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The International Society of Weekly Newspaper Editors

Visit the ISWNE's Web site: www.iswne.org

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Scottish editor is 2004 Greenslade Bursary recipient

Scottish editor **Julian Calvert** is the 2004 Greenslade Bursary recipient and will be attending the ISWNE conference at Pere Marquette State Park.

Calvert, 39, has been the editorial manager of two weekly newspapers, the *Helensburgh Advertiser* (6,458 circulation) and the *Dumbarton & Vale of Leven Reporter* (4,162 circulation) since December 2002. When Calvert took responsibility for the *Reporter* following management reorganization, he increased its circulation by 8.5 percent — the highest increase of any newspaper in Scotland.

Calvert was editor of the *Helensburgh Advertiser* from May 1998 to December 2002. His accomplishments included redesigning and standardizing the paper's appearance, introducing a house stylebook for reporters, managing the change to contract printing and full color, and reversing the trend of declining circulation. The *Advertiser's* front page was chosen for inclusion in the Newspaper Society's collection of the 100 best regional and local page ones of 2002-03.

Calvert was editor-in-chief of the *Coalville Times* series in Leicestershire from March 1997 to April 1998. From November 1991 to February 1998, he was group editor of the *Post & Times* newspapers in Staffordshire. He started his journalism career as a trainee

reporter on the *Congleton Express* in Cheshire in July 1988; he was promoted to editor in January 1991.

He has an M.A. in English language and literature from the University of St. Andrews. Following graduation in 1987, he was an English language teacher at the Stamou School in Greece.

His interests and activities include rugby, snooker, drama, reading, walking, and cookery. Calvert is a member of the Cove Sailing Club, the Clyde Corinthian Yacht Club, and the Cove & Kilcreggan Film Society.

History of Greenslade Bursary

In recognition of **David Greenslade's** outstanding service and interest in the goals of ISWNE, the Society established a scholarship in 1977 to bring a British Isles editor to the annual conference. Greenslade, a member of ISWNE for many years and a distinguished British journalist, died Jan. 16, 1977.

Greenslade was president of the Newspaper Society — representing all the British provincial newspapers — in 1975-76. He was the only person to have held that post and the office of president of the Guild of British Newspaper Editors (in 1967). Greenslade was editorial director of the *Nottingham Chronicle Advertiser and Guardian*.

His association with ISWNE began in

1960, when he took **H.R. Long**, the Society's founding father, to lunch at a pub. Long was in Great Britain on a month-long tour of newspapers. Greenslade attended four ISWNE conferences in the United States: three at Pere Marquette State Park in Illinois and one in Carbondale, Ill. At Greenslade's urging, ISWNE members spent three weeks touring England, Scotland, and Ireland in the fall of 1976.

"His precise choice of language, clarity of thought, and breadth of information made a deep impression on the Society," wrote ISWNE member **Karl Monroe** of the *Collinsville (Ill.) Herald*, who knew Greenslade and participated in the 1976 tour. "He was recognized in England as one of the bright stars of the profession, although his unassuming, open style belied the honors he earned."

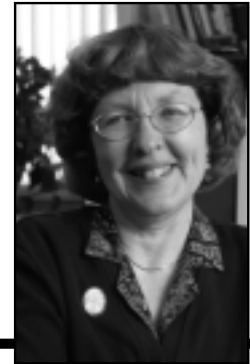
The first recipient of the Greenslade Bursary Scholarship was **Drew Cochrane**, editor of the *Largs & Millport Weekly News* in Largs, Ayrshire, Scotland, in 1977.



Julian Calvert

President's Report

By **Donna Remer**
Executive Editor
Voice Newspapers
New Baltimore, Mich.



Paper exchange provides constructive advice

The editorial critique sessions are the heart of the annual ISWNE conference held each summer and 2004 will be no exception.

This year's conference will mark a milestone, the beginning of our 50th year. Conference planners **Nancy Slepicka** and **Clyde Wills** have a full agenda and already many long-time members of ISWNE have told us they are planning to attend.

It will be the perfect time to draw on the knowledge and experience of men and women who know what it's like to run a weekly newspaper.

