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# Newspaper founder relates success story

Ken Osuna, creator of *Turnagain Times*, shares story with APW members

by Sonya Senkowsky

When longtime radio journalist Ken Osuna told colleagues he was starting a newspaper in Girdwood, they all had the same question: "What are you ever going to have to write about?"

Five years of producing the twice-monthly *Turnagain Times* has indeed presented the trial-by-fire editor/publisher with many challenges, he says – but finding stories has not been one of them. The newspaper founder spoke about his experiences to a luncheon gathering of the Alaska Press Women in October.

Media outlets in an Anchorage-centered news market often act

as if "the world ends at Potter Marsh," said Osuna. The *Times*, which serves communities along Turnagain Arm and Prince William Sound, seeks to prove otherwise.

What could there be to write about in a quiet little town known to most Anchorage residents as either touristy ski-town or bucolic artists' colony? Plenty, says Osuna. From Whittier politics, to the regular quarrels between Girdwood's pro- and anti-development factions, to the ever-popular troopers' report, Osuna has found no shortage of stories – many of them ignored in the "occasional, sporadic" coverage of the region he says

other area media outlets provide.

"I see my role as providing a different perspective," says Osuna, who not only edits and publishes the *Times*, but also does much of the paper's writing and reporting.

Starting a newspaper was an unlikely direction for Osuna, a former broadcast journalist whose background includes a degree in political science, as well as newscasting and anchoring positions at Anchorage news radio stations KFQD and KENI. He has also been general manager of Ketchikan radio stations KTKN and KGTW. Osuna first

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# Is your work a winner?

Find out in the  
**2004 APW  
Communications Contest!**

The APW Communications Contest is growing again! Last year's contest drew 53 entries, compared with 36 the year before. More is better for those who enter, because the judges have more examples with which to compare the work.

The contest committee has met to start planning the 2004 competition and already has several distinguished judges lined up. All judges will be from outside Alaska.

Now's the time to look through your work and start collecting entries. To compete, entries must have been published, issued, broadcast, printed, or e-published from Jan. 1, 2003, through Dec. 31, 2003 (with exceptions for series that may have begun in 2002 but culminated in 2003).

The categories are the same as last year. Complete information—general rules, categories, and entry form—will be posted soon on the APW website.

Tina Adair, Judy Griffin, and Carolyn Rinehart make up the contest committee, with Tina as chairperson. Anyone having questions after reading the materials on the web may contact her at [tina@adair-group.com](mailto:tina@adair-group.com). If you are unable to access the website for the rules, categories, and entry form, contact Carolyn Rinehart (345-3961) and she will send hard copies.

Entrants must be APW members, and new members must have paid their dues by the entry deadline. New members who join now will be members for the remainder of 2003 as well as 2004.



mariah oxford

## The Prez Says

I've always considered the communications contest to be a valuable benefit of membership. Not only do you get the opportunity to test your stuff against your peers, but you often get helpful feedback from the contest judges.

As a member of the Illinois affiliate in the 90s, I experienced success in the local and national contests – and as someone just getting started in the field, it gave me great confidence.

I would like to encourage all members to look over their work from the past year and consider entering. The contest committee is already hard at work finding judges and planning for all the deadlines.

Last year Alaska had more winners in the national communications contest than we have had for some time. Let's carry on the tradition!

### Deadlines:

**January 30 for books  
(categories 61-66)  
and February 20 for  
all other entries.**

**Check the web site  
soon for more details:  
[www.akpresswomen.com](http://www.akpresswomen.com)**

### In this issue...

- Features about our October and November speakers!

Osuna...from front page

considered starting a media venture in Girdwood after moving there while still working at KENI, where he was becoming increasingly dismayed to watch the radio station's news department "decimated by cost-cutters from Outside."

On Thanksgiving Day 1997, Osuna remembers brainstorming with a friend the idea for a Girdwood-based media company. At first they talked of starting a radio station. But the challenges, which included the proposition of applying for a new commercial license in the small market, seemed too great. A newspaper, on the other hand, seemed possible. Their marketing plan was simple: "We felt we provided a good product local communities would support."

The first issue of the *Turnagain Times*, a free paper, came out in June 1998. Osuna knew so little about newspaper publishing, he says, he didn't even think to ask to hang on to the negatives and plates.

