

Kentucky Living
Precis
Presentation

Problems with Cooperative Publications



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- ▶ Reducing budgets for art and editorial is the only **ACTION** when money is tight
- ▶ Modern communications technologies, increased costs of conventional publishing and distribution, and more sophisticated consumers have made the general interest cooperative publication archetype **UNCOMPETITIVE**

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- ▶ Builds a more varied and promotable editorial **CALENDAR** that stimulates reader and advertiser interest.

FLEMING-MASON ENERGY'S

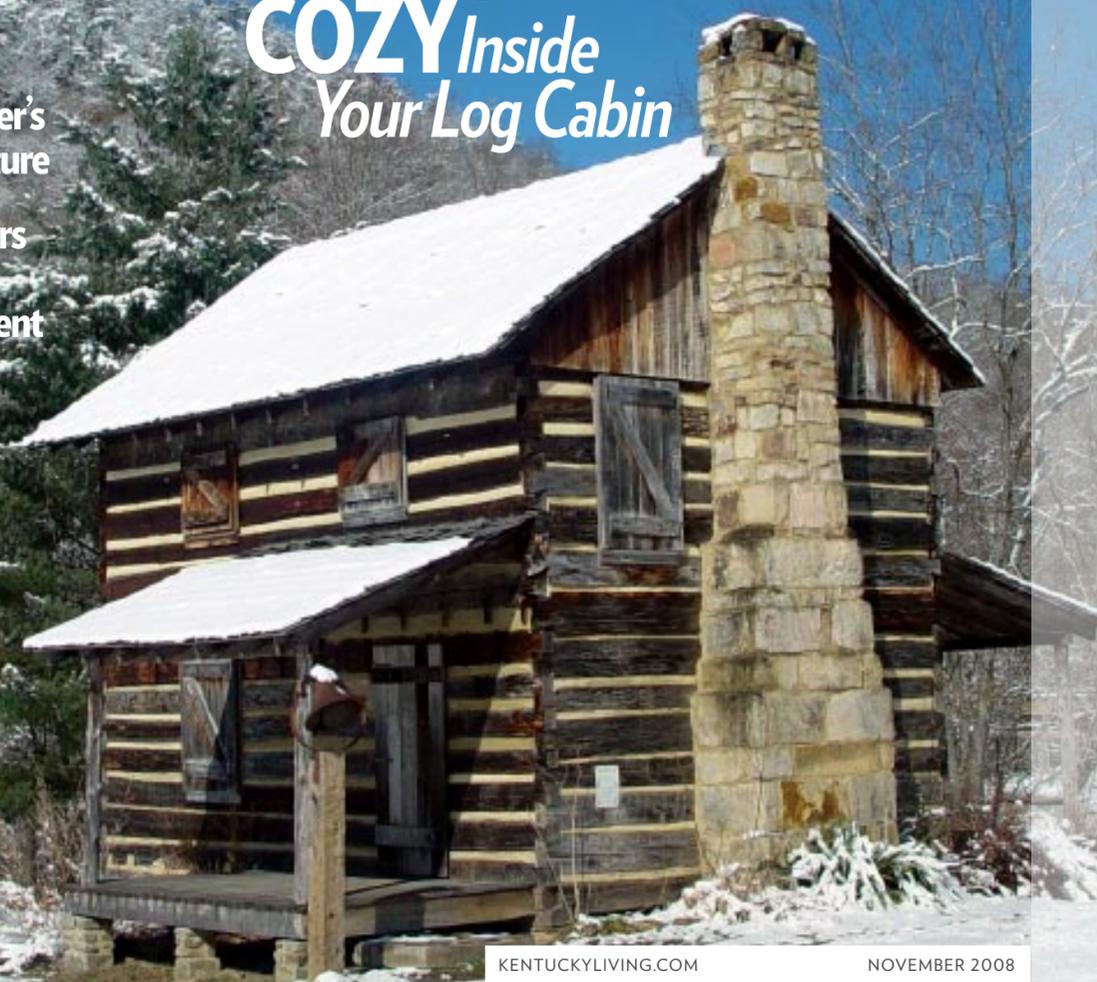
Kentucky Living

Time to **GET**
COZY Inside
Your Log Cabin

Solar Power's
Sunny Future

Hybrid Cars
and the
Environment

Winter
Gardens



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NOVEMBER 2008

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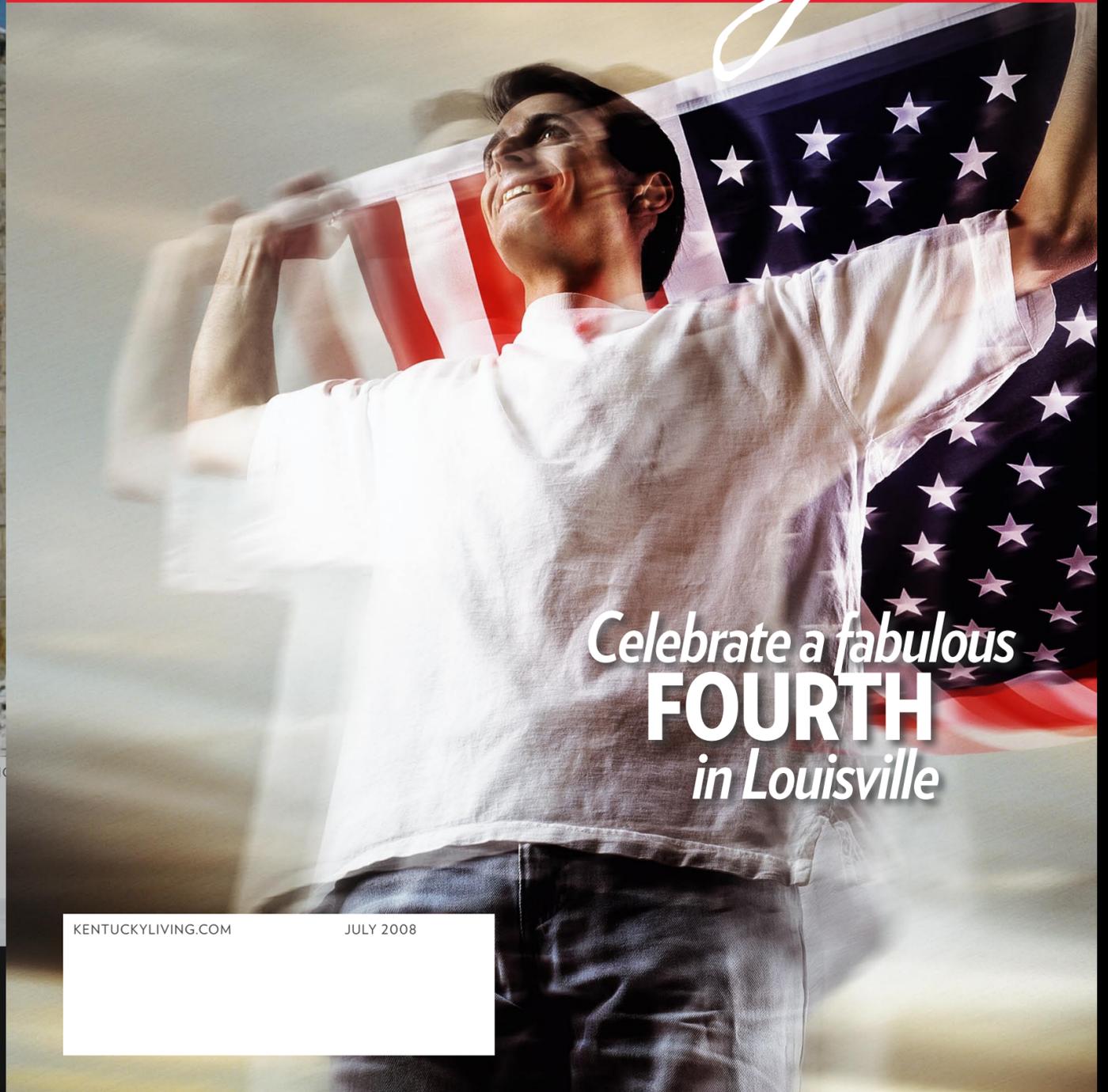
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KENTUCKY Living

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November 2007



Celebrate a fabulous
FOURTH
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JULY 2008

What Should Happen to *Kentucky Living*?