If you want to improve your paper, you have to make the paper available to those who can offer constructive advice. I know, I know ... it's a humbling experience to submit your paper to the likes of **Bob Horowitz** or **Ray Laakaniemi** and then listen as they find all the errors you were hoping no one would notice.

Community journalism is not for the timid and, as a member of ISWNE, you are probably up to the challenge. With that in mind, we are once again setting May as the month for a newspaper exchange. Anyone who is taking part in the editorial critique session at the conference should also be part of the exchange.

If you are interested in sharing newspapers with other ISWNE members, let **Chad Stebbins** know as soon as possible. He will put your name and address on a list that will be available for the exchange to begin the first week in May.

Some of you have already done this. If not, just e-mail Chad at stebbins-c@mssu.edu or send a "snail mail" note to him c/o Missouri Southern State University, 3950 E. Newman Road, Joplin MO 64801-1595. He will need the information by April 29 in order to compile the list and send it out by May 3.

Those who are participating will send a paper to others on the list during each week in May. In return, they will get a paper from each of the other participants.

If you are an ISWNE member who no longer has a paper, but you would be interested in looking at member papers and offering your expertise, send your name to Chad as well. He will put those names on a separate list and participants will have the option of sending papers to both groups.

I am summoning up the courage to send *The Voice* and *Armada Times* to the list of editors emeritus, even if **Burt Freireich's** name is on it.

This is all part of the preparation for the

editorial critique session. While the exchange gives us a chance to look at the whole paper, the critique sessions hone in on the editorial pages.

After you register for the conference, you will be assigned to a critique group for the Friday session at Pere Marquette. This year, you will be asked to mail only the editorial pages from three separate issues to the other members of your group. An option would be to send a PDF file of the pages to those group members who are able to work with that technology. If you are willing to accept PDF files, please let Chad know.

We will not specify issue dates for the critique pages, but they should be recent issues that you feel represent your paper. If you have already mailed issues to fellow group members in May, you might consider using those editorial pages for the critique and avoid having to resend the pages.

As we begin our 50th year, let's get back to the mission statement that has held the group together for five decades: To encourage and promote high standards of editorial writing, to facilitate the exchange of ideas, and to foster freedom of the press in all nations. Look for more on the last part of that mission statement next month.

President has put America on a dangerous course

By Paul Findley

Paul Findley, a congressman for 22 years, has written They Dare to Speak Out: People and Institutions Confront Israel's Lobby. He writes books and articles from his home in Jacksonville, Ill., and lectures on international affairs. He will be a guest speaker at the

The International Society of Weekly Newspaper Editors

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ISWNE conference at Pere Marquette State Park.

During my long life, America has surmounted severe challenges — the Great Depression, World War II, and wars in Korea and Vietnam. During these challenges I never for a moment worried about America's ultimate survival with its great principles and ideals still intact.

Today, for the first time, I worry deeply about America's future. In panicky overreaction to 9/11, the president has radically transformed America and set it on a wrong, dangerous course. I cannot remain silent. I must bestir those who will listen to the grave damage already done and warn of still greater harm if Bush continues his present course during a second term in the White House.

In the name of national security, Bush has brought about fundamental, revolutionary changes that threaten our nation's moorings. He has undercut time-honored principles of the rule of law. He isolates America from common undertakings with time-tested allies. He trivializes the United Nations and violates its charter.

Abroad, he makes war a ready instrument of presidential policy to be used any time and place he alone chooses. At home, he stoops to bigoted measures based on race and national origin, tramples on civil liberties, and spreads fear and disbelief throughout the land. Many of our citizens buckle under government-inflicted humiliations and abuses with trepidation, sorrow, and resentment.

The president seems oblivious to war's horror. The bombs may destroy a few Iraqi guerrillas and cause others to pull back, but they kill and maim innocent civilians, level homes, turn neighborhoods into rubble, and permanently blight lives. They create deep-seated outrage, not co-operation. Iraqi carnage is piled alongside the simultaneous destruction and blighting of many American lives.

The president leads America into a lengthy fiery, inconclusive trial that may last far into the future — years of U.S.-initiated wars designed to punish regimes believed to harbor terrorists.

This is not the America my generation fought to preserve in World War II.

