



National Newspaper Association
309 S Providence Rd
Columbia, MO 65203
573.777.4980 Fax: 573.777.4985

**General James O. Amos Award
2014
NNA Checklist**

Nominee Name: William Light Kinney, Jr.

Newspaper Name & Location: Marlboro Herald-Advocate, Bennettsville, SC

Nominated by: Bill Rogers

NNA Membership Information: Member through 4/30/2014; verified 5/12/2014

Year Nominated/Last Year Eligible for Award: 2012/2014

Completed Nomination Form?: Yes

Completed Nomination Letter?: Yes

Documentation Supporting Nomination Criteria to Support the Areas Below? - Yes (combined with nomination letter)

- Professional Achievement
- Community Leadership and Service
- NNA/National Involvement

Biographical Sketch of Nominee?: Yes (combined with nomination form/letter)

Three Letters of Reference?: Yes: Jay Bender; Douglas Jennings, Jr.; W. Eric Emerson, Ph.D.; C. Kurt Dewhurst, Ph.D.

Photo Included?: Yes - Digital pic on file

James O. Amos Award

2012 Nomination Form

Nominee Name William Light Kinney, Jr. The Nominator's Name Bill Rogers

William Light Kinney, Jr.
Editor-Publisher
Marlboro Herald-Advocate
100 Fayette Avenue
Bennettsville, SC 29512
Phone: 843-479-3815
Fax: 843-479-7671
Email: wkinneyjr@mecsc.net

Position Executive Director
Affiliation South Carolina Press Association
Address PO. Box 11429
City, State Zip Columbia, S.C. 29211
Phone 803 750 9561 Fax 803 551 0903
E-mail brogers@scpress.com

Professional Achievement: Describe the nominee's professional background, achievements, awards, and activities, which illustrate how the nominee exemplifies the best in journalism and serves as an inspiration to others.

See Attached

Community Leadership and Service: Describe how the nominee is an advocate for his/her community; how he/she serves the community on a local, state and/or regional level. Provide specific examples of projects in areas of community service, and outcome.

NNA/National Involvement: Recognizing that a nominee may have moved beyond local or state involvement to a broader level, include service to NNA and other regional/national/international service organizations or causes in which the nominee has been involved. (Evidence of NNA service required.)

Please return (1) this form and (2) letter of nomination by May 2, 2012 to:

Amos Award
National Newspaper Association
PO Box 7540
Columbia, MO 65205-7540



NOTE: If your nominee is among the top five candidates selected by the judges, you will be contacted and asked to submit the following documents: (1) Three (3) letters to support the nomination from community leaders and/or professional peers; (2) Documentation to support nomination criteria; (3) Biographical sketch of nominee; (4) Photo (if available).

Professional Achievement

Bill Kinney, Jr., is in his 54th year with the Marlboro Herald-Advocate in his hometown of Bennettsville, South Carolina. After graduating from Wofford College and the University of South Carolina College of Journalism (where he was copy editor for Columbia's daily, The State) and two years' active duty with the US Army Public Information Office, he joined the Marlboro Herald-Advocate as reporter, then advertising manager, business manager, managing editor before becoming President/owner/Editor-Publisher in 1970. He established The Marlboro Shopper weekly in 1984, served as President of the S.C. Press Association and its Weekly Division, and the S.C. Press Association Foundation. He was founding partner and President of the Carolinas' first cooperative central newspaper printing plant, Greater Pee Dee Press, Inc., and Vice President of weekly Hamlet (NC) News and Sandhills Publishing Co, Inc., another central newspaper printing plant. He has won numerous awards for his reporting, features, and weekly local editorials, and has encouraged excellence from his reporting/sports/photography/advertising staff, who also have won many awards and accolades.

Community Leadership and Service

Bill Kinney's personal and newspaper involvement and leadership in community organizations are extensive and exemplary. He served as Bennettsville City Councilman and Mayor Pro-Tem, President of Bennettsville Rotary Club, United Fund, Bennettsville Jaycees, Bennettsville Parking and Development Co., Inc.; Marlborough Historical Society, the 1777 Saint David's Society, and as chairman of Marlboro County Committees for S.C. Tricentennial and U.S. Bicentennial, and as Chairman of Marlboro County Historic Preservation Commission, Jennings-Brown Historic House Restoration, Downtown Bennettsville Preservation Commission, The Kinney Charitable Foundation, Neil C. Monroe Charitable Trust Fund, Whipple Foundation Trust, Marlboro Civic Center Foundation. He also serves as Vice Chairman of Bennettsville Downtown Development Assn. and was his county's SC Economic Ambassador.

