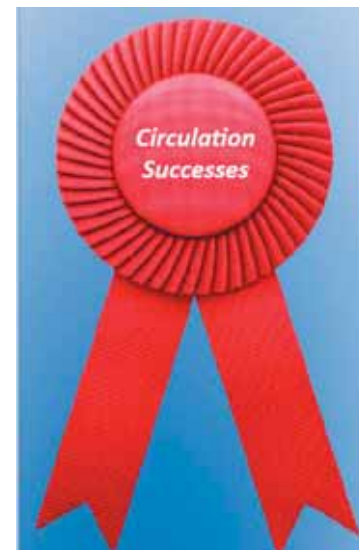
she said, before grabbing a card and lining up at the start line.

On the signal, Lynch headed straight for the detergent aisle where she grabbed five large bottles of Tide detergent, then pushed on to the meat aisle where she picked up –tossed really – two large ribeye packages. Then it was off to the deli to snag two large bricks of cheese before heading to the frozen foods area, where she wound out the clock loading up on seafood.

When it was rung up, Lynch managed to squeeze \$448.58 into her cart.

"My husband said to grab the cheese. He tried to me which one and I said, "you'll get what you get."

Publisher Mark Eisenlohr considered the event a success, noting Noble's staff was willing to schedule to next year's event that day. "It also created a little buzz in the community. It has been years since something like this has been done, and it was nice to just have a little fun with our circulation efforts," he added.



Judy Lynch reacts on learning she filled her cart with \$448.58 in groceries during her 60-second Grocery Grab.



Judy Lynch grabs her breath as Perry County News Publisher Mark Eisenlohr calls time's up for the Grocery Grab.



Perry County News Reporter Jake Bethel provided music prior to the event.

Chronicle surprises carriers with appreciation party

The Citrus County Chronicle celebrated their carriers with a special night. Carriers gathered behind the dock to perform their usual midnight routine and then were surprised with a special celebration to thank them for all they do while our subscribers are still asleep.

Subway provided boxed meals to enjoy, and Susan Maglione, Nightshift DM Supervisor, helped to hand out various prizes. Everyone was a winner that night!



From left, CSR Supervisor Jackie Lytton, District Manager Jerry Torres, Single Copy Supervisor Donna Fore, and District Manager Supervisor Susan Maglione were on hand to thank the carriers for their hard work.



From left, Collator Bobby Pynes, HR Manager Deb Kamlot, and Collator Diane Westenberger had fun during the event.



Carriers sat on the dock enjoying the beautiful evening.



Carriers enjoyed a special Thank You cake.



Reporter Mike Wright, left, spent some time talking with Collator Nick Van Belkum during the early morning celebration.

Here's a way to raise money for United Way!

The Citrus County Chronicle is in the midst of its United Way campaign. This year we included the Duct Tape Challenge, as part of the fund-raising activities.

Individuals or a group could purchase yards and rolls of duct tape with the intention to duct tape Tom Feeny, Production & Circulation Director, to the wall.

The pictures tell the whole story!



Tom Feeny, at right, prepares to be duct taped to the wall.

The finished product was quite a sight! Thanks to Tom for his willingness to help raise money for the United Way of Citrus County.



These Citrus County Chronicle employees were only too happy to support the United Way so they could be part of the Duct Tape

Challenge and tape Production/Circulation Director Tom Feeny to the wall.

Regional editors share ideas in Shelbyville



Twenty-one editors from Kentucky, Indiana, Iowa and Tennessee attended a Regional Editors' Meeting in Shelbyville, Ky. on November 10. Morgan County News Editor Joe King listens as LCNI Editorial Director Benjy Hamm answers a question from one of the participants.

Editors shared ideas they have used to improve readership, engagement and circulation. Here, Benjy Hamm makes a point as one of the ideas was discussed among the group.



Among the participants were, (l-r), Molly Haines, News-Herald, Owenton, Ky; Dwane Wilder, LaFollette (Tenn.) Press; Jamie Grabert, Mount Vernon (Ind.) Democrat; Vince Luecke, Perry County News, Tell City, Ind.; and Doug Ponder, LaRue County (Ky.) Herald News.