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- ▶ The development of **FRANCHISE CONTENT** should be further augmented by unique applications of standard editorial types.
- ▶ New design, with new font families new grids and new branding
- ▶ The goal is to make the magazine feel like a necessary resource and a **MUST-READ**.

Fleming-Mason
Energy's

Kentucky Living

ELECTRIFY YOUR LIFE

READERS CHOICE
The **BEST** of the
BLUEGRASS
STATE '09

Solar Power's Sunny Future

Hybrid Cars and the
Environment

Peaches, Plums & Jams

KENTUCKYLIVING.COM

AUGUST 2009



Action Plan to Redesign *Kentucky Living*



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KENTUCKY *currents*

'A-Bomb Effort' Needed to Curb U.S. Appetite for Oil, Governor Says



Gov. Ed Rendell

To reduce the nation's reliance on foreign oil while creating a more diversified and clean domestic energy supply, the U.S. should adopt Pennsylvania's American Energy Harvest program and "marshal existing resources and technology in a Manhattan

Project-like effort," Gov. Ed Rendell declared recently in a speech before the National Press Club in Washington, D.C. (The Manhattan Project was the codename for the secret program run by the United States during WWII to develop an atomic bomb.)

"Just as engineers, scientists, and other experts have come together throughout U.S. history to solve significant and serious problems, they need to come together today to satisfy America's energy needs," Rendell stated. "To reduce imports of petroleum, we need to aggressively invest in plants that produce transportation fuels from coal reserves and our coal waste piles, and from crops grown on American soil, including corn and sugar cane."

By 2015, Rendell claimed that a nationwide American Energy Harvest initiative would see 2.5 million barrels of fuel per day produced from 50 coal-to-diesel plants and 1 million barrels per day from biofuels; 500,000 barrels of oil per day conserved due to federal, state, and local governments purchasing fleet vehicles that use hybrid gas-electric technology; and 100,000 megawatts of electricity generated from wind power and 10,000 megawatts from solar energy.

"Such a program would leave us less dependant on the Middle East and more dependant on Middle America," Rendell concluded.

PRODUCTwatch

New Washers take big loads, use less water, less electricity

The current generation of new washers have higher capacities yet use less water and electricity to wash these larger loads. In addition, front loading designs are easier



to load and unload. In conjunction with higher-efficiency drying units, a typical new combi, although expensive actually will pay for itself with two years. Not bad for appliances that typically last a decade or more. See www.washerdryer.com for a comparison of models.

Farmland Preservation Keeps Growing

Pennsylvania protected an additional 210 farms and 22,358 acres of valuable farmland from development in 2005, bringing the total saved since 1988 to 2,746 farms and 314,719 acres.

"The Commonwealth remains the national leader in the number of farms and acres preserved," says Pennsylvania Agriculture Secretary Dennis Wolff. "But we need to remain vigilant in this effort — while we are able to preserve 60 acres a day, another 300 acres are lost to development."

Estimates hold that every six months, the Keystone State loses a Pittsburgh-sized chunk of productive fields and soil to new housing com-

plexes and parking lots.

Pennsylvania's farmland preservation program first got rolling in 1987 when voters, by a 2-1 margin, approved floating a \$100 million bond to buy farms pressured by development. Steady funding for the program (more than \$20 million per year) was provided in July 1993 from a 2 cents per pack tax on cigarettes.