NNA/National Involvement

Bill Kinney and his family have attended and participated in a number of NNA Conventions and his newspaper was a NNA Blue Ribbon Newspaper. He has an extensive involvement in state and national organizations: Vice President of S.C. Historical Society and SC Jaycees, Director of US Jaycees, Director of SC State Chamber of Commerce, Member of SC Development Board, Chairman of SC Archives and History Commission, President of Confederation of SC Local Historical Societies, V. Chmn. of SC Hall of Fame, Member of SC Committee for the Humanities, Director of Security Federal S&L Assn., Chmn. of SC Review Board for National Register Nominations, Trustee of McLeod Medical Center Foundation, V. Chmn. and Trustee of Scotia Village Retirement Community, Member of Marlboro County Interstate 73 Committee, Trustee of Palmetto Conservation Foundation and Palmetto Trust for Historic Preservation.

Nationally, Bill has served three terms as Chairman of the Board of Trustees of the American Folklife Center at the Library of Congress, as Chairman of the Board of Advisors for the Southern Region of the National Trust for Historic Preservation, Director of US Jaycees, Director of Wofford College National Alumni Assn., Member of Brookgreen Gardens Board of Trustees and President of Friends of Brookgreen Gardens. He is listed in Who's Who in America.

Awards include recipient of Doctor of Humane Letters from Wofford College, two SC Governors' Awards for Historic Preservation, Charter initiate into USC College of Journalism Diamond Circle, winner of SC Education Assn. School Bell Award, named Marlboro County and South Carolina Young Man of the Year, named Marlboro County Boss of the Year, recipient of Elizabeth O'Neill Verner State Arts Advocacy Award and SC General Assembly's Folk Heritage Award. He is author of three publications - Sherman's March - a review, Three Who Dared, and The Story of the Sculpture LIGHT.

April 29, 2012

SOUTH CAROLINA PRESS ASSOCIATION

P.O. BOX 11429
COLUMBIA, SC 29211
(803) 750-9561
SCPRESS.ORG

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Selection Committee
General James O. Amos Award
National Newspaper Association

Dear Committee Members:

Re-Nomination for William L. Kinney Jr.
Editor/Publisher
The Marlboro Herald-Advocate
100 Fayetteville Ave.
Bennettsville, SC 29512

This letter is to nominate William L. Kinney Jr., long-time publisher and editor of the *The Marlboro Herald-Advocate*, for the Amos Award.

Mr. Kinney epitomizes the ideals of community journalism through his service to his local community, his state and his profession. In matters concerning both the past and the future, Bill Kinney has been a moving force in Bennettsville, Marlboro County and South Carolina.

His appreciation of his community's arts and history is intense, as a visit to his newspaper in a beautifully restored downtown home will testify. Mr. Kinney has served as Vice-Chairman of the Civic Center Foundation since its inception. Under his direction, the Kinney Foundation provided the seed money for the initial fundraising to renovate the old opera house into the Marlboro Civic Center (\$75,000) and an additional \$5,000 later for lobby furnishings. The Foundation also provides programming funds for the Civic Center. He also secured funding for the purchase of the historic Weatherly-Walker House as the Marlboro Arts Council's new office.

He has served on many local and state historical organizations, including terms as president of the Marlborough Historical Society and chairman of the Marlboro County Historic Preservation Commission.

But his contributions aren't just of the arts and historical nature. He was a founding member of the Marlboro County Development Board and is vice-chairman of the Bennettsville Downtown Development Association. The list of his other community service is long.

The esteem in which he is held by his journalism peers can be demonstrated by his election as president of the South Carolina Press Association in 1972-73. More recently, he was selected as president of the S.C. Press Association Foundation from 1992-94. He has been nominated to serve on the foundation board for the coming year. His paper has won numerous press association awards and he was awarded the Harris Award for Editorial Writing in 1966. He remains active in SCPA and helped lobby for Freedom of Information Act reform. Mr. Kinney was selected as one of the first recipients of the University of South Carolina College of Journalism's Diamond Circle Award.