Brad Hicks, publisher/editor of the Red Oak (Iowa) Express was on hand to meet some of the other LCNI editors. He also combined the trip with an orientation session at Central Office the day before.



A closer look at alcohol and drug abuse

Do you enjoy a glass of wine with dinner or a beer during a football game? If you're a social drinker, having a drink or two isn't a problem. For others, social drinking can lead to overuse, abuse and addiction.

In fact, millions of Americans – teens and adults – are drinking too much and using illegal drugs on a regular basis.¹

Alcohol and your health

We've all heard the news that alcohol may be good for your heart. But that's only true to a point. Light or moderate drinking can lower the risk for heart disease. But heavy drinking has risks that outweigh any benefits:

- **Injuries.** Drinking too much increases the chances of being injured or even killed.
- **Health problems.** Heavy drinkers have a greater risk of liver disease, heart disease, depression, stroke and several types of cancer. They may also have problems controlling diabetes and high blood pressure.
- **Birth defects.** Drinking during pregnancy can cause brain damage and other serious problems in the baby.

Beyond these risks, frequent heavy drinking can lead to alcohol abuse and alcoholism as well as family and work problems.²

Illegal drugs and your health

In 2010 almost 23 million Americans were using illegal drugs, like cocaine, marijuana and heroin.³ It's estimated that 20% of Americans also abuse prescription drugs, and the abuse is on the rise.⁴ Illegal drugs – and the illegal use of prescription drugs – can hurt your brain, heart and other important organs. And they all carry the risk of addiction. Some health problems that may come from drug abuse include:⁵

- Damage to central nervous system
- Liver problems
- Memory loss
- Seizures
- Coma
- Depression

Drug abuse is also linked to major social problems, such as drugged driving, violence, stress and child abuse. It can lead to homelessness, crime and missed work or problems with keeping a job. And it hurts unborn children and destroys families.⁶

Abuse and addiction

Alcoholism is a lifelong disease that can get worse over time. Typical symptoms of alcoholism are: a strong need to drink; not being able to stop drinking; physically depending on alcohol; and needing larger amounts of alcohol to feel high.⁷

Drug use leads to changes in how the brain works. At first, most people make a conscious decision to take the drug. Over time, the user feels an intense urge to keep using it. And like alcoholism, someone with a drug addiction may need larger amounts or need to use the drug more often to feel high.⁸

Look for these warning signs of drug use:⁹

Physical changes

- Fidgeting
- Sweating a lot
- Not being able to sleep
- Eating more or less than usual
- Sleepiness and slurred speech
- Runny nose

Behavior changes

- Change in attitude and mood
- Not bathing or taking care of appearance
- Wanting a lot of privacy
- Change in friends or hobbies
- Being forgetful, not paying attention
- Lying, cheating

Resources

For more information on drug and alcohol abuse, and how to treat and prevent it, go to:

Anthem Employee Assistance Program: anthemeap.com

KidsHealth: kidshealth.org

National Institute on Alcohol Abuse and Alcoholism: niaaa.nih.gov

National Institute on Drug Abuse: nida.nih.gov

Partnership for a Drug-free America: drugfree.org

Substance Abuse and Mental Health Services Administration: findtreatment.samhsa.gov

Do you have a drinking problem? Ask yourself these questions:

- Do you drink alone when you feel angry or sad?
- Does your drinking ever make you late for work?
- Does your drinking worry your family?
- Do you ever drink after telling yourself you won't?
- Do you ever forget what you did while you were drinking?
- Do you get headaches or have a hangover after you have been drinking?

If you answered "yes" to any of these questions, you may have a problem. Check with your doctor to be sure.¹⁰



Visit anthem.com for more ways to get healthy – and stay healthy.