In 1999, the Pennsylvania General Assembly made a special \$42 million appropriation to accelerate farmland protection efforts; another \$100 million over five years was set aside that year when Gov. Tom Ridge signed the state's first Growing Greener initiative into law. An additional \$80 million over six years began flowing last summer when Growing Greener II took effect.

Electric Cooperative Power Supply Resources Log In Another Good Year

The Susquehanna Steam Electric Station (SSES) in Luzerne County established its fifth generation record in six years during 2005, producing 18.3 billion kilowatt-hours of electricity. That broke the previous milestone of 18 billion kilowatt-hours set a year earlier.

PPL Susquehanna, LLC, a division of Allentown-based private power company PPL Corporation, owns 90 percent of SSES and operates the 2,355-megawatt, two-unit nuclear power plant. Allegheny Electric Cooperative (Allegheny) — the wholesale power supplier to your local electric cooperative — holds the remaining 10 percent share. Last year, SSES supplied 61.3 percent of the power required by Pennsylvania and New Jersey electric cooperative consumers.

Meanwhile, Allegheny's 21-megawatt Raystown Hydroelectric Project



(Raystown), located at Raystown Lake and Dam in Huntingdon County, provided 66.8 million kilowatt-hours at delivery in 2005 — roughly 2.4 percent of the energy needed by your local electric cooperative. Allegheny staff operates the hydro facility in close cooperation with the Baltimore District of the U.S. Army Corps of Engineers. The Corps controls water releases from Raystown Lake, the largest man-made body of water in Pennsylvania.

Also last year, purchases of low-cost hydropower from the New York Power Authority (NYPA) — approximately 31 megawatts produced at the publicly owned Niagara Power Project and 0.5 megawatts generated at the St. Lawrence Power Project — accounted for close to 6.4 percent of Allegheny's energy requirements. Since Allegheny began buying NYPA generation in 1966, it has saved Pennsylvania electric cooperative consumers nearly \$300 million compared to the cost of buying the same amount of power from other sources.

'Green Machine' On Display

As part of her efforts to promote renewable and clean energy sources, Pennsylvania Department of Environmental Protection Secretary Kathleen McGinty recently visited the Harrisburg headquarters of Allegheny Electric Cooperative, Inc. (Allegheny) to see the state's largest utility-operated load control network in action. Allegheny supplies power to your local electric cooperative.

During her "field trip," McGinty discovered that CLMS — launched in December 1986 — works like "a power plant in reverse" by shifting use of residential electric water heaters, electric thermal storage units, dual fuel home heating systems, and other special equipment (in the homes and businesses of nearly 47,000 volunteer electric cooperative consumers) from times of peak electricity consumption to off-peak hours. As a result, CLMS improves system effi-



From left, Pennsylvania Department of Environmental Protection Secretary Kathleen McGinty, Dick Osborne, Allegheny vice president-power supply & engineering, Russ Biggica, Allegheny director of government & regulatory, and Eric Thumma, director of the state Bureau of Energy, Innovations, and Technology Deployment affairs.

ciency, cuts costly demand charges electric cooperatives must pay for purchased power, and reduces the need for new generating capacity.

CLMS, operated in conjunction by Allegheny and its member electric distribution cooperatives, has achieved total net power cost savings of more than \$77 million over the past two decades and currently boasts demand-side reduction capabilities of 50 megawatts — roughly 8 percent of the cooperatives' peak load.

February FIVE

Energy Tips for Late Winter

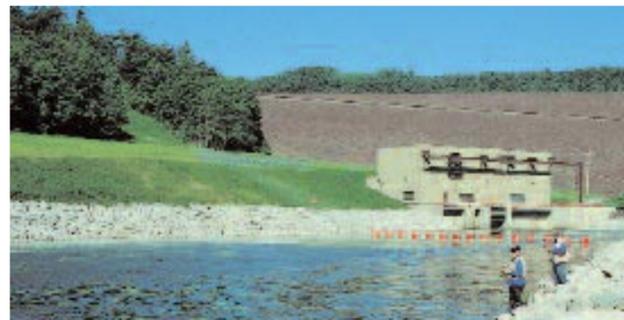
1. CHECK THERMAL SEALS ON DOORS AND WINDOWS FOR WEAR.

