

grassroots editor



*A journal
for newspeople*

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Howard Rusk Long

*Weekly newspaperman, journalism educator, author, and organizer
of the International Society of Weekly Newspaper Editors*

By Anna R. Paddon

Howard R. Long had been head of the Journalism Department at Southern Illinois University-Carbondale for only a couple of years when he and two editor friends took the first steps to realize their dream of an organization for community newspaper editors. That dream in 1955 took the form of an annual conference/seminar that later evolved into the International Society of Weekly Newspaper Editors.

Long described his early days at the university: "I had arrived in Carbondale to head an unloved department, considered the weakest of the weak, just in time to catch the coattails of President Delyte W. Morris as he went into an orbit destined to transform a pretty good little teachers college into the greatest educational circus in America. Every administrator was a ringmaster whose part of the show was rated on his ability to generate viable brainstorm. Those who prospered were masters of the broken shoestring, and virtuosos of the begging bowl."¹

Part of the "ring" that Long performed and worked in was populated by weekly newspaper editors who were willing to expose local corruption, battle for unpopular civil rights causes and fight for governmental openness. They met annually for mutual support and to broaden their horizons beyond their local communities as they interacted with lecturers who discussed topics that included national economic issues, cultural trends and foreign policy issues. Long felt a kinship with these editors because he had once been part of their number and his résumé included experience administering a state press association.

Long's journalism background is detailed in a reflective, autobiographical letter he wrote to Dean Frank Luther Mott of the University of Missouri School of Journalism. In this 8-page letter, he recounted his first thoughts about moving into teaching from editing and publishing a small weekly newspaper in Crane, Missouri, which he described as the "backwater of country journalism."² Before realizing the goal of owning this newspaper in southwestern Missouri, he had worked as manager and editor of the *Nicholas Republican* in Richwood, West Virginia, and as a copy editor at the Fort Smith, Arkansas, *Southwest American*.

In this 1949 letter to Mott, Long recalled that 10 years earlier he had felt the need for intellectual stimulation and decided to apply for a Nieman Foundation Fellowship. Because he had earned bachelor's degrees in journalism and English from the University of Missouri in 1930, he requested a recommendation from Dean Frank L. Martin, who countered with the suggestion that

he return to the university for graduate work. Dean Martin promised him a position in the office of the Missouri Press Association.

He completed his master's in journalism in the spring of 1941 and was appointed manager of the state press association. He described his first two or three years there as "taken up with healing the wounds of an intemperate over-expansion and with . . . putting the Association's operations on a sound financial basis."³ To Mott he boasted that when he left the association in January 1949 a reserve fund of \$25,000 had been built up out of earnings.

Although during World War II he had decided to turn down an Air Force commission after realizing "that the army would be over-run with flabby officers of my age and weight," he took pride in the role he played at the Missouri Press Association's Central Office, which served as a contact center for all of the government agencies that required dealings with the press of the state and as a clearinghouse for publishers needing help with wartime shortages and allotments.⁴ During this time in Columbia, Missouri, he also taught university journalism classes. He became an assistant professor in 1942, an associate professor in 1945, and a full professor in 1948. In the meantime, he had begun working on a Ph.D. in rural sociology, and by the summer of 1946 had completed all his coursework and was granted a leave of absence to finish his dissertation. Before finishing, he was pressured by publishers to return to the Missouri Press Association responsibilities in the summer of 1947. He received his Ph.D. on July 30, 1948, his 39th birthday.

The following summer, he left the university to spend time on a farm in Rochester, Indiana. His letter to the dean indicates he had plans for an anthology of the country press and preliminary work on a textbook on the community newspaper, and his intention was to return to the University of Missouri after a year.⁵ However, he remained on the farm from 1950-1953, until he went to Southern Illinois University to head the fledgling program there.

As the department's first chair, he recruited students and faculty and shaped a curriculum that included three sequences — news-editorial, community newspaper, and advertising. He also sought to make enriching and educational opportunities available to professionals, especially those working for newspapers in smaller communities. He developed ideas and implemented programs, delegating the details to colleagues and graduate students. "He got one idea, assigned it to someone else and then moved to the next idea," one colleague said in describing his administrative style.⁶

Reflecting his interest in serving the community newspapers, Long envisioned a seminar and educational program for their editors that he

felt was not being provided by state press associations. In 1955 ten weekly newspaper editors gathered on the campus of Southern Illinois University in Carbondale, Illinois, for the purpose of bringing together "the elite of the American weekly press to discuss fundamental issues that are the concern of every thinking citizen and therefore the responsibility of every newspaper editor willing to accept the challenge."⁷

They were invited by the Journalism Chairman Long who with two of his friends, Houstoun Waring and Malcolm D. Coe, had envisioned the conference. Waring and Coe were themselves publishers of weekly newspapers.⁸ Waring published the *Littleton* (Colorado) *Independent*. He had been a Nieman Fellow at Harvard ten years earlier and was billed as the founder of the School of Journalism at the University of Denver. A movie produced by the U.S. Information Agency, "Small Town Editor," had featured him and his newspaper as subjects to show the world the best of American community journalism.⁹

Coe was editor and publisher of the *Pearlsburg* (Virginia) *Virginian*. In a letter to Long he shared his vision for "the project," which at that time was how he referred to it, because it had not yet been christened.

He wrote to Long: "The project is designed for honor and distinguishing from others the top small town editors and for setting up certain standards for grass roots journalism. What we want, I think are the top working brains of the grass roots press in the country. We want quality rather than numbers. If we can get quality AND numbers, so much the better. But quality first.

" . . . The project will have to have a name — The American College of Weekly Newspaper Editors — or something like that. I think it ought to have a publication: maybe twice a year, certainly at least once a year." He then went on to detail his vision of a Nieman-type program for weekly editors in which the editors from the community press would spend a term on campus and their publication would be like the Nieman Reports from Harvard University, but "filled with the best country newspaper thinking and writing we have."¹⁰

Summer conferences for editors

The dream of a semester-long program was never realized, but the first summer conference was the beginning of an annual event. In just a couple of years the campus facilities were too limited and the summer conference moved to the facilities at Giant City State Park, south of Carbondale. The most popular conferences were at Pere Marquette State Park.¹¹ The editors who came for the first conference in 1955 came from

eight different states — California to Virginia. Waring was named president. Coe was designated provisional vice-president, and Long signed all the communications as secretary.