Once beloved worldwide, our country is now the object of resentment, scorn, and fear. People worldwide are livid over America's biased policies in the Middle East. Almost all Iraqis are glad **Saddam Hussein** is out of

power, but many of them see America as arrogant, untrustworthy and bent on world domination. Here are some of the reasons why:

- In the 1980s — the height of Saddam's cruel treatment of Kurds and other Iraqi citizens — the U.S. government served as the dictator's silent, uncomplaining partner, helping him battle Iran.
- At the end of the 1991 Gulf War, the president's father, **George H.W. Bush**, after urging Iraqis to revolt, refused to stop Saddam from slaughtering those who sought to overthrow the dictator.
- For a decade, U.S. fighter planes enforced sanctions that caused immense civilian suffering, including the deaths of hundreds of Iraqi infants.
- The greatest and most deep-seated Arab complaint is Bush's failure to make even the slightest effort to distance America from Israel's colonialism.

He pays lip service to statehood as a goal for the Palestinians, but he has done nothing to stop Israeli **Prime Minister Sharon's** brutality — Israel's policy of assassinating suspected Palestinian rebels, military forays that leave vast death and destruction, fences that confine Palestinians like cattle, and the steady usurpation of more Palestinian land.

In the White House, Bush seems overwhelmed by the influence of pro-Israel religious zealots — both Zionist and fundamentalist Christian. He ignores America's own guilt for the plight of Palestinians. He fails to recognize that more than a billion Muslims worldwide, along with many millions of non-Muslims, are deeply aggrieved at this complicity.

In an exquisite example of hypocrisy, on one side of a Middle East border, Bush tries to convince Iraqi Arabs that he offers democracy and freedom while, at the same time, on the other side of the border he supports Israel's violent denial of these identical rights to Palestinian Arabs.

President Bush seems so befuddled by the awful carnage of 9/11 and rumors of more assaults to come that he does not see what is vivid to most of the world — the real ground zero of terrorism is in Palestine, not Manhattan.

What should be done? The U.S. government must make a clean break from Israel's scofflaw behavior, an act that will instantly — without firing a shot — quiet guerilla war-

continued on page 5

Meaty issues, less-weighty topics on agenda

By Nancy Slepicka

It must have been summer 1998, in Erie County, Pa. **Elliott Freireich**, who was still in recovery from hosting the 1997 ISWNE conference in Flagstaff, Ariz., approached me with a mischievous glint in his eye.

The Society's 50th conference will be in 2004, he said, and wouldn't it be great to return to its roots in Illinois. . . **Clyde Wills** and I could be the hosts.

I said maybe, and the following summer, in Victoria, British Columbia, the board of directors, Clyde and I committed to Pere Marquette being the site for the anniversary conference.

Suddenly it's April 2004 and Clyde and I are nailing down the day-by-day, hourly schedule for the June 30-July 4 rendezvous.

Back by popular demand is a discussion of newspaper ethics, plus added time for the editorial page critiques. A meaty topic, ethics will be the conference opener, giving you plenty to chew on that day and after. Roundtable looks at editorial pages are slotted for all of Friday morning, and the group leaders' reviews of the best pages will follow the general business meeting on Saturday.

Clyde and I are tapping our own families for the Friday afternoon program. A discussion of capital punishment and the death penalty moratorium in Illinois will be led by my sister-in-law, Attorney

Kathryn (Slepicka) Dobrinic. During her three terms as state's attorney in Montgomery County, where **Richard** and I live and publish our newspaper, Kathy successfully prosecuted three men who were sentenced to death for first degree murder. Those men were among the 140 death row inmates whose sentences were commuted to natural life in prison by **Gov. George Ryan** just days before he left office.

Kathy also was one of 13 members appointed by Ryan to the Illinois Commission on Capital Punishment. After two years' research and study, the Commission released a long list of recommendations to change the judicial process to make it less likely for innocent people to be charged, convicted, and sentenced to death. Some of those recommendations have since become law.

Also on Friday, you'll get a look at Illinois politics from the inside from Clyde's son, **Chris**, of the Associated Press in Springfield and **Mike Lawrence**, now interim director of the Public Policy Institute and former reporter, columnist, and policy advisor/press secretary to Illinois **Gov. Jim Edgar**.