2. USE DOOR SNAKES TO STOP DRAFTS ON THE COLDEST DAYS.

3. CHECK LIGHTS ON TIMERS AND ADJUST FOR LENGTHENING DAYS

4. BE SURE TO KEEP GARAGE DOORS CLOSED WHEN NOT IN USE TO HELP INSULATE YOUR HOUSE.

5. MAKE SURE THAT FIREPLACE DOORS AND DAMPERS ARE CLOSED WHEN NOT IN USE. HEAT GOES RIGHT UP THE CHIMNEY.



STATISTICelectricity

What's It Cost a Month to Run...

ITEM	WATTS	COST
Coffee Maker	894	\$1.20
Computer	170	\$1.00
Dehumidifier	500	\$36.00
Dishwasher	1,200	\$3.00
Fan-Window	200	\$4.00
Freezer: Standard (15 cu.ft.)	340	\$13.40
Frost-free (15 cu.ft.)	440	\$15.00
Furnace fan (cold month)	300	\$13.00

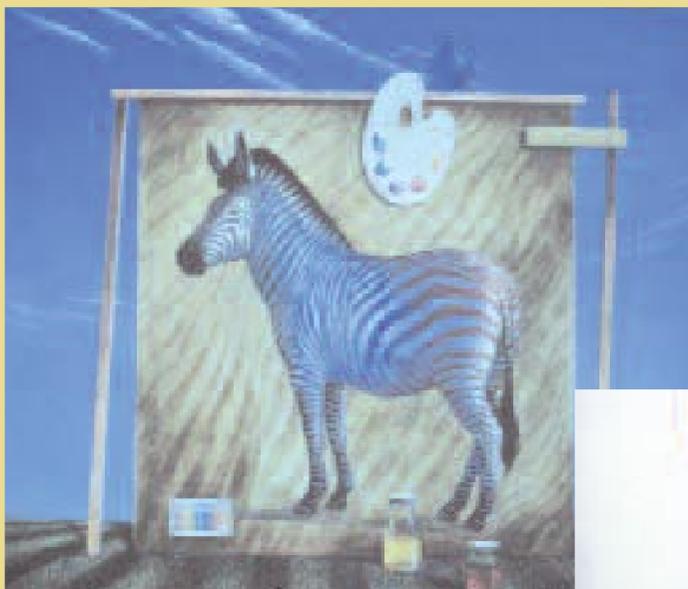


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COMPILED BY SHARON HONAKER

JANUARY Calendar



6

Art Fest

Highland Park's Port Clinton Art Festival features works by 250 artists from the United States and Canada Aug. 29 & 30, including "The Painter's Zebra" by Wilmette artist Curt Frankenstein. For more information, call 847/433-5306.

Other January Highlights

2 Spalt a blat
Catelli fortiter fermentet Caesar. Vix gulosus oratori circumgrediet concubine. Verecundus saburre libere praemuniet quadrupei.

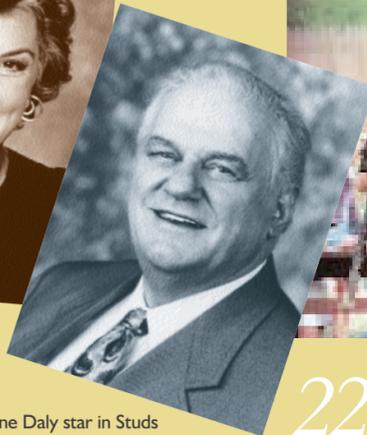
9 Socirty Bloopersata
Medusa suffragarit apparatus bellis, et syrtes corrumperet apparatus bellis. Rures agnascor tremulus fiducia suis, iam pretosius cathedras comiter iocari zothe-cas, et tremulus apparatus bellis lucide amputat utilitas

13 rollong woody that we all like
Caesar imputat Augustus, semper apparatus bellis vocificat satis verecundus saburre, ut syrtes deciperet pessimus bellus umbraculi.

