

EDITORIAL AND COMMENTS



One Voice

Sharon Burton

News policies address social media, rolling restaurants

The world is changing and it's hard to keep up, but I recently initiated some policies for our news and production departments to address some changes that I think we need to address.

First, we won't be promoting social media pages unless there is a good reason to.

For instance, if a government entity or an organization is part of a news story, we usually offer readers a way to gather more information by going online to.....

What you probably won't be seeing very often at the end of that sentence is the name of a social media platform.

Social media can be good but it also appears to offer a whole lot of bad. We use social media to promote our publication and promote links to our website, so it wouldn't be accurate to say I am banning social media. I am simply saying we only use it when it is necessary.

Social media platforms hope to control all content so that everyone starts there. They are being very successful in that, and statistics show that an alarming number of people only read news if they see the news item as part of a social media link.

That's a problem because that social media page is deciding what readers do and do not see. A computer algorithm is feeding readers information with the sole purpose of keeping them entertained, thereby keeping them online.

Because those social media companies have been under pressure for promoting false information, they have gotten into the censoring business, so now that algorithm might even be designed to get you to think a certain way, a way in which the people designing those algorithms believes is the right way to think.

That's just downright scary.

Another reason social media will no longer get a free pass in our publication is because those sites take the hard work of others and generate money

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but they don't share the revenue with the ones creating the content.

Reporting the news well takes a qualified journalist, and journalists need to eat and pay the bills just like everyone else. Someone has to pay for that work to be accomplished, but partially thanks to social media, some people are convinced that everything should be online and everything should be free. Life doesn't work that way.

So, we will be limiting the way we promote social media. I urge all local organizations to get their own websites. A basic website can be relatively inexpensive by going to a website hosting company and using a website builder. Companies such as Wix, Squarespace, Weebly, Godaddy, and many others offer website hosting and website building programs for a reasonable monthly fee.

After building your own website, you will use social media to promote your page and generate readers, but you will gradually become less reliant on social media and develop your own web presence. That is smart business, because who knows what platform will be popular in the future. Facebook's popularity is seeing a decline in most age groups and young viewers are turning to TikTok for entertainment, according to recent polls.

Another new policy instructs my staff to not publish "press releases" that

basically bring events (businesses) into Columbia only to take money out of Columbia at no benefit to local businesses.

I have struggled with promoting a local event that brings food trucks into the city and is promoted by our city government. It's a nice gesture, adding a day of entertainment and food options to locals.

But it's also bringing vendors into town who are competing with local businesses, and from a very general, unofficial poll I conducted, it really doesn't benefit local businesses as all.

If a local restaurant wants to promote a special event, owners must pay us for advertising it. I have decided we will treat any rolling restaurant the same way. It's only fair to the many businesses in our community who support us by doing business with us.

That's also the reason you don't see letters to the editor or news articles that list the usual "we want to thank.....," which is one way local governments or organizations get local businesses to donate to their cause.

Our local businesses are tremendously supportive of good causes, and we also support good causes, but when I give away space in my newspaper, I decide who gets it.

We help sponsor good causes in our community by promoting them in our publication. We don't ask to be on a list and we don't ask for free advertising elsewhere. We help get the word out; that is our contribution and that is our job.

We treasure our role in this community, and we constantly review how we do what we do to try to be fair and balanced. While we may be the watchdog of local government, we are also your source for reliable news and information on local events, and we are a conduit between consumers and local businesses. We take all those roles seriously, and we thank you for allowing us the privilege of being your newspaper!

How to contact local officials

U.S. Congress
Sen. Rand Paul: 202-224-4343
Bowling Green office: 270-782-8303
Website: paul.senate.gov

Sen. Mitch McConnell: 202-224-2541
Email: senator@mcconnell.senate.gov
Website: mcconnell.senate.gov

Rep. James Comer: 202-225-3115
Tompkinsville Office
Phone: 270-487-9509
Toll Free Number: 1-800-328-5629

Kentucky General Assembly
Sen. Max Wise
Capitol: 502-564-8100
Email: max.wise@lrc.ky.gov

Rep. John "Bam" Carney
Capitol: 502-564-8100, ext 708
Home: 270-403-7980
Email: john.carney@lrc.ky.gov

Governor
Gov. Andy Beshear
502-564-2611

Adair County Fiscal Court
Judge Executive Gale Cowan: 384-4703
Email: adairjudge@duo-county.com

Magistrates
District 1-Harold Burton: 384-1439
District 2-Daryl Flatt: 634-1033
District 3-Sammy Baker: 378-6496
District 4-Chris Reeder: 634-0485
District 5-Billy Coffey: 250-4449
District 6-Greg Caldwell: 384-0370
District 7-Terry Hadley: 384-4083

