

Copywriting Sample #1

Tales from Kentucky Sheriffs

William Lynwood Montell

Following the success of his collections of stories from funeral directors, schoolteachers, doctors, and lawyers, folklorist William Lynwood Montell presents a volume of tales from current and former Kentucky sheriffs. With stories about elections, criminal behavior, sheriffs' mistakes in the field, and much more, *Tales from Kentucky Sheriffs* offers an entertaining assortment of narratives from all over the Bluegrass State.

Considered the arm of the county court, sheriffs in urban areas may be restricted to court duties, such as county jail administration, courtroom security, prisoner transport, warrant service, or police administration. In many rural areas, however, sheriffs and their deputies are the principal form of law enforcement. Patrolling a state with both urban and rural communities, Kentucky sheriffs have accumulated a diverse array of stories from the field, ranging from the humorous and ridiculous to the frightening.

Tales from Kentucky Sheriffs includes accounts of a drunk driver who thought he was in a different state, a sheriff running a sting operation with the U.S. Marshals, and a woman who called the police to report a tomato thief in her garden. Other accounts involve procedural errors with serious consequences, such as the tale of a sheriff who mistakenly informed a man that his son had committed suicide.

By turns funny, heartrending, and cringe inducing, Montell's latest collection of stories is full of insights and offers a glimpse of the past and present of law enforcement in Kentucky. *Tales from Kentucky Sheriffs* represents the diverse experiences of citizens from all areas of the state and preserves an important aspect of Kentucky culture and history not likely to be recorded elsewhere.

Copywriting Sample #2

A Voice in the Box: My Life in Radio

Bob Edwards

The host of *The Bob Edwards Show* and *Bob Edwards Weekend* on Sirius XM Radio, Bob Edwards became the first radio personality with a large national audience to take his chances in the new field of satellite radio. The programs' mix of long-form interviews and news documentaries has won many prestigious awards.

For thirty years, Louisville native Edwards was the voice of National Public Radio's daily newsmagazine programs, co-hosting *All Things Considered* before launching *Morning Edition* in 1979. These programs built NPR's national audience while also bringing Edwards to national prominence. In 2004, however, NPR announced that it would be finding a replacement for Edwards, inciting protests from tens of thousands of his fans and controversy among his listeners and fellow broadcasters. Today, Edwards continues to inform the American public with a voice known for its sincerity, intelligence, and wit.

In *A Voice in the Box: My Life in Radio*, Edwards recounts his career as one of the most important figures in modern broadcasting. He describes his road to success on the radio waves, from his early days knocking on station doors during college and working for American Forces Korea Network to his work at NPR and induction into the National Radio Hall of Fame in 2004. Edwards tells the story of his exit from NPR and the launch of his new radio ventures on the XM Satellite Radio network. Throughout the book, his sharp observations about the people he interviewed and covered and the colleagues with whom he worked offer a window on forty years of American news and on the evolution of public journalism.

A Voice in the Box is an insider's account of the world of American media and a fascinating, personal narrative from one of the most iconic personalities in radio history.

Copywriting Sample #3

Lexington, KY—Kentucky’s seasons are among the most distinct in the country, with each one greeting the Bluegrass with full force. No one knows this better than local farmers who watch their crops change along with the weather, a transition that provides a different menu each season: juicy vine-ripe tomatoes on hot summer nights, nutty pumpkin pie at Thanksgiving, soul-warming bean soup on a cold winter day, and honey glazed ham as the thoroughbreds warm up for the Kentucky Derby. The Commonwealth’s rich soil produces some of the most flavorful fruits, vegetables and meats east of the Mississippi River, and these resources provide Kentuckians with a bounty of resources to create a vast array of dishes.

In *The Kentucky Fresh Cookbook*, author, chef, and nutritionist Maggie Green recognizes the value of locally grown food. She presents readers with an easy-to-use guide to cooking using fresh seasonal ingredients that can be found close at hand. Through her personal anecdotes and delectable recipes, Green discusses the importance of maintaining a diet that works to eliminate preservatives, hormones, and pesticides from our dinner plates, providing healthy alternatives to the processed meat and produce from many of the country’s corporate groceries.

Green has organized her cookbook by the calendar year, moving month by month through recipes that utilize meat and produce that is available during that specific season. In *The Kentucky Fresh Cookbook*, January brings warm bread pudding with Kentucky bourbon sauce, while April introduces fresh mushroom and asparagus skillet frittata. A refreshing peach blueberry pecan crisp brings summer flavors to match the heat of August, and October invites maple mashed sweet potatoes and braised kale with diced tomato. Green recognizes that a strict regimen of local food might not always be doable—practically or financially—so she also includes cooking suggestions that allow for imported or canned goods as well.

Green offers helpful tips for seeking out local growers, farmers markets, fresh food co-ops, farms specializing in pasture-raised stock, and other organizations committed to the slow food movement. Undoubtedly, winter presents a challenge as the harsh wind and ice of the Bluegrass threatens the existence of most Kentucky produce, so Green instructs readers how to preserve produce and meat long into the winter months. In addition, organizing the book by season allows

the recipes to change and the available fresh produces changes to take best advantage of what is available.

The Kentucky Fresh Cookbook presents readers with a variety of options for livening up their daily meals while also supporting local farms and food producers as well saving natural resources. Green's energetic prose and carefully crafted recipes demonstrate her passion for cooking as well as her dedication to finding the most effective ways to eat seasonally. For Green, mealtime is not only about the food, but also about the relationships it forms between friends, families, and neighbors.