Reception to the venture has been positive, says Osuna, who adds that he relies on hard news, not fluffy community features. Running such a paper in a small town is fulfilling, he says, but can require a thick hide: "In a small community, they don't want objectivity. They want advocacy."

But the greatest challenge of the venture, says Osuna, has been convincing advertisers to view the Turnagain Arm region readers as a market separate from Anchorage. As more advertisers have realized there is a viable market in the region, they are

### Also at the October luncheon....

Right: APW President Mariah Oxford presents Ella Wright with flowers and a gift certificate for her service as NFPW President (2001-2003).

Below: Ella Wright honors APW members who won recognition in the national communications contest. L to R: Dee Gould, Barbara Brown, Ella Wright, Sonya Senkowsky. (See the October *Articulation* for a complete list of Alaskan national award winners.)



signing on. "There are some months it can be rather bleak," he admits, "but it is better than it used to be."

Another difficulty has been finding reporters willing to write hard news. Osuna ends up reporting many of the stories himself. In this lies his number-one key to survival as a newspaper entrepreneur: "You have to do most things on your own." This includes not only editorial tasks, but also bookkeeping, invoicing, answering phones, and newspaper delivery. After leaving the luncheon, shared Osuna, his day's plan would include dropping papers off at the post office for bulk delivery

and then delivering others throughout Girdwood.

Five thousand copies of the paper are distributed the first and third week of most months. Osuna also distributes a special winter issue of 10,000 copies, which is left on stands through April, and puts out a summer run of 20,000 copies.

His partner has since left the state to pursue other interests. But Osuna says he will continue with the venture as long as he continues to make an impact. "It does have an impact on people's lives," he said. "It's providing them with something important they wouldn't have otherwise."

# Who are you, really?

## Princiotta hooks APW members with a left and right

by Sherrie Simmonds

If you attended Alaska Press Women's October luncheon hoping to learn how Josef Princiotta selects jurors, you probably came away with more questions than answers. During his fast-paced, information-filled presentation, he let us know he is not an attorney. "I'm licensed to teach attorneys," he explained. Princiotta holds five-week courses in his specialty, Body-Mapping; and I, for one, felt as if he had squeezed at least two sessions into his 45-minute presentation.

To test our observation skills, he put on a hat, first with the brim down, then up, and asked what we thought. "Your IQ dropped 20 points," [with the brim up] was the response. He said, "Women get that. Men don't get it. They want explanations."

He told a story of how if you take a gallon of sewage and put in a teaspoon of good wine, you'll still have sewage. If you take a gallon of good wine and add a teaspoon of sewage, you'll end up with a gallon of sewage. I quickly forgot the point of the story as he moved to the next subject – an abstract explanation of balance and body movement.

According to Princiotta, each area of the head and body relates to a different part of our personality (see box at right).

Throughout the meeting,



1st Vice-President Tina Adair presents Joe Princiotta with an Alaska Press Women mug.

Princiotta exhibited esteem for women, this time saying, "The sun is in the middle; all life comes from it. Women are the sun. Women do all the work."

To illustrate how differently people think, he held up a large hunting knife, explaining that if you were to ask two men about their personal knife, the first will tell you what a wonderful handle it has. "I carved it from the horn of a caribou," he'll say, "and it fits my hand perfectly." When asked about the blade, he offhandedly says, "Oh, I took it from another

knife." The second man will tell you about the quality and precision of the blade, its sharpness, the grade of the metal, and how it was made. "The handle? Oh, it just came with it."

The most fascinating portion of Princiotta's talk was Body-Mapping. "Everybody is two bodies blended to look like one," he explained. "Two people inside of you are talking to you. Desire begins on the left side of the body and is communicated through the right side."

He creates digital photos of two left sides and two right sides of a person's face to get a picture of both sides of their personality. One side is shown to the public and the other is kept private. He sees his work as helping people understand each other by "reading" those faces. His goal is "to re-awaken humanity to the earliest

|                                |  |
|--------------------------------|--|
| <b>wisdom and intelligence</b> | <i>head</i>  |
| <b>authority and influence</b> | <i>eyes</i>  |
| <b>social awareness</b>        | <i>ears, eyes, nose</i>  |
| <b>personal endeavors</b>      | <i>upper lip</i>   |
| <b>self interest</b>           | <i>lower lip</i>   |
| <b>instinct and intuition</b>  | <i>soles of the feet,<br/>under the arms<br/>("where the sun doesn't shine")</i> |

*continued page 5*

*Princiotta...from page 4*

form of human communication, just looking at each other.”