The next year's invitation promised that all the 1955 charter participants "are sworn to return in 1956. You have never known a finer, friendlier and more intelligent group of people. You can afford to travel three thousand miles to be with them!" By the second year, the name, Conference of Weekly Newspaper Editors had been chosen. Long also reminded those invited that the conference was planned strictly for serious-minded people. "There will be no luncheons at the expense of public utility interests and no clam bakes by courtesy of the brewing industry. In fact we are not even asking the Baptist Foundation for a free meal."¹²

Participants paid \$30 per person for room and board in one of the college dormitories and an additional \$25 for each family member. The organizational files show, however, that the meeting may not have been as spartan as the promotion might indicate. There was a cash bar at dinner, and arrangements were made for an evening of opera in St. Louis after a hotel dinner there to which St. Louis newspaper editorial personnel were invited and which resulted in press coverage in the metropolitan dailies.¹³

The second year's topics were outlined under three broad categories — Problems of a free press in the small town, problems of community life and problems of national and international policy. The free press category included access to records, problems of the forthright editor and dealing with local pressure groups. Under community life, these weeklies editors tackled a discussion of desegregation, better local government, growing pains of school systems, local health problems and religious life in the community. The final category discussed the 1956 national election, economics, national resources, atomic energy, military strategy, civil defense and American foreign policy — especially the Soviet Union, the Middle East and the United Nations.

A later conference program was described by a participating New England editor in a double-width editorial in *The Milford* (N.H.) *Cabinet and Wilton Journal*:

"The formula is simple: bring the editors together in relaxed and informal surrounding, supply some stimulating speakers, and see what happens. It is, incidentally, an 'honest' conference; everyone pays his own way, and there is none of the hospitality sometimes showered on editors by corporations and utilities.

"There were three speakers each day, morning, afternoon and evening, speakers chosen not for their 'big names,' but because of a talent for stirring up ideas. Many of them were from the Southern Illinois University faculty; others rep-

resented the practical business world. The Labor reporter from the *St. Louis Globe-Democrat* discussed such matters as the threatened railroad strike and segregation in the craft unions; the brilliant editor of a St. Louis Negro weekly discussed the race issue. We listened to the editor of the paper in Vandalia, the Illinois town which was the guinea pig for an analysis of community problems by the Center for the Study of Democratic Institutions. There were sessions on Africa, on juvenile delinquency, on the farm problem, on trends in local government."¹⁴

These topics contrast with a critical view of the small-town press by media critic Ben H. Bagdikian published less than a year later in *Harper's* magazine. In the article, "Behold, the Grassroots Press, Alas," he charged the community newspaper editors with conveying "pure — that is, unadulterated — press agency. . . printed both as 'news' and editorial comment, rang[ing] from mouthwash to politics — usually right wing."¹⁵ In an 1972 interview, Long recalled that the ICWNE had "been in the forefront and on the liberal side in every issue in American journalism over the past ten years."¹⁶ However, an *Editor & Publisher* column on the conferences reported, they make "a strong effort to invite men and women with a wide difference of political opinions. This insures lively discussion."¹⁷

International activities of Long and the weekly editors

Long enjoyed contacts with editors from around the world and often they attended the conferences. Though his colleagues often thought envisioning the group of community newspapers as "international" was grandiose and the idea of trips to Europe and Asia preposterous, Long accomplished both with an enthusiastic group of editors.

While still at the University of Missouri, Long had his first opportunity for foreign travel. In 1945 right after the war, he was sent to London on an assignment with the British Ministry of Information. In 1957 he was awarded a Smith-Mundt grant to teach at the National Chengchi University in Taiwan. In a detailed 13-page report to Washington officials on his return, he was highly critical of the preparation he had been given by the State Department, calling it a waste of time, and wrote that the most valuable briefing came from John Randolph, the Associated Press bureau chief in Tokyo. He found the assignment of four hours per week of teaching a very light work load, so he arranged to work as a guest editor of the *China Post*, putting out the newspaper one night a week. He also lectured on the free press and wrote, "The people in our Embassy expressed apprehension lest I become involved in local political issues.

If it was wrong for me to quote from the Constitution of the United States, I was, of course, quite guilty."¹⁸ He published a book of his photographs from the area of Taiwan where he worked while on his fellowship.¹⁹ Mushan, that Long knew as a village surrounded by rice paddies, is now part of Taipei City.

His international focus resulted in several international trips organized for the ICWNE members. They traveled to the British Isles in 1965, Canada in 1967 and Asia in 1969. In preparation for each international trip, Long wrote consulates and industry managers asking for names and addresses of publishers and editors of weekly newspapers as well as for recommended readings. Editor-participants were supplied with reading lists before conferences and overseas trips.²⁰

The Elijah Parish Lovejoy and Golden Quill Awards

The Elijah Parish Lovejoy Award for Courage in Journalism was inaugurated at the second conference. The Lovejoy Award was named for the abolitionist editor who was killed by a mob after his printing press had been repeatedly destroyed by mobs because of his stand against slavery. He is buried in Alton, Illinois, and photographs from some of the ICWNE conferences in Southern Illinois show conference participants visiting the monument at his grave site.²¹ The first winner of the Lovejoy Award was Mabel Norris Reese, editor of the *Mount Dora* (Florida) *Topic*. Her newspaper had protested the shooting of two black prisoners and the barring of a family of mixed race children from attending the local school. For her stand, a cross was burned on her lawn and she suffered a boycott.²²

In 1960 the Lovejoy Award recognized the courageous stand of Hazel Brannon Smith and her *Lexington* (Miss.) *Advertiser* against the White Citizens Council and its efforts to force her out of business. Later prominent southern editors joined to raise money to make up for her sagging advertising revenue, and in 1964 Smith became the first woman to win the Pulitzer Prize for editorial writing. But before this support and attention, ICWNE members had given her recognition.²³ The Elijah Parish Lovejoy Award continued until the mid 1970s and frequently recognized courageous local crusades against corruption, political malfeasance and racial discrimination.²⁴

The Golden Quill Award, started in 1961 and still given for excellent editorial writing, was also part of the recognition program begun under Long's leadership of ICWNE. Newspapers that conference members sent to Long's office were read for outstanding editorials. Each year one was selected for the Golden

Quill and another twelve were republished in a booklet titled the *Golden Dozen*.²⁵

International growth and the inauguration of *Grassroots Editor*

In January 1960, Volume I, Number I of the organization's publication, *Grassroots Editor*, debuted. The inaugural editorial announced that the International Conference [later Society] of Weekly Newspaper Editors that had been a small, closed group limited to those who had attended at least one of the annual workshops was opening its membership to qualified weekly editors throughout the world who wished to become associate members. Full identification with the group would be achieved after attendance at least one summer conference. Invitations went out to about 250 in the United States and to editors in 15 foreign countries. The goal was to engage 1,000 newspaper editors in an active exchange of viewpoints that would lead to greater international understanding.²⁶

Long wrote a letter summarizing his accomplishments to a senior university official who had requested an account of the service activities of the journalism unit, taking special satisfaction in the establishment and growth of the International Conference of Weekly Newspaper Editors and *Grassroots Editor*. He wrote:

"ICWNE now numbers members in forty countries and is designed to provide an exchange of ideas and information for the editorial writers on weekly newspapers. . . its influence is felt in many ways in other parts of the world.

