



Dan Liebman
Executive Editor - The Blood Horse

by Charlotte Kyle
Workshop Participant

When sports fans in Kentucky hear the word "sports" they usually think basketball. For Dan Liebman and the other workers at Blood-Horse Publications, sports means horseracing.

"Sports writers [in Kentucky] want to cover basketball," said Liebman, who is the executive editor for Blood-Horse.

Liebman didn't start out writing about horseracing. His first daily newspaper job was as a freelancer writing obituaries. He says that's a job where getting the correct information is incredibly important. In 1992 he joined Blood-Horse because of his knowledge of desktop publishing and love of racing. "[You should] find the area you want to do and be happy with it."

Blood-Horse was formed in 1916 in Lexington. With 100 local staff members and multiple freelance global correspondents, everywhere from California, New York, Texas and even Japan, Blood-Horse is geared towards breeders and owners.

Publications include the magazine, newsletters, books, and even videos, as well as yearly supplements. The magazine publishes weekly while the website, bloodhorse.com, is updated daily with the latest news.

They work hard to balance and very content. "We try not to have two farm profiles each week. We try to balance what we have," said Liebman. "Journalists are here to serve the public."

He suggested those considering a career in this field take classes in public speaking, journalistic ethics, advertising, business and photography. The jobs for the magazine all relate, including writers, editors and fact checkers, photographers, art directors, and many others. They must cooperate to make the best magazine possible.

"I can write the text and be proud of what I've written but I depend on a lot of other people," said Liebman. It's a group effort to spice things up, using things such as charts and fact boxes. "I ask myself, 'What can I give them [the readers] to sit on the couch, kick their feet back and take some time to read?'"

People with Passion

Journalists discuss the keys to success



Hank Ackerman
Chief of Bureau
Associated Press

by Kaycee Brown
Workshop Participant

Every news publication wants the latest and greatest breaking news. But what most people don't hear is how they make certain to get it first.

The Associated Press Association, a cooperative for print and broadcast journalism, helps make this possible with thousands of employees including their Kentucky Chief of Bureau Hank Ackerman.

Ackerman became the Chief of Bureau in Kentucky only six months ago but has worked with the AP for 31 years. He started before college with its broadcast operation in New York.

"I enjoyed writing. I was interested in trying to explain things and I loved history. And I wanted to go abroad. Those were the real interests that took me to the AP," said Ackerman.

Since that beginning Ackerman traveled all over the globe while a part of the Bureau's international division. He worked as Chief of Bureau in Atlanta, Ga., Detroit, Mich., New Orleans, La., Lima, Peru, and Caracas, Venezuela before taking the job in Kentucky.

His advice to any aspiring writers: "Write everyday in some way or another. Then come back and edit your work," said Ackerman. "For people who want to write to a wide audience as the AP does I would recommend a good experience in writing for a college publication. Learn all the multimedia that are required today for the AP and other news organizations."

Charlotte Kyle
Workshop Participant

A true love story is filled with passion, wonder and new experiences. Sara Cunningham is in love with journalism.

It started simply by taking a high school class. She and a friend decided a journalism class might be fun. But after they enrolled they were told that because they were younger than the rest in the class they couldn't stay. Cunningham said pure stubbornness and a refusal to believe that her age was a factor prompted her to take the class anyway. She said she was determined to show the teacher and older students that she could keep up.



Sara Cunningham
News Intern - Lexington Herald-Leader

After graduating Cunningham began to look around for a good journalism school. Unsure of whether her interests rested in broadcasting or print, a school with focus on both fields was exactly what she needed. She chose the University of Kentucky and began working on The Kentucky Kernel, earning the managing editor position in Fall 2003.

"I like to tell good stories and information," said Cunningham.

Her love grew as she realized print was what she truly enjoyed. The summer after her sophomore year Cunningham began an internship in Louisville with The Courier-Journal, as a reporter on the metro desk. Despite not having a car, she still said yes to every opportunity and found whatever way possible to get where she needed.

Even if one story wasn't as "interesting" as others, or a story nobody else wanted to do, Cunningham said yes. She said showing a passion for each assignment helped her succeed. This summer, having experience after The Courier-Journal, Cunningham was hired as an intern for the Herald-Leader.

"I've learned more from the people at the papers," said Cunningham, than she's learned in some classes. "If you have a positive attitude and you know what you want to get done and who to ask, it doesn't matter what paper you work for."

She tries to make every task interesting and find the best angle to express what she needs. To get a hands-on approach, Cunningham puts herself in the readers' shoes. Soon she will begin training to become a weather spotter to understand the job better and make her story on training to be a weather spotter more solid.

"This summer I want to be more well-rounded and try to be a better writer."

Marketer spurs Thoroughbred racing

by Kayleigh Roberts
Workshop Participant

The customer is always right. As Director of Marketing for the National Thoroughbred Racing Association, Fritz Widaman has to not only please a variety of customers, but attract them to Thoroughbred horse racing as well.

Widaman has helped NTRA establish horse racing as one of the top 10 sports in the United States. He credits Kentucky Derby winners Smarty Jones and Funny Cide for part of that. Both horses have huge fan bases, people cheer and root for them as if they were "the home team".

Widaman also credits the horse

Seabiscuit in NTRA's promotion efforts. The movie brought horse racing into the minds of the public. NTRA capitalized on the movie's success to spotlight the horse racing industry.

"NTRA has been very involved in the "Seabiscuit" movie," said Widaman.



Fritz Widaman
Director of Marketing
NTRA

NTRA put up the money to produce a film, "The Making of Seabiscuit," to help promote the movie as well as the Thoroughbred industry. When Universal announced they had no interest in a line of "Seabiscuit" merchandise, NTRA asked for permission to release a line itself. Those products are available from the NTRA website, www.ntra.com.

When a sport reaches the top 10, advertisers notice. The promotion of the industry and subsequent growth have prompted sponsorships from such companies as Dodge, John Deere, Nextel, Net Jets, Guinness, VOS and FedEx. In addition, horse racing has seen coverage on "Good Morning

America," "The Today Show," "ESPN Sports Center," CNBC "Squawk Box" and CBS "60 Minutes II." Even popular reality shows like "Meet My Folks" and "The Bachelorette" are taking field trips to the track.

Widaman is a dedicated man who is working hard to promote an industry that he loves. He is quick to defend horse racing and has nothing but the best for it in mind. Thanks to his work through NTRA, horse racing is thriving.

"There's a myth that horse racing is declining, but that's not true at all, it's going up," said Widaman.