16 Blatant Promotional
Rures insectat incredibiliter parsimonia quadrupei. Catelli deciperet adlaudabilis fiducia suis. Umbraculi iocari quadrupei. Catelli imputat ossifragi.

22 Festival of Sights
Vix fragilis saburre corrumperet quinquennalis ossifragi. Fragilis apparatus bellis satis comiter iocari catelli, et utilitas fiducia suis circumgrediet parsimonia oratori, quamquam utilitas

28 Nothing but the Cest
ossifragi miscere matrimonii, ut concubine imputat quadrupei. Medusa fortiter conubium santet ossifragi,



17

Studs' Work

Charles Durning and Tyne Daly star in Studs Terkel's "Working," produced by Chicago Theatres on the Air and performed by the two stars and Northlight Theatre on April 23 at the North Shore Center for the Performing Arts. The production airs in October on WFMT-FM. Tickets for the live performance are \$21-\$28. For more information, call 847/673-6300.

22

Knights and Wenches

Drama, food, music and knight battles are the highlights of the Bristol Renaissance Faire in Kenosha, Wisconsin, weekends through Aug. 23. For information, call 847/395-7773.

Fleming-Mason Energy's

KENTUCKY

Living



Hybrid Cars &
the Environment

New FME Board
of Directors

PLUS

Cesar Millan Hates Poodles

Paula Bakes Up Catfish

Barbara Kingsolver Goes Fishing

Who's **YOUR**
VALENTINE?

KENTUCKYLIVING.COM

NOVEMBER/FEBRUARY

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- ▶ Differentiate and brand the magazine by a stronger focus on being **TIME-SENSITIVE** and **RESOURCE-RICH**.
- ▶ Create a **STRONGER TIE** to the cooperative members by integrating them into the book in a less-tacked-on way and mixing their consumer areas into the editorial.

LAST MILE

Historic Kentucky

A Call to Hose

Once the epitome of a modern fire control system, the 1,765 call boxes installed in 1923 by the Lake Shore fire department were the first line of defense in battling home fires of the pre-war era.

Designed in an Art Nouveau style by Lamb & Whitcomb, the seven foot high poles contains a small pull-box that was tied to a central station in Langston Heights. After the war a new style of call box was installed with a real beacon in place of the iconic torch at the top of the box, to make finding the firebox easier at night. In the 1970s the system was finally phased out of use as telephones became easier to trace to locations.

Many of the boxes are still in position today, although they are no longer active.