"Specifically this program is built around a week long workshop which brings editorial writers from newspapers in the United States, Canada, Britain, Ireland, and other countries together for a week long discussion of the problems and issues about which these editors will be writing during the next twelve months. The program is supported by a bi-monthly journal known as *Grassroots Editor*. A service letter, which goes to members all over the world, and a collection of material distributed twice each month consisting of editorials culled from the member newspapers, other materials which we think will be useful for background purposes, periodicals and other items which we are able to pick up for our members. This we call the Fortnightly Mailer.

"This effort alone has caused Southern Illinois University and our department to become known in every newspaper office in the United States, every school of journalism in the world and to journalism practitioners and teachers throughout the world."²⁷

That may have been an overstatement, but at his retirement and in memorial reflections after his death, tributes from community editors

throughout the United States, Canada and Britain included statements like, "H.R. is ICWNE," and "You have used that strange sixth sense and found, in little corners of the world, men and women who believe deeply in weekly newspapers as institutions without which self-government, and that means freedom, can't survive." Another complimented Long for achieving the goal "to allow some intellectual charisma to lend strength to the beliefs of the boondocks' editors and hopefully to inculcate in the more intellectual editors a sense of reckless faith in standing up for the right, no matter how many enemies they might father in so doing." Many recalled with fondness the society's trips to the British Isles and to Asia.²⁸

In 1972, when Long passed the editor's position of *Grassroots Editor* to Clifton O. Lawhorne, he told a student reporter, "[S]ome of the best journalists in the world write for us. . . . *Grassroots Editor* was founded two years before 'The Columbia Journalism Review.' I don't think most of those reviews accomplish what they should. There's more good press criticism in the weekly newspapers."

He took special note of the opposition to the Newspaper Preservation Act, the support of press councils and the yearly publication of the "Golden Dozen," chosen as the best editorials from the weekly press.²⁹

Dr. Long and campus journalism

Long had been a student editor himself during his undergraduate days at the University of Missouri. In this role he drew fire from the Student Council, and he experienced censorship when he sought to sponsor a beauty content for men.³⁰ Because he knew how important campus journalism was to his own career, as a faculty member and administrator, he championed student reporters, and "switched the paper's emphasis from students to a campuswide perspective" one former student recalled.³¹ It was under Long's leadership that *The Egyptian* at SIUC became the *Daily Egyptian*, an independent student newspaper, in spite of the university administration's desire for what Long described as a "public relations vehicle."³² He prided himself on personally critiquing the writing of every student.³³

However, Long had his detractors. Some graduate students resented his assignments to write for *Grassroots Editor* instead of scholarly research or on topics that interested them more than issues related to weekly newspapers. There was criticism that some newspapermen and international professionals he brought in to teach lacked academic credentials. Others felt

that Long's frequent international trips and professional workshops detracted from the educational mission of the university. Some found his no-nonsense style abrasive and high-handed.³⁴

He campaigned relentlessly for the Journalism Department to be made an independent School of Journalism. He made moving into the newly completed Communication Building contingent on the creation of a School of Journalism. When the administration finally relented, it was a hollow victory. The School of Journalism was created, but the administrative framework of a dean in a College of Communication still existed above him.

In 1972, Dr. Long resigned as director of the School of Journalism but continued part-time teaching as fiscal officer of the *Daily Egyptian*. This role at the student newspaper resulted in one of the most tumultuous and difficult experiences of his career. The early seventies were times of financial stress at the university. When 104 faculty were fired, morale was at a low ebb, and everyone was looking for a scapegoat. One faculty member recalled that the *Daily Egyptian* was being manipulated as a forum for some of the most irresponsible criticism.

Dr. Long had an office at the *Daily Egyptian* and because he maintained that the role of a student newspaper should be a teaching tool, he reserved for himself the final decisions on content. He complained to an interviewer that it was taking too long to resolve the issue of whether militant students should take over publication of the newspaper or allow it to remain as a teaching tool.³⁵

The issue came to a head when an English Department faculty member submitted a letter to the editor that was highly critical of the university president David Derge. It cited a report in the *Washington Post* that linked some of Dr. Derge's previous political polling contracts for the Nixon White House with the discredited Committee to Reelect the President, which had funded the Watergate burglars. The letter went on in a highly emotional tone. Dr. Long rejected the letter for publication, the student editor, Marcia Bullard (later an editor with *USA Weekend*) was incensed. She and other student editors signed an editorial criticizing faculty and administrator censorship of a student newspaper. It too was rejected for publication by Long. The student editors decided to pay for space to run their editorial as an ad. After initial rejection, it was grudgingly published on an inside page (under a depilatory ad).³⁶

The journalism faculty were incensed too. Their statement said, "The *Daily Egyptian* throughout this school year has not fulfilled its stated objective as a carrier of 'free discussion of current issues through editorials and letters'

on the editorial pages." They noted that since the advertisement issue arose, two of the student editors who signed it had been reassigned to less desirable positions, despite their previous records of good service. Other staff members were told that if they dislike the way the campus newspaper was being run, they could resign. The issue was framed as one of press freedom and the faculty statement called the actions "prior restraint of constitutionally protected speech."³⁷

The university president appointed a group of editors to study the relationship of the *Daily Egyptian* to the School of Journalism and to draft a policy that would assure campus press independence and responsibility as well as defining paper's the relationship to the School of Journalism. In an interview years later, Derge described his recollection of the incident as a "tempest in a teapot," and he had only vague recollections that his polling contracts for the Nixon White House had become an issue for anyone on campus.³⁸