Mr. Kinney is a diverse and talented man who has had the insight and energy to make a major impact on his community. I can think of no one more deserving of your award than he.

Thank you for your consideration.



William C. Rogers
Executive Director



SCHOOL OF JOURNALISM & MASS COMMUNICATIONS

April 30, 2012

Selection Committee
General James O. Amos Award
National Newspaper Association

Re. Nomination of William L. Kinney, Jr.

Greetings:

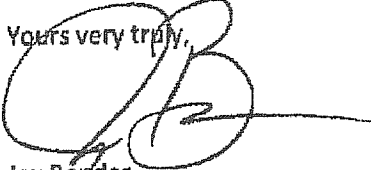
For most of the past 30 years I have been counsel for the South Carolina Press Association, and during that time I have been in contact with most of the folks in the newspaper business in South Carolina. I have come to appreciate the effort that goes into putting out a newspaper, and think it would be acceptable if putting out a newspaper were all that one did.

Fortunately for South Carolina, Marlboro County and Bennettsville, Bill Kinney had the energy and commitment to put out an outstanding newspaper and work to make our world a better place. Bill works to bring jobs to his town, but doesn't let economic development goals overshadow his support for historical preservation and the arts.

Bill has also been a leader in journalism in South Carolina holding offices in the South Carolina Press Association and its educational foundation, and supporting the School of Journalism at the University of South Carolina. In the years I spent as a lobbyist for press issues such as reporter privilege and freedom of information, I could always count on Bill to be a calm, reasonable and persuasive voice for newspaper issues.

Please accept this letter as an enthusiastic endorsement of Bill Kinney for the NNA Amos award.

Yours very truly,



Jay Bender
Reid H. Montgomery
Freedom of Information Chair

Douglas Jennings, Jr.
doug@jenningslawoffice.com



June 12, 2012

Selection Committee
General James O. Amos Award
National Newspaper Association

RE: Nomination for William L. Kinney, Jr.
Editor/Publisher
The Marlboro Herald-Advocate
100 Fayetteville Avenue
Bennettsville, SC 29512

Dear Committee Members:

I am honored to provide this letter of support regarding the nomination of William L. Kinney, Jr. for the Amos Award.

Growing up in the small town of Bennettsville, SC, I had always known and respected Bill Kinney. However, it was not until my adult years when I began to serve my home community in the South Carolina House of Representatives (from 1991 until 2010), that I truly appreciated the tremendous impact which Mr. Kinney has upon the quality of life in our hometown. He is a unique individual who is the most outstanding "ambassador" for Marlboro County and Bennettsville that we could ever hope to have. In fact, every small town in America would truly love to have a committed community leader like Bill Kinney, but I am thankful for our hometown that we have him!

His family newspaper, *The Marlboro Herald-Advocate*, is the principal source of news and opinions for Marlboro County and is eagerly anticipated by its citizens every Thursday. His newspaper continues to have "newsboys" selling papers to our citizens on the street corners.

While I was not previously familiar with the National Newspaper Association's James O. Amos Award, I understand that it particularly honors those who have a positive impact upon their community. Quite frankly, Bill Kinney's immense impact upon our community would surely set him apart from most journalists.

Mr. Kinney is passionate about his love of our community and he truly enjoys captivating others with his genuine love for our history and his ability to articulate stories about



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Selection Committee - General James O. Amos Award

June 12, 2012

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our past and our present. I have many times called upon him when we were attempting to persuade an outsider to live here or to locate their industry here, and he always unselfishly gives of his time to do everything he can to make our community a better place to live. His thirst for knowledge and his ability to show genuine "hometown spirit" has inspired many people through the years to bring their business to our struggling community. While Marlboro County struggles with many challenges, including high unemployment, we would be so much worse off if it were not for the gracious and dedicated efforts of this fine man.

After graduating from Wofford College and the University of South Carolina College of Journalism, and after serving his country in the U. S. Army, Bill came back to his hometown where he joined his family's management of the *Marlboro Herald-Advocate*. Since that time, he has single-handedly tackled community projects and has championed many worthy causes in our community. I particularly enjoyed working with him closely as we planned and carried out a local effort to renovate an old downtown theatre into a beautiful and vibrant local Civic Center, which now serves as a 400-seat public auditorium which hosts many concerts, plays, public meetings, and has become the "focal point" of our town.