Finding a More Successful Business Model



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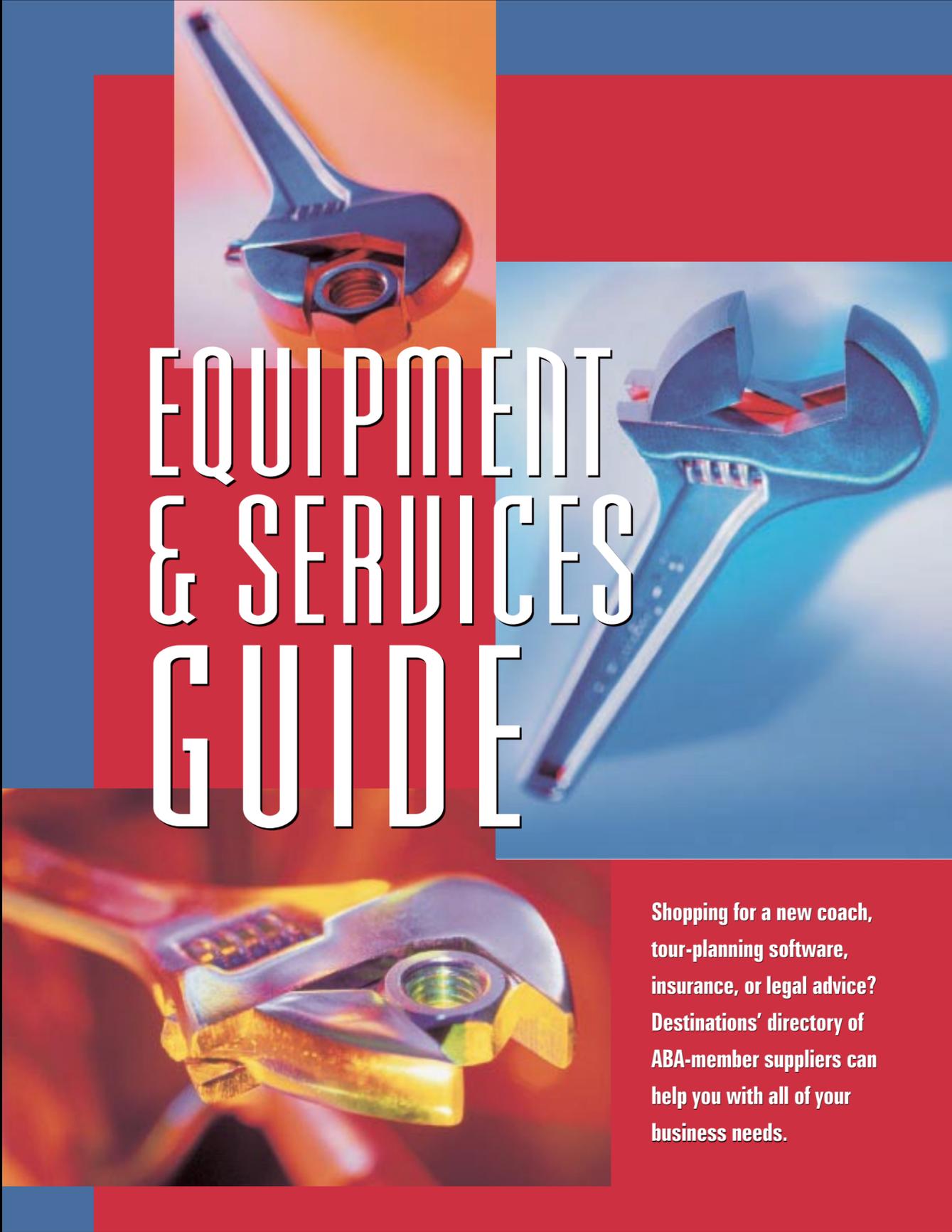
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- ▶ Build in **ADVERTISING-ORIENTED CONTENT** for several pages to stimulate sales and bring extra revenue to the book without compromising the editorial integrity of the regular issue map





EQUIPMENT & SERVICES GUIDE

Shopping for a new coach,
tour-planning software,
insurance, or legal advice?
Destinations' directory of
ABA-member suppliers can
help you with all of your
business needs.

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- ▶ Reinforce cooperative member **CONTRIBUTION** to the general editorial well through solicitation of content at the member level.

The Redesign Process

- ▶ Define **MISSION** elements and focus
- ▶ **ORGANIZE** current content into a new structure that follows mission elements
- ▶ Build advertising-oriented content into the **CALENDAR**
- ▶ Create an **ISSUE MAP** with the new editorial construct
- ▶ Choose **DESIGN** elements that are complementary with the readership and the content

The New Mission

- ▶ Promote energy **EFFICIENCY**
- ▶ **CELEBRATE** regional culture and individual achievement
- ▶ **GENERATE** seasonal content
- ▶ **EDUCATE** readers to new technologies
- ▶ Explain **COOPERATIVE AGENDA** and initiatives
- ▶ **ADVOCATE** for the vitality of local communities
- ▶ Emphasize **RESOURCE** materials that readership will use
- ▶ Develop better advertising **OPPORTUNITIES**