Adair County Constables
District 1 - William Troutwine: 385-9597
District 2 - Mark Selby: 805-8121
District 3 - Robert Loy: 378-6001
District 4 - Jeff Dickson: 250-3038
District 5 - Tim Bottoms: 378-2339
District 6 - Jason Rector: 634-2171
District 7 - Joe Collins: 378-1597

City of Columbia
Mayor Pam Hoots: 384-2501
Email: mayor@cityofcolumbiaky.com

City Council
Craig Dean: 270-384-5961
Mark Harris: 270-634-2542
Linda Waggener: 270-384-3979
Ronald P. Rogers: 270-384-5069
Robert Flowers: 270-634-1820
Sharon Payne: 270-378-0597

Adair County Board of Education
Superintendent Dr. Pamela Stephens:
270-384-2476

Board Members
Terry Harvey: 270-378-6477 District #1
Dana King: 270-634-2608 District #2
Lisa Burton: 270-384-3140 District #3
David Karnes: 270-250-2991 District #4
Troy Grider: 270-250-3523 District #5

First Amendment of the Bill of Rights, U.S. Constitution

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.



SEND YOUR LETTERS TO:

Adair County Community Voice
Attn: Sharon Burton
P.O. Box 159
Columbia, KY 42728
or snburton@adairvoice.com

Letters to the editor are encouraged. They must be original and include the name, address and daytime telephone number of the writer. The editor reserves the right to condense and/or reject any letter and to limit frequent writers. The opinions expressed in the letters to the editor and other editorials are those of the writers and do not reflect the views of the Adair County Community Voice. Businesses and individuals will not be listed in "thank you" letters. Discounted "happy ads" are available by calling 270-384-9454 or visiting our office at 316 Public Sq.

WEATHER REPORT

By Steve Norris

Time to celebrate independence

Numerous showers and thunderstorms are in the forecast for mid and late week and some will produce some very heavy rainfall and frequent lightning strikes.

The chance of rain for the Fourth of July weekend will go down to about 30 percent and it will be a little bit cooler, with highs close to 80 degrees. Some thunderstorms this week are likely to produce one to two inches of rainfall. From now through August is lightning season in

Kentucky. Stay inside if you can hear thunder and stay away from electrical appliances.

When you see lightning start counting until you hear thunder and then divide that number by five and that tells you how many miles away the storm is. If you count to 30 the storm is 6 miles away.

The Fourth of July is one of my favorite holidays. What can beat baked beans, hot dogs and a cold drink followed by beautiful fireworks. It is a day of cel-

ebration for the entire family. The weather is usually good but there is always that chance of a pop-up thunderstorm, and if they come at the wrong time, they can mess up the fun.

I can provide any weather data that you might need or answer any questions; just drop an email to weather1@charter.net.

Steve Norris covers weather topics for newspapers and radio stations across the country.

Truth will prevail.
"For there is nothing covered that shall not be revealed; neither hid that shall not be known."
Luke 12:2

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FREE ANNOUNCEMENTS
Free birthday listings, classifieds and community events can be recorded by calling 270-634-4106 after business hours or verbally given to a customer service representative during business hours at 270-384-9454.

POSTAL INFORMATION
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SUBSCRIPTION RATES
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ADVERTISING POLICY
Farmland Publications, Inc. is not responsible for more than one incorrect insertion of an advertisement. Publisher can assume no liability for typographical error except to re-run or cancel charges on the incorrect portion of the ad.

All advertising is run subject to publisher's approval. We do not knowingly accept fraudulent or objectionable advertising. Readers are asked to report any misrepresentation by any advertisers.

EDITORIAL POLICY
The Adair County Community Voice encourages readers to submit letters to the editor.

They will be published on a first-received, first-published basis. All letters must contain the signature, address and telephone number of the writer. We reserve the right to edit and reject any letter. Letters must not contain material that is deemed offensive or libelous by the Voice. We reserve the right to limit the frequency of published letters by any individual. Letters of endorsement for candidates will be published up until the issue prior to any election. Any letter making allegations against someone will be held until the other party has the opportunity to respond within the same publication. Letters should be clearly identified as letters to the editor and mailed to Editor, The Adair County Community Voice, P.O. Box 159, Columbia, KY 42728 or emailed to snburton@duo-county.com.

NEWSROOM CORRECTION POLICY
The Adair County Community Voice strives for accuracy when reporting the news. If you see an error, please contact the newsroom at 270-384-9454, and the error will be corrected as soon as possible.

...That we may glorify the Father
John 15:7-8 and John 14:12-14.

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