More recently, Bill was integrally involved in building a beautiful new public library in our community and naming it appropriately for Bennettsville native Marian Wright Edelman to honor her lifetime of work on behalf of children.

At the national level, Bill has distinguished himself and has always enjoyed the highest respect of every member of our Congressional Delegation, both Republicans and Democrats, who admire his genuine community spirit. Bill has served three terms as Chairman of the Board of Trustees of the American Folklife Center at the Library of Congress. He has also served as Chairman of the Board of Advisors for the Southern Region and on the National Board of Advisors of the National Trust for Historic Preservation.

One of my fondest memories of serving in our State Legislature was when Bill Kinney was honored on the House floor as recipient of the Elizabeth O'Neill Verner State Arts Advocacy Award, which is given by the South Carolina Arts Commission for the most outstanding advocates of the arts.



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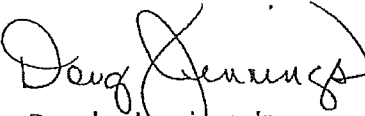
Selection Committee - General James O. Amos Award
June 12, 2012
Page Three

This outstanding man goes far beyond merely being a journalist by completely immersing himself into being a dedicated and effective advocate for our community. Our entire community has been richly blessed because of his lifetime of service, and I believe your Association would be most appropriately honoring a unique journalist who also puts service above self to work in his tremendous efforts on behalf of his hometown and on behalf of the State of South Carolina.

It is with much pride and pleasure that I urge you to consider honoring William L. Kinney, Jr. of Bennettsville with the nation's highest award in community journalism.

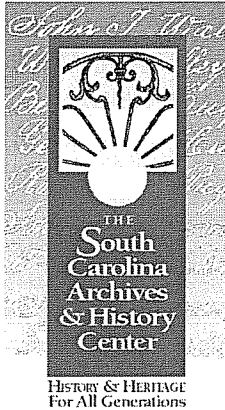
Thank you and with kindest regards, I am

Sincerely,



Douglas Jennings, Jr.

DJ;JR:cbd



June 13, 2012

Selection Committee
General James O. Amos Award
National Newspaper Association

Dear Committee Members:

I am writing to lend my enthusiastic support to the nomination of William L. Kinney, Jr. for the Amos Award. As Director of the South Carolina Department of Archives and History and State Historic Preservation Officer, I have had the pleasure to work with Mr. Kinney for nearly a decade. During that time I have come to know him as the state's most dedicated advocate of preserving South Carolina's history.

Over the course of a lifetime of service to South Carolina, Mr. Kinney has held positions of leadership in nearly all of the state's largest historical organizations. He has served as President of the Confederation of South Carolina Local Historical Societies, Chairman and Vice Chairman of the South Carolina Archives and History Commission, Chairman of the South Carolina Review Board for National Register Nominations, Vice Chairman of the South Carolina Hall of Fame, and Vice President of the South Carolina Historical Society. He has served as a member of the South Carolina Committee for the Humanities and as a trustee for the Palmetto Conservation Foundation and the Palmetto Trust for Historic Preservation. In each of these positions he has been an active and fervent leader who works to educate South Carolinians about their past.

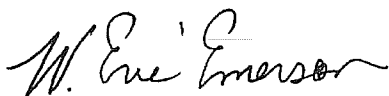
A telling example of his value to this state lies with his many years of service as Chairman of the South Carolina Review Board for National Register Nominations. In that capacity he has played a critical role in the recognition and preservation of hundreds of the state's most historically significant properties. Through his efficient and judicious oversight of the review board's operations, Mr. Kinney has enabled the State Historic Preservation Office to process and forward to the National Park Service many more nominations than other, similarly-sized states. As a result more South Carolinians have received recognition for their stewardship of our state's most important historic sites and properties, which increases the odds that those places will be preserved in the future.

SC Department of Archives & History • 8301 Parklane Rd • Columbia • South Carolina • 29223-4905 • (803) 896-6100 •
<http://scdah.sc.gov/>

Mr. Kinney's efforts on behalf of the state's cultural resources have not gone unnoticed. He has received numerous accolades, and he can count among his awards the highest honors from state and national organizations. He is the recipient of two Governor's Awards for Historic Preservation and the Robert N. Pryor Volunteer Service Award, which is presented by the Confederation of South Carolina Local Historical Societies. In 2002 he received an Elizabeth O'Neill Verner Award, which is the state's highest award for support of the arts. He also has received the South Carolina General Assembly's Folk Heritage Award, and, most recently, Mr. Kinney received an Award of Merit from the American Association of State and Local History in 2010 for his lifetime service to the Marlboro Historical Society.