Less-weighty topics are on the agenda, too, and we'll tell you more next month.

We are planning a silent auction of items brought by members to raise money for

the new ISWNE Foundation.

Look around your office and your town for something that will attract bids.

For instance, Elliott could donate a dinner with the former Green Bay Packers player who **Chris Woods** spotted in a

Phoenix restaurant in January. Chris visited with him for a few minutes, but I bet he'd spend some big bucks to hear more Packer stories.

I'll probably donate a ceramic replica of Montgomery County's Historic Courthouse with its famous neon sign, THE WORLD NEEDS GOD. The sign was removed from the courthouse after an expensive court fight with the ACLU, but it still glows high in Hillsboro.

And I hear that Clyde may be donating a photo of himself in the stretch suit once worn by TV Superman George Reeves.

You get the idea.



Nancy Slepicka

Early-bird registrations:

Robert and Mary Lou Estabrook, Lakeville, Ct.

Don and Debbie Brod, St. Charles, Ill.
Burt and Ursula Freireich,

Litchfield Park, Ariz.
Elliott, Rchael, and Marissa Freireich,
Litchfield Park, Ariz.

Marquita Porter, Litchfield Park, Ariz.
Jim and Gail Painter, Litchfield Park, Ariz.

Al Seiler and Jackie Miller, Pittsfield, Ill.
Phoebe Baker, Avondale, Pa.

Jane Steinmetz, Forest Park, Ill.

Bob and Sandy Horowitz, Bethesda, Md.
Charles Gay, Shelton, Wash.

Clyde and Carolyn Wills, Metropolis, Ill.
Nancy and Richard Slepicka, Hillsboro, Ill.

10 key questions help you make better ethics calls

Making good ethics decisions on community newspapers is different from deciding what to do on a metro daily. Not harder, not easier. Just different. The close relationship of a local weekly to its community creates special challenges.

How involved should you and your reporters be in community and business groups? Do you soften your coverage of tragedies when everyone knows the victims? How do you cover sensational stories and still respect privacy? What do you do when the big dailies and TV stations move in on a local story?

Editors will explore these challenges on the first afternoon of ISWNE's 50th anniversary conference. The workshop, using real-life cases from community papers, will teach editors how to use 10 questions to produce better decisions. After

the discussion, they still may disagree on a solution, but their decisions will be rationally explored and thoroughly grounded. And they'll take home tools to use in their own newsrooms.

The discussion leader will be **Garrett Ray**, who taught media ethics at Colorado State University for 17 years. He is the former editor and publisher of the *Littleton* (Colo.) *Independent* and a former president of ISWNE.

"I have plenty of cases we can discuss," Ray said, "but if an editor wants to suggest a particularly difficult real-life ethics case he or she has experienced, I'd like to hear about it. I'm also interested in hearing opinions on what issues cause the biggest problems on local papers." You can reach him at: Garrett.Ray@Colostate.edu.



Greetin's from the Ridge

By Ken Bradbury

Ken Bradbury of Arenzville, Ill., is a high school teacher, playwright and author who as "Freida" writes a weekly newspaper column, "Coonridge Digest," that is published in several mid-Illinois newspapers. Ken and a troupe of players will perform "Coonridge Live" — a humorous look at small town life, with musical accompaniment — as an after-dinner program during the 2004 ISWNE conference. In a recent column, Freida describes Aunt Zoe, a small town character with a message for all of us.

There were only three houses on the hill just east of town when I was growin' up and Aunt **Zoe Fenster** lived in the one furthest up the hill. Aunt Zoe was nobody's and everybody's aunt.

She'd lost her husband in the First World War, and at age 27 she found herself alone. Zoe allowed as how there'd never been another man as fine as Franklin so she never bothered to look for a replacement. Her two years at the university was enough to secure her a job as English teacher at Coonridge High, and that's where she stayed until arthritis and a powerfully troublesome hip put her into what she called "forced retirement" at age 72.

Unlike so many folks, Zoe aged with real grace. I swear that every time I saw her she'd grown more beautiful. Despite her pains, Zoe never missed her morning and evening walks and this exposure to the elements gave her skin a relaxed country glow. And, being of the fairer sex, her hair appointments ranked only behind church on her weekly list of priorities.