Long's efforts to influence the Committee on Operation for the *Daily Egyptian* and its relationship with the School of Journalism also met with frustration. When he tried to bar reporters from attending one of that body's committee meetings, negative local press coverage resulted. According to the *Southern Illinoisian*, Long refused to allow anyone except witnesses into a meeting of the five-person committee. He physically barred a journalism lecturer from entering the conference room and announced, "The meeting is closed, besides, the room is small and these are damn busy people." Long's proposal argued that the editorial control of the student newspaper, "Should rest with the chief faculty administrator of the newspaper who should report directly to the President on all matters relating to the news and editorial function of the newspaper." That cozy relationship with the university administration had been the focus of criticism by some campus constituencies. In the final proposal that came from this committee, Long's proposal lost. Instead an independent board composed of students, professionals and faculty representatives governs the paper, setting advertising and editorial policy.³⁹

What is puzzling about this controversy is that Dr. Long, who sought support and recognition for weekly newspaper editors who were critical of the political and social status quo in their communities, could not see this kind of reporting and opinion as a legitimate role for the student press. He lauded those who crusaded against entrenched local interests, but did not see his control of content as state action that censored campus expression. In addition, the atmosphere was changing in journalism education and at the university generally. The

tension increased among those whose primary emphasis was on professional training, or liberal arts courses, or quantitative research, or technological innovation. Financial largesse for projects in higher education was not as generous.

However, as Long left his position as director of the School of Journalism, he realized that he had had a unique opportunity to shape a journalism program that fulfilled his own vision both for university students and for the continuing education and empowerment of community editors. His legacy is the solid foundation for the School of Journalism at SIUC. The recognition he brought to weekly newspaper editors through ICWNE and the Mid America Press Institute, another series of workshops that he also organized at SIUC, are his outstanding contributions. The seminars broadened horizons and created networks among editors.

At SIUC in the years between his retirement and his death, the Howard R. Long Honor Lecture series brought distinguished men to the SIUC campus. In the final lecture of the series, "An Ode To America's Small Town Newspapers," Dr. B. Kelly Leiter, dean of the College of Communication at the University of Tennessee in Knoxville, who earned his doctorate at SIUC, paid tribute to the power and legacy of the newspapers that were so important to Long.⁴⁰

Afterword

Dr. Long retired from the university in 1974. Though he had built a new home for retirement in what one writer described as "an exclusive section of Carbondale,"⁴¹ he and his wife returned to Columbia, Missouri, in 1985. According to friends, he was bitter about the turn of events at the university. He decided that his papers should not find a home in the SIUC university archives, and because one of his former students was teaching at Brigham Young University, he donated his papers there. LeGrand Baker, the BYU archivist, put the boxes of material on a truck, himself, and drove them to Utah.⁴²

Howard Rusk Long died at 12:59 p.m. Tuesday, August 30, 1988, at the University of Missouri Hospital in Columbia. Surviving were his wife Margaret, and two children, Nancy Bears of Naples, Florida, and Joseph C. Long of Norman, Oklahoma.⁴³ Margaret Carney Long Thompson, his widow, died April 24, 1996, in Norman, Oklahoma.⁴⁴

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¹ Howard Rusk Long (Ed.), *Main Street Militants: An Anthology from Grassroots Editor*. Carbondale: Southern Illinois University Press, 1979: xv.

² Howard R. Long Collection, MSS1690, Harold B. Lee Library, Brigham Young University, Provo, Utah. (Hereafter cited as Long Collection, BYU); 13:2.

³ Ibid.

⁴ Ibid.

⁵ Ibid.

⁶ George Brown, Long Collection, BYU, 8:17.

⁷ Conference items, Long Collection, BYU, 2:26.

⁸ Houston Waring, "Reminiscences of Founder." *Grassroots Editor* 29:4 (Fall 1988): 8.

⁹ ICWNE (International Conference of Weekly Newspaper Editors) files in Special Collections, Morris Library, Southern Illinois University at Carbondale, Carbondale, Illinois (Hereafter cited as ICWNE Collection, SIUC), Waring file.

¹⁰ ICWNE Collection, SIUC, Coe file.

¹¹ ICWNE Collection, SIUC, Conference file.

¹² Ibid.

¹³ Ibid.

¹⁴ "A Vanishing Breed?" *The Milford* (N. H.) *Cabinet and Wilton Journal*, July 25, 1963, p. 2, clipping from ICWNE Collection SIUC, Scrapbook file.

¹⁵ Ben H. Bagdikian. "Behold the Grass-roots Press, Alas!" *Harper's Magazine* 229:1375 (December 1964): 102-110; a similar case was made later in Bagdikian, "Alas, The Small-Town Press," Chapter 5 (47-56) in *The Effete Conspiracy*, New York: Harper & Row, 1972.

¹⁶ Debby Raterman. "Long Quits Editorship of *Grassroots Editor*," *Southern Journalist*, Summer-Fall 1972, p. 3, clipping from Long biographical file in the *Daily Egyptian*. (Hereafter cited as Long file at the DE).

¹⁷ Rich Friedman, "The Weekly Editor," *Editor & Publisher*, July 4, 1964, clipping from ICWNE Collection, SIUC, Conference file.

¹⁸ "Report by American Teachers, Students, Lecturers and Research Scholars," Long Collection BYU, 8:17.

¹⁹ Howard R. Long, *The People of Mushan: Life in a Taiwanese Village*. Columbia: University of Missouri Press, 1960.

²⁰ ICWNE Collection, SIUC, Overseas Trips file;

²¹ Irving Dillard, "Why the Name of Lovejoy?" *Grassroots Editor* 11:5 (Sept.-Oct. 1970): 11-15; ICWNE Collection, SIUC, Conference file.

²² ICWNE Collection, SIUC, Contests file.

²³ A. J. Kaul, "Hazel Brannon Smith," *Dictionary of Literary Biography* 127, 291-301; *Grassroots*

Editor 35:1 (Spring 1994): 1-16.

²⁴ Stephen A. Banning, "Courageous Performance: Examining Standards of Courage Among Small Town Investigative Reporters in the 1950s and 1960s," *American Journalism* 17: 2 (Spring 2000): 53-68.;

²⁵ ICWNE Collection, SIUC, Contest file; Long, (Ed.), *Main Street Militants*.

²⁶ *Grassroots Editor* 1:1.

²⁷ Long letter to Roye Bryant, Long Collection, BYU, 7:8.

²⁸ Long Collection, BYU, 13:16; "Reminiscences of Founder," *Grassroots Editor* 29:4 (winter 1988): 3-8,15.

²⁹ Raterman, p. 3.

³⁰ Carl R. Baldwin, "Dean (Sic) Long Had a Hard Act To Follow," *St. Louis Post Dispatch*, April 9, 1974, p. 2D.

³¹ Brian Gross, "From Rags to Riches: Humble Beginnings Lead to Award Winning Paper," *Daily Egyptian 75th Anniversary Edition*, March 11, 1992, p. 3a.