For more than fifty years Mr. Kinney has taken an energetic and keen approach to preserving South Carolina history and culture. I can think of no other South Carolinian who has contributed so much of their personal time or resources to ensure that the state's past will be saved for future generations, and for that he deserves the gratitude of all South Carolinians. His community leadership is without equal in South Carolina, and I believe that he would be a most deserving recipient of the General James O. Amos Award.

Sincerely,

A handwritten signature in cursive script that reads "W. Eric Emerson". The signature is written in black ink and is positioned above the typed name.

W. Eric Emerson, Ph.D.
Director and SHPO

June 14, 2012

Dear Mr. Rogers:

I am pleased to be able to express my strong support of Bill Kinney for the James O. Amos Award of the National Newspaper Association. Bill has had a highly productive career that has blended excellence in his professional work in the field journalism with a major impact nationally through his service on local, state, and national boards. I have come to know Bill through his distinguished service of thirty years on the Board of Trustees of the American Folklife Center of the Library of Congress. During his tenure he served as Chairman for three terms.

Bill Kinney demonstrated remarkable personal dedication to the work of the American Folklife Center at the Library of Congress where he provided valuable contributions to the development of programs such as the Veteran's History Project, Story Corps, and other initiatives to document, build collections, and present the full diversity of the cultural life of our nation. Bill also played a critical role in congressional relations for the Center and the Library of Congress during his tenure on the Board of Trustees that helped the Center grow in terms of staff and stature.

Bill has played a leadership role in numerous state and other national organizations. On the state level, he has served as the Vice-President of the South Carolina Historical Society; Vice President of the South Carolina Jaycees, Director of the South Carolina State Chamber of Commerce; a member of the South Carolina Development Board of Directors; Chairperson of South Carolina Archives and History Commission; President of the Confederation of South Carolina Local Historical Societies; Vice President of the South Carolina Hall of Fame; member of the South Carolina Committee for the Humanities; Director of Security Federal Savings & Loan Association; Chairperson of the South Carolina Review Board for the National Register of Historic Places Nominations; Trustee of McLeod Medical Center Foundation; Vice Chairperson and Trustee of Scotia Village Retirement Community; member of Marlboro County Interstate 73 Committee; Trustee of Palmetto Conservation Foundation; and Palmetto Trust for Historic Preservation.

On the national level, in addition to his work on the American Folklife Center Board of Trustees, Bill has served in the following capacities: Chairman of the Board of Advisors for the Southern Region of the National Trust for Historic Preservation; Director of U.S. Jaycees; Director of Wofford College National Alumni Association; member of Brookgreen Gardens Board of Trustees; and President of Friends of Brookgreen Gardens.

In addition to the recognition of Bill's service to the American Folklife Center as the longest serving board member when he completed his term in April 2012, Bill has received many national awards including: Doctor of Humane Letters from Wofford College; two Governor's Awards for Historic Preservation; recipient of the South Carolina Education Association School Bell Award; Marlboro County's Boss of the Year;

recipient of the Elizabeth O'Neill Vernier State Arts Advocacy Award; and South Carolina General Assembly's Folk Heritage Award.

Generous with his many talents and his time, Bill inspires all those who have the good fortune to work with him. Always a positive force for advancing the work of the organizations where he is affiliated, he truly has made a difference in so many arenas. Bill is a natural leader who is deeply committed to his hometown, his state, and our nation. He has an uncanny ability of combining his sharp mind with his journalistic inquisitiveness for details, with his persuasive oratory ability, wit, and charm. Everyone who comes in contact with Bill is enriched for this encounter.

I believe Bill Kinney would be a most deserving recipient of the James O. Amos Award of the National Newspaper Association. Please feel free to contact me if I can share any more information in support of this award.

Sincerely,

C. Kurt Dewhurst, Ph.D.
Chairperson, American Folklife Center
Library of Congress

Director of Arts and Cultural Initiatives and Senior Fellow
University Outreach & Engagement
Curator of Folklife and Cultural Heritage, MSU Museum and
Professor of English and Museum Studies

