

Editorials & Letters

The Publisher's Notebook

Charles A. Myrick
Publisher / Editor



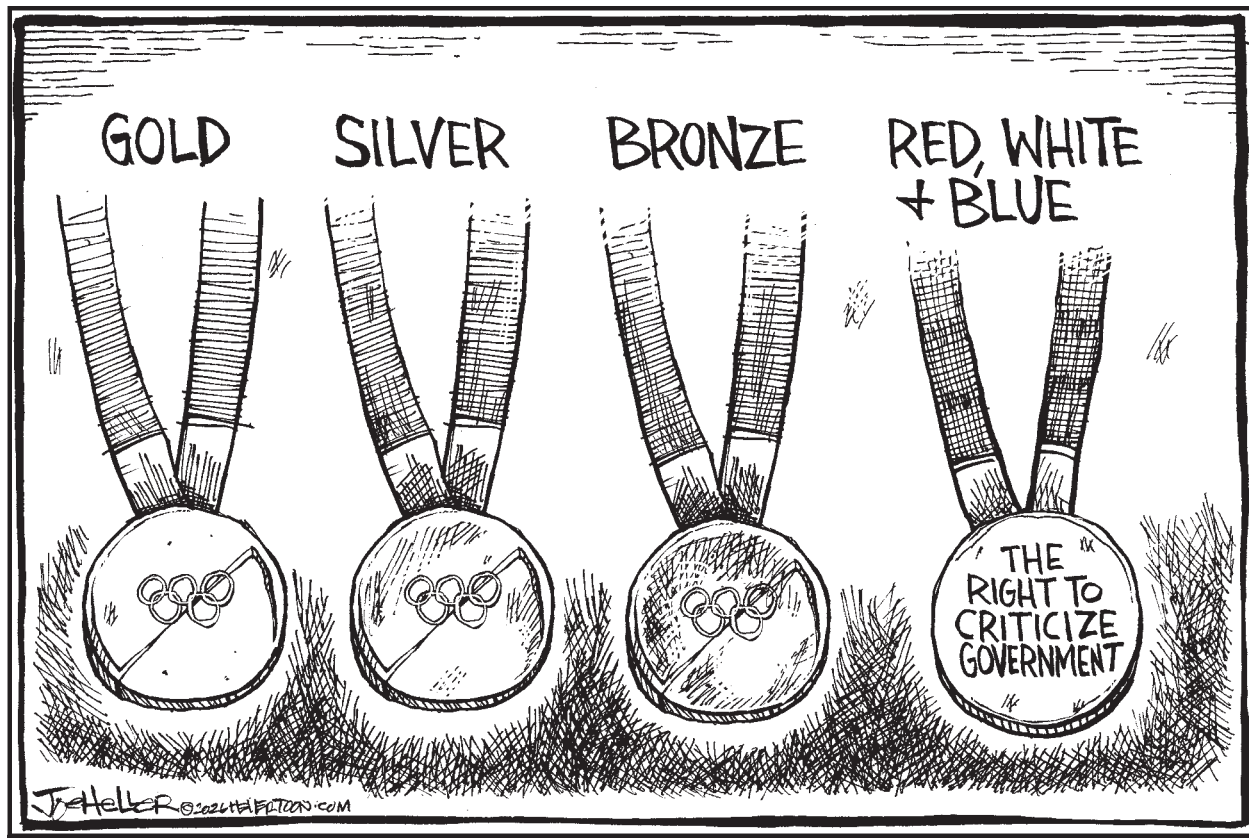
Informed Voters, Trusted Media: The Case for Newspaper Advertising

Why is newspaper advertising important? It's a valid question. We have no shortage of options for marketing ourselves, our businesses, and our organizations. But what exactly is the rate of return of that investment?

Social media would make you think advertising is "free." Sure — you can create a business page and promote your office, garage or clinic. You can run a political campaign without leaving your home (if you have enough online friends to spread your message by keeping your posts engaging). You can do a lot of things well and poorly, using social media.

But again, I ask: what is your rate of return? What is your ROI, your return on investment? Do you know? Have you considered it? The tools social media provides can certainly be powerful, but very few people know how to wield them. Many marketing professionals don't do it well. Influencers selling a product they probably don't believe in, but who have just the right amount of personality and charisma, will sell the fire out of something online. That isn't the norm.

It's an election year, and a very important one



at that. Yes, nationally we are considering whether or not we are happy with one political party ruling our nation, so come November, the American people, not the president, will decide how this country looks going forward. Our local elections, however, are of the utmost importance.

In 2023, Coda Ventures polled Kentuckians on behalf of the Kentucky Press Association. Their findings? Some shocking, some not. The poll revealed that 80% of Kentucky adults read local print or digital newspapers. A whopping 59% trust local newspapers and their websites more than any other form of media for public notices and local government.

The most telling reveal — nine out of 10 newspaper readers vote in local elections. Of Kentucky

adults, 71% of newspaper readers vote in national elections, but 86% vote in local, school board, and city elections.

The best voters are informed voters. Part of our mission here at The Mountain Advocate is to keep our community informed about activities vital to those who live here. That's why we don't focus on covering every single event. We have to focus our efforts where they matter most.

The fact is, an informed electorate is the people politicians should be reaching out to. Think about the return on your advertising investment, and who you want to reach with your precious marketing budgets. Locally, The Mountain Advocate is head and shoulders above everyone else. We are Knox County's media elite.

COLUMNIST

Ever meet a Christian who was weaned on dill pickles?

I love every single joke that people send for me to use in these columns but I really got a kick out one that came in the other day about the fellow who decided to make sure his wife woke up with a big smile on her face.

"I'm no longer allowed to have permanent markers in the house," he said.

That would be one way to put a smile on someone's face. But there are better ways that don't involve markers. Being kind and encouraging will do it, too.

The Bible tells us, "Pleasant words are as a honeycomb, sweet to the soul, and health to the bones" (Proverbs 16:24).

Ain't it the Truth

Rev. Roger Alford
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Someone once said that a smile is an inexpensive way to improve your looks. It's true. There's nothing more beautiful than a smile.

The Bible tells us that "a merry heart maketh a cheerful countenance" (Proverbs 15:13). In other words, a smile comes from a happy

heart.

When I accepted Christ as my Savior, I simply couldn't stop smiling. My heart was so happy. So, with a smile I couldn't erase, I went to the dentist to get my teeth cleaned up. I explained to the dentist, Dr. Deanna Tatterson, my dilemma, and asked her if she could help. Turned out Deanna was a Christian lady who clearly understood. I knew that because this huge smile spread across her face when I told her my situation, and she said she would take care of it.

I love that Christians are happy people. They have reason to be happy. They have a Savior who loves them. They have a home awaiting in Heav-

en. And they have a Heavenly Father who stands with them no matter what they encounter in life. He tells us, "Be strong and of a good courage; be not afraid, neither be thou dismayed: for the Lord thy God is with thee whithersoever thou goest" (Joshua 1:9).

With that in mind, I have never understood why some people who call themselves Christians seem to be so sour, like they were weaned on dill pickles or baptized in pickle juice, or both.

The only sure way to get a smile on the face of such a sour puss as that may be to use a marker.

Reach Roger Alford at 502-514-6857 or rogeralford1@gmail.com

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