³² Jackie Rodgers, "Long Views 20 Years" undated clipping without publication information in Long file at the DE, circa 1983.

³³ Sue Ann Wood, "Father of SIU Journalism Wants to Slow Down," *St. Louis Globe-Democrat*, Aug. 24, 1972, p. 2A, clipping in Long file at the DE.

³⁴ Baldwin, p. 2D; Erwin Atwood, retired SIUC professor, personal interview, in Carbondale, Illinois, May 9, 1995.

³⁵ Baldwin, p. 2D.

³⁶ Marcia Bullard, manuscript copy dated Dec. 7, 1973 has Bullard's name above the slug, "final editorial," Long Collection, BYU, 8:13.

³⁷ Ibid.

³⁸ Telephone interview with Dr. David Derge, political science professor, Southern Illinois University at Carbondale, March 12, 1996.

³⁹ Dave Butler, "Professional Journalists Bar Press from Meetings," *Southern Illinoisan*, December 14, 1973.

⁴⁰ B. Kelly Leiter, "An Ode to America's Small Town Newspapers," [privately published by Ric-Roc Press, SIU School of Journalism, Carbondale, Ill. 1988].

⁴¹ Baldwin, p. 2D.

⁴² Interview with LeGrand Baker, Provo, Utah, February 29, 1996.

⁴³ Brown, Pete, "Journalism Leader H. R. Long Is Dead." press release from SIUC University New Service, Aug. 31, 1988, Long file at the *Daily Egyptian*.

⁴⁴ *The Southern Illinoisan*, April 27, 1996, p. 2D

The price of bad journalism?

Mistakes are being met with severe consequences in the courts and by the public. Should community journalists be wary?

By John Hatcher

The front-page mistake in the *Osborne County Farmer* was obvious to many in this rural Kansas town as soon as the small weekly newspaper hit the street.

An honest mistake between a reporter and a source, and the victim of a 1992 auto theft is reported to be the thief of his own car.

A front-page retraction ran in the next issue.

“(The victim) was put through needless pain and anxiety,” the reporter wrote. “I cannot forgive myself for having caused that, even if it was unintentional.”

That wasn’t the end.

Three days before the statute of limitations would run out, the victim filed a \$4 million lawsuit against the newspaper.

Paul Parsons, a Kansas State University professor who advised the newspaper on the case, wrote in a 1999 article in *Grassroots Editor* that this honest mistake would go on to haunt this small town newspaper for several years.

Changing landscape

Since *Sullivan v. The New York Times*, the Supreme Court has deemed libel law, first and foremost, a protection for those with little power.

But as the *Farmer’s* editorial staff can attest, the libel law environment may be having a different effect in small-town newsrooms.

Last year, the Libel Defense Resource Center took a 20-year look at the libel landscape and found that the number of trials is on the decline and that the media win a higher percentage of those trials. However, when the plaintiff wins, the awards are substantial.

“Such numbers will put at risk investigative reporting, controversial and unpopular speech,” the LDRC notes in its report.

Last year, the average award in the six trials won by plaintiffs was \$5.6 million — one of the highest averages in the LRDC’s 21-year-history.

And libel law isn’t the only threat. Increasingly, legal challenges bypass First Amendment protection and focus on the legality of the way the news is gathered.

Larger news organizations with deep pockets can fight back with comprehensive legal insurance packages and top-notch lawyers. But for small, independently owned publications, even a victory can come at too high a cost.

Remember the *Osborne County Farmer*?

Eventually a federal judge dismissed the case. The decision was appealed, and finally both sides agreed the paper would pay

a \$1,000 settlement, which, Parsons notes, is exactly what the editor had offered to pay immediately after the mistake was made.

But no one at the *Farmer* was ready to call this a victory.

“Something like this could cripple a small operation like ours,” the *Farmer’s* publisher told Parsons.

Threatening consequences

Is this hostile environment frightening community journalists away from stories they fear might land them in the court or bankrupt their newspaper?

Industry experts think so. Touchy topics like police beats, court news and investigative stories, are no longer found in many smaller community newspapers.

Industry calls for reform

Libel law, as interpreted by the Supreme Court, protects the private citizen from being unfairly persecuted in the press.

But is that how it’s being used?

Santa Clara University professor Chad Raphael suggests that libel has become another weapon aimed at silencing the media.

There is no magic bullet that will protect journalists from today’s legal challenges, but media experts believe reforms could make a difference:

Many states are enacting legislation designed to thwart threats of lawsuits filed to intimidate a publisher into backing off a story. Called Strategic Lawsuits Against Public Participation, New York’s “SLAPP” law was enacted in 1993 and allows a wronged party to recover attorney fees, damages and costs.

The American Society of Newspaper Editors is calling for states to adopt laws that would limit news’ organizations liability in libel suits to actual damages if a correction is published within 45 days of a complaint being received.

Media lawyer Richard N. Winfield is proposing that libel lawsuits be made less expensive and time consuming by pushing a case straight to the appeals level when summary judgment is denied — thus avoiding trial.

To guard against the rash of “news torts” being used to skirt First Amendment protections, newspapers can buy media liability insurance that protects them from the dizzying ways they can find themselves under attack.

“On the one hand, libel suits are a necessary recourse for those who believe they have been wronged by the press,” writes Paul McMasters, a First Amendment ombudsman for the Freedom Forum. “On the other, even the threat of a libel suit can serve as a subtle censor of the press.”

McMasters believes the fear of lawsuits is causing editors to think twice before publishing news “not because they think they’re wrong, but because they don’t want to spend the money and time defending them.”

As a few cases involving smaller newspapers show, the punishment for sloppy work can be severe — the public no longer has much sympathy for bad journalism.

Even so, community journalists — and journalists in general — can take heart: The best defense against the threat of litigation is good journalism.

An image problem

The climate in the courts and in the court of public opinion offers little sympathy for bad journalism. The often-cited 1999 survey by the Freedom Forum found that more than half of those surveyed said they felt the media have too much freedom.

“The media’s crumbling credibility with the public is also reflected in recent court decisions,” said Sandra F. Chance, director of the Brechner Center for Freedom of Information at the University of Florida. “Dismayed by the media’s newsgathering practices, judges are cutting back on constitutional protections for the press.”

Last year, Martin Garbus, a nationally known media lawyer, said he has seen this dismay reflected in the jurors he talks to as he defends the media in cases nationwide.

“Most Americans say that they are totally committed to freedom of speech,” Garbus said. “Most also say that the press has too much freedom.”