Sources: (1) Substance Abuse and Mental Health Services Administration website: *Results from the 2010 National Survey on Drug Use and Health: Summary of National Findings* (November 2011); oas.samhsa.gov. (2) National Institute on Alcohol Abuse and Alcoholism website: *Rethinking Drinking: Alcohol and Your Health* (November 2011); niaaa.nih.gov. (3) National Institute on Drug Abuse website: *Drugs, Brains, and Behavior - The Science of Addiction* (November 2011); drugabuse.gov. (4) MedlinePlus, National Library of Medicine website: *Drug Abuse* (November 2011); nlm.nih.gov. (5) National Institute on Drug Abuse website: *Commonly Abused Drugs Chart* (November 2011); drugabuse.gov. (6) MedlinePlus, National Library of Medicine website: *Drug Abuse* (November 2011); nlm.nih.gov. (7) Office on Women's Health website: *Alcoholism, Substance Abuse, and Addictive Behavior* (November 2011); womenshealth.gov. (8) Office on Women's Health website: *Alcoholism, Substance Abuse, and Addictive Behavior* (November 2011); womenshealth.gov. (9) National Institutes of Health, *News in Health* website: *A Loved One's Substance Abuse Problem* (November 2011); newsinhealth.nih.gov. (10) National Institute on Alcohol Abuse and Alcoholism website: *How to Cut Down on Your Drinking* (November 2011); niaaa.nih.gov.

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MANSH0308N11/11

December Birthdays

December 2 Matt Beck Citrus County Chronicle Cindy Dishon Standard Publishing Brian Jenkins Citrus County Chronicle	Chuck Jones News-Enterprise Bill Mathers News-Enterprise Debbie McPherson Citrus County Chronicle	December 22 Deannie Baxter Central Office Robin Smiley Cynthiana Democrat
December 3 Linda Barnett Central Office Sue Hudson News-Enterprise Trina Shryock Central Office Alexa Zuelly Perry County News	December 12 Justin Shartzter News-Enterprise	December 23 Brandi Cheatham Kentucky Standard Susan Lehman Citrus County Chronicle
December 4 Wes Green Standard Publishing	December 13 Teresa Blevins The Declaration Chris McDonald Standard Publishing Joseph Smith Roane County News Jerry Torres Citrus County Chronicle	December 24 Veslesia Cardwell Central Office
December 5 Curtis Allen News-Enterprise Shane Graham Standard Publishing Michael Hicks Canyon Courier	December 14 Terri Swain News-Enterprise Sam Tyndall Brunswick Beacon	December 25 Norm Harding Brunswick Beacon
December 6 Joy Coppage Casey County News Joe Howard Roane County News	December 15 Tiffany Borrmann Citrus County Chronicle Nathan Wales Standard Publishing	December 27 Donna Fore Citrus County Chronicle Rance Goodman News-Enterprise Anthony Marocco Citrus County Chronicle Melinda Moss Cynthiana Democrat
December 8 Danielle Mattingly PLG-TV Linda Sauve Citrus County Chronicle	December 16 Gerry Mulligan Citrus County Chronicle	December 29 Becky Etherton Pioneer News Brad Hicks Red Oak Express
December 9 Jamie Grabert Mt. Vernon Democrat	December 17 Lori Meyers-Ward Citrus County Chronicle Buster Thompson Citrus County Chronicle	December 30 Kimberly Hodge Anderson News Zac Taylor MetroWest Newspapers
December 10 Nancy Kennedy Citrus County Chronicle	December 19 Lisa King Sentinel-News Joe Lucas Lancaster News	December 31 Jim Clark South Marion Citizen Joe King Morgan County News Arin McKenna Los Alamos Monitor Judy Mitchell Leader-Union
December 11 Warren Johnson News-Enterprise	December 20 Courtney Adams Lancaster News Kathy Key Citrus County Chronicle	

Red Oak Plant introduces mailing, press new hires

The Red Oak Express central printing and mailing plant in Red Oak, Iowa, has some new faces over the course of the last year.

Ann Watt started in the fall of 2015. Ann is from Red Oak, where she lives with her husband, Calvin. They are close with his brother, sister and mother, all of whom live in Red Oak. Ann previously worked in apartment management and janitorial services. She said she enjoys her job in the mailroom the best. Her hobbies include reading, pet care and cleaning.

Janis Hunt started near the end of 2015 in the mailroom. She lives in Red Oak, and enjoys time with her parents, Ardis and Keith Hunt. Janis previously worked as a certified med aide at a nursing home and as a waitress. She has a love for animals, and enjoys yard work and four-wheeling. She added that she is “a fan of Jesus Christ.”