With Princiotta’s permission, I’ve included an example (to the right) and his interpretation from his website.

Princiotta’s PowerPoint presentation provided numerous examples of these two sides of famous people, including George Bush, John Wayne, Tony Knowles, Jessica Savage, the Reagans, Howard Cosell, and Richard Nixon. You can see these and others on his website, <http://www.bodymap.com/photos.html>.

Yes, Princiotta did talk about juror selection. He put on two name badges, “Mr. Princiotta” on his right lapel and “Joe” on the left to again illustrate his belief that we are all two people. “Mr. Princiotta will answer the questions [during the prospective jury interview], but Joe will vote,” he said.

“I don’t care about your house, what kind of blinds you have, or what kind of car you drive,” he said, referring to the John Grisham book and current hit movie, *Runaway Jury*. What he does care about is your handwriting, your signature, how you check the boxes on the juror questionnaire, and your birthday. He obtains a copy of the juror’s response card the week preceding the jury selection, analyzes the handwriting and, with your birth date, comes up with selected key words that the attorney will use in the interview.

He said he likes to watch how people eat, saying, “It’s intimate, and I can tell how you do other things, depending on whether you eat fast or eat slow.”

While showing a photo of Einstein, he said, “We comb our hair the way we think we think. Hair protects, adds sensitivity,



*Princess Diana with two left sides of her face.*

When the image of the left half of the face is reflected back on to the left side, we get:

**TWO LEFT SIDES=ONE FULL FACE**

that FACE physically reflects the style of the thought patterns when the subject is considering those elements and events of life that relate to:

- dreaming or imagination and including others or
- connecting with the inner self.



*Princess Diana with two right sides of her face.*

When the image of the right half of the face is reflected back on to the right side, we get a

**TWO RIGHT SIDES=ONE FULL FACE**

that FACE physically reflects the style of the thought patterns when the subject is considering those elements and events of life that relate to:

- speaking or expression and controlling self or
- keeping score on the outside world.

scent.”

While explaining how he observes physical appearance, he looked at someone in the audience with short hair and said, “Don’t tell a person with short hair a long story. She already knows what you’re going to say and just wants the bottom line.” He adds, “If upper teeth show, the prospective juror will help people. If the lower teeth show, watch out!”

According to his website, Princiotta believes that “The Juror’s Natural Inherited Approach to Life may influence the final vote and verdict as much as any element of the evidence or testimony presented during the trial.”

He explained how he collaborated with Edgar Paul Boyko four to six times a year over the course of 32 years without Boyko losing a case. His website includes a glowing testimonial from the late attorney general for Alaska.

During the Q & A, Thetus Smith mentioned a couple of specific cases on which she served as a juror and asked Princiotta why he thought she had been selected. “Because they liked you. You have an excellent memory.” This made me wonder. I was dismissed as a juror during my single opportunity to serve. Does that mean they didn’t like my handwriting? Or the way I checked my boxes? Or – worst of all – that they just didn’t like me?!

## Dues Clarification

If you've received your dues renewal notice from NFPW, please note that the correct amount for dues is now \$75. There was an error processing renewal notices at NFPW and some members have received bills for \$126.50. **Please pay only \$75.** If you are a retired member, pay \$20. Student members pay \$30. Please write to Mariah Oxford at if you have any questions (m.oxford@usa.net).

## December luncheon

Thursday, December 4

11:30 a.m.

### Speaker:

## Sharon Bushell

Free-lance writer and *Anchorage Daily News*' 'We Alaskans' columnist, Bushell has gathered stories from Alaskans across the state, unsung heroes and adventurers, ordinary people doing extraordinary things in an extraordinary land. Her columns have now been collected into two volumes of 'We Alaskans' books.

She will have copies of her books for signing and sale.

### Reservations:

Due by December 1  
274-4723

### Location and Cost:

Golden Lion Hotel, 36th and  
New Seward, Anchorage  
\$16.00 members  
\$18.00 guests

## Elected Officers

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