It’s tough to say whether smaller newsrooms are viewed differently by the public. Most surveys and studies don’t attempt to gauge what kind of effect these trends are having on smaller publications.

But there is evidence that smaller newspapers are feeling the unpopularity of the press as well.

A New Jersey appeals court last year ruled that a county weekly newspaper must prove why it should be allowed to dodge a libel lawsuit — as opposed to the plaintiff having to justify why a libel complaint should proceed.

Newspaper lawyer Al McGimpsey told the Associated Press that the ruling is disturbing because it now puts the onus clearly on the newspaper. “Advocates of press freedoms say that when the courts fail to throw out weak libel cases, the result can intimidate small newspapers from publishing any controversial information because of the threat of legal expenses,” the article concluded.

The best defense

Look at what happened at the *Osborne County Farmer*.

The incident shows how severe even a libel victory can be, but it also shows how important it is to demand good journalism.

The *Farmer’s* reporter wrote her story based on an interview with one source — the sheriff who read the information to her but

would not let her see the police blotter. What if she had read the facts back to the sheriff who gave her the information? What if the paper required that every hard news story have at least two sources?

While every newsroom faces instances where the pressure of deadline forces them to cut corners — in this case, the reporter was also trying to chase down a story about a plane crash that killed a family from Osborne. Still, one more check of the details probably would have caught the mistake.

Getting both sides to a story probably would have helped a weekly newspaper in Virginia avoid \$650,000 in damages it had to pay for printing what proved to be an erroneous accusation accusing a judge of taking a bribe.

A woman who had seen her wrongful death lawsuit thrown out by the judge was quoted in the paper as saying the judge in the case had taken a bribe to dismiss the suit.

After a lawsuit was filed, the paper printed a front-page retraction and apology in which the paper said it didn’t believe the accusation, but wanted to show how distraught the family was over having the case thrown out.

Should the threat of a lawsuit have stopped the paper from printing the accusation?

Again, the best defense the newspaper could have had in this situation would have been to skeptically examine this accusation being made by the family. The reporter could have demanded proof from the family — and told readers if it turned out no proof existed. The reporter could have gotten a comment from the judge regarding the accusation, so readers could get a more balanced accounting of the accusation.

Instead, perhaps lured by the provocative quote, the reporter didn’t give readers enough information to discern what the reporter suspected — that the comment was an emotional reaction to having lost the case.

And the newspaper paid the price.

So what is the best advice for the small-town journalist, who may feel like a deer caught in the headlights?

Do good work. Avoid the temptation of taking shortcuts and publishing undocumented facts.

Rushing stories into the paper, bypassing quality control measures, getting only one side of a story — the public has made it clear that this kind of work will be met with little sympathy.

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Oswego State Classroom to Newsroom project

Students in entry-level journalism class become reporters for local weeklies

By Linda Loomis

When RoseAnn Parsons called to say, “Your students did awesome work,” I knew the Oswego State Classroom to Newsroom project was successful. It had taken six weeks in the summer of 2001 to transform a dozen entry-level Journalism students into published reporters for a group of community newspapers in Northern New York.

Parsons, executive editor of the *Oswego County Weeklies*, and I collaborated throughout the spring to design a partnership that would give my students practical experience and, at the same time, provide genuine assistance to her staff during vacation season. With input from Michelle Rea, executive director of the New York Press Association, and John Hatcher, education director of the Center for Community Journalism at Oswego, we planned to incorporate a modified practicum into the course, offering students the chance to work as reporters.

Summer was the ideal time to launch the Classroom to Newsroom project, allowing students to pursue activities not possible during the regular school semester when classes tend to be larger, schedules tighter, and the weather near the Lake Ontario shore less conducive to travel.

As Parsons and I worked on details for the partnership, it became clear that the first four weeks of the six-week course should be devoted to intensive instruction in basic news reporting and writing. The final two weeks of the course would be reserved for fieldwork.

I presented the proposal on the opening day of class to mixed responses. Some students said they felt unprepared to write for publication, that they had expected the course would involve textbook assignments and quizzes. I reminded them that their “public” work would not take place until the end of the session and that during

the classes preceding the fieldwork they would be learning together, developing the necessary skills for the task. I promised them that I would continue to support them as their teacher and writing coach as they developed their stories. With those assurances, students embraced the idea of the practicum and began to speak about it as something they anticipated would give them valuable experience.

Involvement in the Classroom to Newsroom project required two things of students: 1) that they subscribe to a collaborative style of learning and 2) that they follow through on their commitments once they accepted an assignment for the newspaper. Learning collaboratively meant solving problems in teams and working together with me and with one another to learn basic newsroom strategies, skills and values. As for commitment, I asked students to affirm their intent to write either one or two assigned articles by signing a statement of agreement. Those aiming for an “A” in the course had to accept two assignments, although writing two articles did not guarantee the grade.

While I engaged students in classroom discussions and provided opportunities for them to practice interviewing, reporting and writing, Parsons created a list of assignments suitable for beginning reporters. She had already planned to have my students write stories for several of the weekly newspapers in the group when an unforeseen event changed her expectations, altered the tone of the project and broadened the scope of the assignments. One of her editors had resigned, and the person lined up to take the job decided against it at the last minute. That left one newspaper, *The Salmon River News*, completely without writers just when other editors were scheduled for vacation and the reporting staff was stretched thin covering summer events in two counties. “At the beginning, I was just agreeing to the project to be helpful,” says Parsons. “But after the *Salmon River News* editor resigned, I

decided I had to give these students some real assignments. I needed them to work on a deadline, go into a community without introduction, do thorough reporting, and produce quality stories.”

Oswego State students proved up to the challenge. They were serious about making their selections, and after choosing their assignments, they spent a lot of time in and out of class working together to develop reporting strategies.

From the beginning, Parsons and I knew it was important for students to have voice in selecting their articles. Some choices were purely practical, depending upon whether a student had access to a car or camera, for example. In a couple of cases, students paired up to share responsibility for gathering information in time for deadline or to cover an event together, one as a reporter and one as a photographer. “Having a choice absolutely gave me a feeling of ownership and excitement. Without a choice, it would not have sparked my interest,” said Shannon Lawless, who wrote about the annual celebration and public festival of a small airport in Fulton, N.Y.

The airport celebration story, with its promise of free flights for two reporters, was considered a plum, and we had to draw names to determine who got to cover it. Other assignments, including an overview of how area school districts were responding to the late state budget, had no takers. After some consideration, Parsons and I agreed that my students, novice reporters all, were probably not equipped to do that kind of complicated and broad-based investigative story. So that one, and a couple similar pieces, went back for the professional newspaper staff to handle.