I can remember hiking up to her house on

summer evenings to deliver a sack of tomatoes or a box of cucumbers that had threatened to take over our garden at home. Zoe wouldn't have it but that you'd sit and chat, and that was just fine with me.

Whenever spring approaches, I think of Zoe. "Spring cleaning!" she'd chuckle. "Can't wait for spring cleaning! Best time of the year, **Freida!**"

This was always a puzzlement to me. Zoe's conception of housekeeping was immaculate. Nothing was ever out of place and her house positively floated on the aromas of furniture polish, fresh paint, and Ajax cleaner. What in the world did the woman possibly have left to clean once spring rolled around?

On one brave August evening I got up the adolescent nerve to ask her. "Zoe, you got the cleanest house in town. Mama says you even fold your Kleenexes before you toss 'em away. What in the heck you got left to clean?"

"Your Mama's too gracious," she said. "But there's lots I've got to clean out after a long winter!" and she held up a yellow notepad.

There must have been thirty or forty items on her hand-scrawled list.

"Here," she said. "Have a look."

I read down the list. "**Elizabeth McGinley**, disagreement. My cousin **Eleanor**, envious thoughts. **Howard Peebles**, general irritation." The list went on and on. First a person's name then the name of some grievance. "The gas station attendant, impatience. **Reverend Parsons**, disorganization. **Milo's Autobody**, overcharging on the fender."

"I don't understand, Zoe."

"Freida, I spend a whole year collecting a

pile of gripes and complaints about folks who I oughta be lovin'. Some years the list gets pretty long and I regret that old age has dimmed my memory of those who've hurt me."

"You clean 'em out, Zoe?"

"I clean 'em out, Freida. At least I try. If the only thing you clean in the springtime is your bathroom floor and side porch, then that's not much of a spring-cleaning. You gotta clean out the closets of your heart."

"No offense, M'am, but I'm surprised you got such a long list."

"I doubt my list is any longer than average...it's just that when you write 'em all down, it looks a bit more formidable. But I'll tell you this much, Freida," and her eyes scanned her cleaning list, "a dirty house hurts no one as bad as it hurts you. Other folks come to visit, but you...you gotta live there."

Zoe died at the reasonable age of 87. Even her funeral was elegant. Her scores of friends crowded into the visitation alongside hundreds of former students, all eager to say a last farewell to this most fastidious of ladies.

I've admired in recent years the way that funeral festivities have become more personal with perhaps a fishing pole alongside the deceased, a John Deere hat atop the coffin, or in one strange case a package of Oreos among the carnations on the grave blanket. Resting gently in Zoe's hands was a closed legal pad with these words printed plainly in Zoe's hand: "The book is closed."

Since Zoe's funeral my spring-cleaning has become less about furniture polish and more about forgiveness. Lots of folks visit my house, but I've got to live there.

You ever in Coonridge, stop by. We may not answer the door but you'll enjoy the trip.

America on dangerous course *from page 3*

fare in Iraq and anti-American protests throughout the world.

All Bush — or his successor — needs to do is inform Sharon that all aid will be suspended until Israel vacates the Arab territory Israeli forces seized in June 1967. No matter how Israel responds, the ultimatum would be electrifying evidence that the United States

truly opposes colonialism and, at long last, will do what is right for Arabs and Muslims.

An impressive foundation for this ultimatum already exists. All member states of the Arab league, plus Mamas and Hezbollah, unani-mously offered peace-for-withdrawal a few years ago. A similar proposal called the Geneva Plan was recently announced jointly

by former officials of Israel and Palestine. Almost simultaneously, four retired heads of Israeli intelligence even urged full withdrawal from the West Bank and Gaza.

If Bush acts promptly, he will be a shoo-in for re-election. If he does not, I will join other Republicans — there will be many of us who urge his defeat.

ISWNEWS



McCully receives award, gets married

Kim McCully, editor of the *Aurora* (Mo.) *Advertiser*, received the Loyd R. Ellis Award for longevity and dedication in community service at the Aurora Chamber of Commerce annual banquet in January. The award is named for a longtime local businessman who is deceased.

"I was quite shocked and went to cover the event and almost threw up when I realized what was going on," she said.

