

Rocky Mountain News final edition printed during CPA convention

Written by Holyoke Enterprise

Newspaper personnel from across the state gathered at the 2009 Colorado Press Association (CPA) annual convention at the Brown Palace in Denver Feb. 26-28, celebrating 131 years in newspapers.

Ironically, at the onset of the convention Thursday, announcement was made that Friday's edition would be the last for Denver's almost 150-year-old Rocky Mountain News.

It wasn't a complete surprise, as owners stated a couple of months ago that the paper was for sale and if a buyer wasn't found, it could mean the end. But the reality of a fellow paper in the press association publishing its last edition hit convention-goers hard. It hit the nation hard.

Rocky Mountain News editor and publisher John Temple was the scheduled speaker at the Friday noon Capitol Hill luncheon. It gave the newspaper world a bit of a chance to say farewell.

Copies of the Rocky's Feb. 27 final edition were at each seat as Colorado legislators and state executive branch officials joined CPA representatives at the noon luncheon.

Other convention activity included advertising, reporting/writing and multimedia sessions on Saturday, a state of the industry panel on Friday, as well as a Freedom of Information session Friday afternoon.

Newspaper representatives moved forward, continuing to seek knowledge and to refuel with input from such session leaders as Pulitzer prize winner Jim Sheeler and advertising consultant Jeff Greene.

Networking was alive and well as publishers, reporters, ad reps and circulation representatives all shared ideas and programs.

Enterprise receives two awards

At the awards program which concluded the convention Saturday, The Holyoke Enterprise received two awards for Class 2 Weeklies, circulation 1,751-4,000. Judging this year's contest was the Oregon Press Association.

Third-place honors for "Best Headline Writing" were earned for a staff entry, which included six selected headlines from the contest year Sept. 1, 2007-Aug. 31, 2008.

Publisher Brenda Brandt received a second-place award for "Best Sustained Coverage" for coverage of the Holyoke School District's study and implementation of random drug testing.

Attending the awards program and Saturday sessions were Brandt and News Editor April Peregoy.

Brandt elected secretary

At the annual CPA business meeting Friday morning, Brandt was elected secretary of the board for 2009-2010. She was originally appointed to the board in September of 2007, and elected last February.