The students’ excitement for the two-week practicum increased as time went by. I taught them techniques that would help them feel comfortable making contact with sources and conducting interviews. I also taught them everything possible in the time we had about shaping the story from notes

and recognizing where the holes were in the reporting. Two guest speakers, working journalists, talked to the class about their methods of crafting stories, and we held lively discussions on every conceivable “what if” prior to going into the field.

Sara Booth, who investigated the sale and format change of a Pulaski, N.Y. radio station and reported on a new Oswego County BOCES high school program to train pilots, said, “I was sort of stressed over trying to get articles published in a real paper. After I got over the first fear, I began to realize how cool it would be to get published. Now, I’m proud.”

After demonstrating unusual persistence in getting her radio station sale story, Booth discovered something most journalists learn over time. She said, “If I keep talking with people, I get more information I need than if I just try to come up with clever questions before hand.”

Despite my attempts to prepare students, they were discouraged when they experienced some of the same frustrations that professional journalists face in trying to report a story. Leads fizzled out. Important sources failed to return telephone calls. Background material could not be obtained by deadline. Informants said to keep their comments out of the paper.

Together, we brainstormed to solve those problems, and the collaborative atmosphere established early in the class came into play, much as it does in a working newsroom.

During the practicum, I maintained the role I had claimed earlier: I was a writing coach and editor for the student reporters, asking questions, reviewing style, and suggesting ways to add balance or interest to the stories. Most second drafts needed only a few style edits before I sent them on to Parsons through e-mail. I also accepted two assignments myself, spending a day in a town about 30 miles from campus and writing two articles: one event coverage piece and one full-length feature story.

The proof of students’ work was in the publishing. A few articles didn’t make the newspapers either because they were filed past deadline or they left important questions unanswered. But those articles that were accepted met the standards to which the *Oswego County Weeklies* holds its professional staff.

Says Parsons, “I was really impressed with the quality of the work these students produced. They were obviously well trained. A couple of the articles I couldn’t use, but most were so good I gave them

front-page coverage. Some I didn’t edit at all, they were so well written.”

The novice reporters also learned lessons about rural communities and human nature that I had neither taught nor anticipated. When we had a freewheeling discussion after the fieldwork, students said they had gained a fuller understanding of what it means to be part of a community and to have a role as a newspaper employee there, investigating and telling people’s stories.

While a couple students encountered sources that were rude or uncooperative, most felt welcomed and valued. Interviewing a senior citizen, Corey Shedd was served tea and cookies and invited to come back any time to let her know how his career was progressing. Stephen Babson, working on a story about the projected quantity and quality of this year’s salmon run, was invited back to fish in the fall.

Babson summed up his experiences with this statement, “Knowing that my work was not only going to be seen by a professor and my classmates, but by a real editor, and by readers, gave me the extra motivation to really make my writing the best it could be.” In a similar statement, Nicole DeBan said, “Because I knew other people would be reading it, I put everything into researching my articles. And I took a lot of time writing because my work was going to be published, not just graded.”

Greg Hamel said, “The high points were making contact. I didn’t realize how nervous I would be trying to obtain information from people through interviews. Trial and error. I enjoyed becoming better at what I did.”

Addressing the frightening aspect of interviews, Brandi Johnson said, “This experience helped me overcome anxieties that I have in talking to people. I have learned interview skills and have become more confident about asking people questions.”

One student, an education major, expressed some of the joy every reporter experiences on publication day: “An ‘A’ on a paper is great, but there is just something special about seeing ‘By Dan Petrone’ on a printed story.”

My own pleasure with the partnership was manifold. There was satisfaction in seeing my students transfer the theoretical material of the classroom to the practice of the newsroom. Even lessons in AP style took on added importance because students knew they would have to apply what

they learned to their writing in just a few weeks, not at some distant, future date. I was pleased that our work turned out to be of genuine assistance to Parsons and her staff. Furthermore, the stories I took on myself provided a welcome return to the field of community journalism, in which I had spent 20 years.

Finally, I experienced satisfaction in observing the attitudes of students as they grappled with the professional aspects of journalism and thought about the people who would be affected by their decisions. As Jessica Vona, who was an undergraduate teaching assistant for the class, said, “Instead of just working for the professor and being concerned with her opinion and what grade I got, I was concerned with how my work looked to the people who read the newspaper. Most of all, I was concerned about how it looked to the people in the story.”

Parsons says she is optimistic about working again with Oswego State students — as interns or in another summer partnership — because the pilot project was so successful. “I feel that this partnership was a win-win situation for all of us,” she said.

I agree. The *Oswego County Weeklies* group got the stories they needed. Area residents found their news was covered. And Oswego State students from this summer session learned they are well equipped to continue their studies toward careers in Community Journalism.

Some of the elements of the practicum:

1. Collaboration — as much as possible, we ran the class as a simulated newsroom, where students worked together to solve problems, revise drafts, edit text, and brainstorm story ideas.
2. Commitment — students signed an agreement stating that they understood the nature of the project; that they were working for experience and as part of the course requirement, not for pay; that they would meet deadlines, and that they would dress and act professionally.
3. Fact sheet — I prepared a detailed assignment sheet with complete instructions about how to ask for an interview, how to handle the logistics of the assignment, where to take film and/or photographs, where to reach Parsons and me with any questions.
4. Pre-writing sessions — in class, we discussed ways to prepare for assignments ahead of the actual interview, including checking related Web sites, using the

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List links community journalists nationwide

By John Hatcher

A newspaper publisher was worried that his paper had written an unfair article, and wondered how other journalists would have handled the story.

A college professor wanted columns published at small, community newspapers about the tragedy of Sept. 11.

A journalist wanted to know whether he had the right to challenge a developer who refused to allow pictures taken of design plans unveiled at a public meeting.

All three got help from journalists across the nation who shared their ideas about community journalism through a new listserve launched by the Center for Community Journalism.

In just a few short months, this listserve has linked community journalists with a network of experts and peers who help one another solve problems. Now it's your turn to help us grow stronger by signing on.

A listserve, defined simply, is an e-mail program that allows subscribers both to post and receive messages from other members of the list. Looking for where you can find public records on a new business? Wondering whether your ledes are as strong as they can be? Trying to find out how other journalists would handle a difficult story? Send out an e-mail to the listserve, and you'll usually get a response that day - often in just minutes.

The listserve is sponsored by the Center for Community Journalism, based at New York's Oswego State University, but what's discussed on it is completely up to the more than 120 journalists who belong to the list.