Kim has been active for years in community events from helping sponsor drug-free dances for teenagers to being active in the Rotary Club and assisting with Meals on Wheels and working to keep the Drury University satellite campus in Aurora.

Kim married **Al Mobley** on April 3. Al is starting a construction/handyman service in Aurora.

O'Donnell moves from Oregon to N.H.

Leslie O'Donnell's last day of work at the *News-Times* in Newport, Ore., was April 9. She starts working as managing editor of the *Derry* (N.H.) *News*, a twice-weekly, on April 26.

"We have wanted to move to New England for a long time, and this hopefully will be a combination of a good job in a good place to live — not far north of Boston, close to the ocean, close to the mountains, and accessible to things, unlike the Oregon coast," Leslie said. "It's a privately owned publication. This means I will be leaving after almost 19 years at the *News-Times*, about 30 years in Oregon, and headed back to my roots. Scary but exciting — **Mike** calls it our last great adventure.

"So come mid-April, think of a Honda Element packed with a Great Dane, a golden retriever, three cats, perhaps two birds, and us, headed east. Hopefully our belongings will get there along with us, our house here will sell FAST, and we'll actually find a place to live in N.H. And about three weeks later, we'll be off to New Orleans for my son's graduation from Tulane. Some things are non-negotiable when it comes to new jobs."

Press associations keeping Laakaniemi busy

Ray Laakaniemi, the Golden Quill judge in Galway, served as a judge for the California Newspaper Association in San Francisco and conducted a workshop for the Granite Publications in Texas in April. He'll do a workshop on writing for the Kansas Press Association in May, and judge for the third time for the Washington Newspaper Publishers Association later this spring.

Texas A&M to reassign Starr

The Department of Journalism at Texas A&M University will be abolished Aug. 31, and the eight remaining faculty members relocated to other departments and colleges, effective Sept. 1.

Dr. Douglas P. Starr will transfer from Journalism to the Department of Agricultural Education as professor in a 12-month, tenured position with responsibilities in teaching, research, and service in Agriculture.

In commenting on the transfer, **Dr. Glen C. Shinn**, professor and head of the Department of Agricultural Education, said: "Dr. Starr will join the Agricultural Journalism work group to continue to build a nationally recognized program. In the transition phase, Dr. Starr will teach Liberal Arts Journalism and Agricultural Journalism courses and conduct research that examines the convergence of Web-based communication on public understanding of food, natural resources, and environmental issues."

Dr. Starr holds a B.A. from Louisiana State University and an M.A. and Ph.D. from Florida State University. In 1998, the Texas A&M Association of Former Students recognized him with its Outstanding Teaching Award.

McTighe recognized for education coverage

Frank McTighe, editor of *The Macleod Gazette*, a 1,400-circulation paper serving Fort Macleod, Alberta, received a provincial award March 22 for coverage of education.

The Ed News Award is presented by the Alberta Teachers' Association each year to a writer employed by a community weekly newspaper. McTighe receives a framed certificate and a \$500 cash prize, along with a framed certificate to be displayed in the newspaper office.

The Alberta Teachers' Association, as the professional organization of teachers, promotes and advances public education, safeguards standards of professional practice, and serves as the advocate for its members.

Albanese's daughters beginning new ventures

Abby and Tracy Landers (daughters of **Ellen Albanese** and **Bill Landers**), who attended several ISWNE conferences in the 1980s and 90s, are beginning new ventures. Abby, who now works as an editor for Putnam Investments, has accepted a job as an editor with Leopard Communications and will be moving from Massachusetts to Boulder, Colo., in April. Tracy, currently the assistant to the dean of academic affairs at Pine Manor College in Chestnut Hill, Mass., will begin a master's degree program in education, culture, and society at the University of Pennsylvania in September.

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'Advocate' mourns loss of patriarch

By **Jason Warren** and **Steve Goodwin**

Bruce Murray was remembered as a community-minded visionary who ensured his company's involvement in local endeavours.

Mr. Murray, owner of Advocate Printing and Publishing in Pictou, Nova Scotia, for more than two decades, died suddenly on Tuesday morning, March 30. He was 63.

"He was a pillar — he was a visionary, not only with his own company but with the community," noted **Rob Roy**, CEO of the Pictou Regional Development Commission.