James Platt joined the Red

Oak mailroom staff in August 2016. James lives in Red Oak. He previously worked in a factory, and has done plumbing, electrical and recycling work. His hobbies include reading, writing, biking and hiking. He is also a blogger and has been a vegan for 18 years.

John McCollum lives in Villisca, which is about 20 miles from Red Oak. He lives with his wife, Tawn, and sons Johnny and Dylan. He has lived in the area for 30 years, has been with his wife for eight years, and they have been married for two years. John joined the Red Oak staff as an assistant pressman in July 2016. His other occupations have included being an owner of T and J Construction, a carpenter, and a cell phone tower erector. He enjoys traveling, cooking and reading.

Publisher Brad Hicks said all four of the employees are welcome additions to the staff at The Red Oak Express.



ANN WATT



JANIS HUNT



JAMES PLATT



JOHN MCCOLLUM

3rd quarter results down in most categories



**MICHAEL
ABERNATHY**

**President
LCNI**

Third quarter financial results were below last year and budget. Advertising revenue for the quarter was 5% below prior year and 3.9% behind budget. Retail advertising was down 4.6% to last year and -2.9% to budget.

Classified advertising was off 9.1% and -7.9% to budget while preprints were down 7.2% and 4.3% behind budget. Online advertising performed well with a 10.6% gain over prior year, driven primarily by better sell through of our Marketplace product at a slightly higher price per ad.

Circulation revenue declined 5.5% for the quarter with single copy down 11.9% and subscriptions off 3.4%. These categories were 6.1% and 1.7% behind budget respectively.

Web printing revenue was down 24%, which was 9.9% below budget. We are still feeling the effect of our loss of Rural King in our Florida plant as well as the loss of several other commercial customers. We will cycle

through the Rural King business in early December so our comparable revenue should get better then.

Cost control continued to be good as our expenses came in 4.8% behind last year and 3.2% below budget. This helped offset some of our revenue losses, but not enough to prevent a decline in profits.

So, in total, LCNI operating income was 14.3% below last year and 7.8% short of budget. Our year-to-date results are better with profits slightly ahead of last year by .09% and 2.7% below budget. With a good 4th quarter, we can finish the year above budget and last year.

As always, thanks for your efforts.

2016 3rd Quarter Profit Margin Attainment (In Descending Order)

Newspapers

1. Cedar Key Beacon
2. Brunswick Beacon
3. Lebanon Enterprise
4. News-Herald
5. LaFollette Press
6. Casey County News
7. Trimble Banner
8. Grant County News
9. Springfield Sun
10. Wakulla News
11. Opinion-Tribune
12. Riverland News
13. Galax Gazette
14. Gadsden County Times
15. News-Enterprise
16. Sentinel-News
17. Cynthia Democrat
18. Williston Pioneer
19. The Declaration
20. Bedford Bulletin
21. Lancaster News
22. Perry County News
23. Sumter County Times
24. Anderson News
25. Pioneer News
26. Spencer Magnet
27. News-Democrat
28. Kentucky Standard
29. Roane County News
30. Citrus County Chronicle
31. LaRue County Herald News
32. Henry County Local
33. Chiefland Citizen
34. West Marion Messenger
35. Spencer Co. Journal-Democrat

36. MetroWest Newspapers

37. Red Oak Express
38. Leader-Union
39. Oldham Era
40. Clear Creek Courant
41. Las Vegas Optic
42. South Marion Citizen
43. News & Reporter
44. Morgan County News
45. The Record
46. Central Ky. News-Journal
47. Mo. Vernon Democrat
48. The Gold Standard
49. Columbine Courier
50. Canyon Courier
51. Los Alamos Monitor
52. Pageland Progressive Journal
53. High Timber Times

Sports Publications

1. Osceola
2. Gator Bait
3. The Cats' Pause
4. Huskers Illustrated
5. Voice of the Hawkeyes
6. Carolina Blue
7. Inside Indiana

Specialty Publications

1. Education Guides
2. 285 Hustler

Plants

1. Tell City, Ind.
2. Cynthia, Ky.
3. Shepherdsville, Ky.

Veteran's Day Salute



We thank the men and women of Landmark who served or who are serving in the Armed Forces to protect our freedoms.