Launched in early November, the community journalism listserve has thrived thanks to a diverse cast of subscribers that include Pulitzer Prize winners, professors dedicated to the community press as well as journalists and college students brand new to the profession. They come from all over in the U.S., including Kansas, Tennessee, Georgia, Oklahoma, Michigan,

California and New York, and the list grows each week.

Since its inception, journalists have engaged in discussions about topics from buying the best digital cameras and using unnamed sources to covering controversy in a small town.

Some listserve members are active participants contributing their thoughts and asking questions routinely. Others simply sit back and read the messages that land in their mailbox.

Each message is labeled in the subject line "ccjournalism-list" so it's easy to sort out the messages when time doesn't allow. Eventually, the center hopes to post discussions on its Web site so they can be used as resources later on.

Subscribing and unsubscribing to the list is simple, and can be done two ways:

* To do it yourself, just send an e-mail message to majordomo@oswego.edu with the message "subscribe ccjournalism-list." That's all there is to it. You'll then receive a welcome aboard message that will include all the information you need to know about how to use the listserve.

* If that's too much work for you, just send an e-mail message to the Center for Community Journalism (ccj@oswego.edu) saying you want to join, and we'll take it from there.

John Hatcher is the director of educational programs for the Center for Community Journalism at Oswego State University, and a Sunday columnist for the Daily Messenger in Canandaigua, N.Y. Contact him at jhatcher@oswego.edu or by calling (315) 312-5640.

Oswego State Classroom from page 9

directory to make sure names were correctly spelled, imagining the audience and what they would want to know, preparing discussion points for interviews.

5. Filing stories — although it was clear from the beginning that Parsons would make decisions about what stories got printed and what ones rejected, my role was that of the copy editor and writing coach. Students sent their copy first to me, via e-mail. In most cases, their work needed only the revisions that any copy editor might make. In a few cases, I held articles and instructed students to do more reporting before I sent their stories on to Parsons.

6. Reflection — in lieu of a final exam, students spent the last day of class writing about their experiences. In this way, they formalized their instinctive responses, and they came to thoughtful conclusions about the work they had done.

7. Celebration — reporters know the job isn't finished until the published copy is in their hands as palpable proof of the creative professional labor in which they have engaged. We scheduled brag time for these novice reporters to tell how they got the story and how it felt to see it in print.

Linda Loomis is an assistant professor in the English department at the State University of New York at Oswego and director of the Journalism program there. She is a former reporter and editor of the Review, a community newspaper in Liverpool, N. Y., and was named 1994 Writer of the Year by the New York Press Association.

The Oswego County Weeklies, based in Mexico, N.Y., are published by Mark Backus.

Get your kicks in Joplin June 26-30

Get your kicks on Route 66 and Joplin Missouri, as the old **Bobby Troop** song goes.

Joplin, Mo., right in the middle of “The Mother Road” and “America’s Main Street,” will be the scene of the 2002 International Society of Weekly Newspaper Editors conference, June 26-30. Delegates will be housed in the residence halls of Missouri Southern State College.

The tentative agenda on Wednesday, June 26 includes a program on Joplin’s colorful history and scientific wonders. Joplin, founded in 1873 as a lead and zinc-mining community, gained notoriety for the nightlife of its saloons, the most famous of which was the House of Lords. In 1933, Bonnie and Clyde killed two law enforcement officers in a shootout that brought Joplin national publicity. Famous Joplinites include Langston Hughes, John Beal, Bob Cummings, Gabby Street, Percy “On Moonlight Bay” Wenrich, and Dennis Weaver. Mickey Mantle, who grew up in nearby Commerce, Okla., got his start with the Joplin Miners baseball team in 1949.

Joplin’s scientific wonders include Grand Falls, the only continuously running waterfalls in the state of Missouri; Crystal Cave, a giant calcite-lined cavity discovered in 1894; and the Spooklight, a nocturnal light with a 100-year history that glows along the Missouri-Oklahoma border.

ISWNE member Kim McCully, from Aurora, Mo., will present a program on the culture of the Ozarks Wednesday afternoon. That evening, conference attendees will take a short trip to an Ozarks hootenanny, featuring real hillbillies, storytelling, and perhaps a fish fry.

Thursday’s tentative agenda includes programs on Route 66, area Civil War battles, and Harry S. Truman, born 35 miles north of Joplin in Lamar. Delegates will enjoy a program and catered barbecue at George Washington Carver National Monument in the evening.

Friday’s schedule has programs on the Joplin trucking industry, cultural diversity, and trends in community journalism. A visit to King Press, one of the principal manufacturers of web offset presses for newspapers, is also planned. The Golden Quill and

Come home to...

JOPLIN

MISSOURI

Eugene Cervi awards banquet will be held that evening at Missouri Southern.

On Saturday, delegates will board buses for Branson, Mo., “The Live Music Show Capital of the World.” You’ll have the choice of spending the day at Silver Dollar City or seeing one of the city’s elaborate shows (Andy Williams, Lawrence Welk, Jimmie Rodgers, the Osmonds, Mickey Gilley, Shoji Tabuchi, etc.) and hitting the outlet malls. Everyone will come together that evening for a dinner cruise on Table Rock Lake aboard the Showboat Branson Belle.

Many separate activities are planned for children as well; editors are encouraged to bring their families. Conference fees will be announced in January, after the ISWNE board meeting in New Orleans.

Some helpful web sites:

Joplin Convention and Visitors Bureau

www.joplincvb.com/

Joplin Area Chamber of Commerce

www.joplincc.com

Missouri Southern State College

www.mssc.edu

The Spooklight

www.qsl.net/w5www/spooklight.html

www.twilitedrivein.freesevers.com/tris-tatespooklight.htm

George Washington Carver National Monument

www.coax.net/people/lwf/carver.htm

Branson, Mo.

www.branson.com

Silver Dollar City

www.silverdollarcity.com

Showboat Branson Belle

<http://showboat.silverdollarcity.com/>



www.missouri66.org

Price of bad journalism from page 7

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ARTICLE SUBMISSIONS

are being accepted for *Grassroots Editor*, the quarterly journal of the International Society of Weekly Newspaper Editors.

Articles should pertain to community journalism or weekly newspapering and be of interest to members of the ISWNE.

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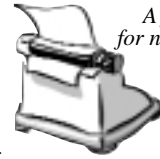
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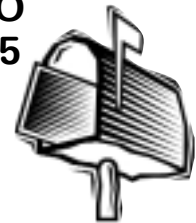
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