"He showed vision in the way of doing things in Pictou County. You can look at any major community project and Bruce Murray's and the *Advocate's* name has been stamped on it. He was a catalyst of growth."

Born in Pictou, Mr. Murray began his career at *The Advocate* as a paperboy when he was 6 years old when his father, **George C. Murray**, owned the business. His mother, **Nonie Murray**, wrote weekly columns for the newspaper. She ran the operation for two years after George Murray died suddenly in 1962.

George Cadogan became *The Advocate's* owner in 1964 and eventually sold the company to **Piet VanVeen**. Bruce Murray became a partner in *The Advocate* with Mr. VanVeen and **Ted Teiman**, a New Glasgow resident who joined *The Advocate* as editor from the late 1960s until his semi-retirement in 1989.

"Bruce was a great guy to work for," said Mr. Teiman, who sold his share in *The Advocate* to Mr. Murray but still writes a weekly column.

"I had a really good relationship with Bruce — a great personal and working relationship," Mr. Teiman added. "He never interfered on the editorial side. He let people doing a job do the job."

Piet VanVeen's brother, **Dirk**, joined the partnership with Mr. Murray and Mr. Teiman in 1985.

Rick Cluett recalled working with Mr.

Murray in Pictou before taking over *The Reporter* newspaper in Port Hawkesbury, another Advocate publication. Mr. Cluett likened Mr. Murray's sudden passing to that of the late **Jim MacNeill**, who owned the *Eastern Graphic* in Montague, P.E.I.

"It's been a long working relationship and

throughout the community newspaper industry, Mr. Gouchie admitted it will be very difficult for *The Advocate* family to move on without their patriarch.

"He's going to be missed a lot, especially by his family and those he worked with," Mr. Gouchie said. "(Bruce) was always

there. He was always right down the hall and his door was always open to his family, friends and his staff. It's going to be very difficult to move on."

Another long-standing relation Mr. Murray had was with **Leith Orr**, publisher of the Advocate papers.

"In an industry based on the written word, it seems sadly ironic that words can never really express the true eloquence and commitment of a man like Bruce Murray," said Mr. Orr who had worked with the Advocate patriarch over the last five years.

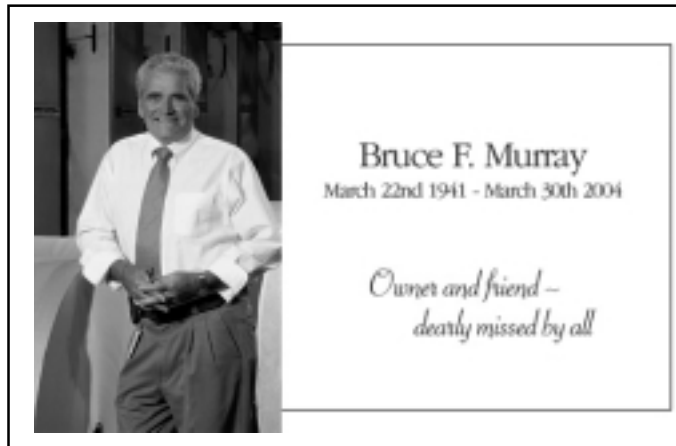
"I was duly impressed with the reputation that proceeded him — a hands-on businessman who kept on top of his company with a dedication second to none. He knew every aspect of the industry because he made it his business to know, but not by standing back and watching."

Mr. Orr believed success followed Mr. Murray because of his steadfast dedication and personal leadership.

"Bruce was the kind of man who looked forward to getting his hands dirty," said Mr. Orr. "He's worked in every facet of the industry from the pressroom to the sales desk, and as a result his words carried the strength and conviction of someone who knows. People understood that he knew what he was talking about because he had been there. That kind of commitment is rare, but that's the kind of man Bruce was: sincere and hardworking."

By the 1970s, the company had begun purchasing and introducing more newspapers, including *The Reporter*, *Springhill Record*, the *Weekly Press* and most recently the *St. Croix Courier* and *Courier* weekend in St. Stephen, New Brunswick.

"Bruce was a family friend for years," recalled **Shirley Coldwell**, who wrote a weekly column for *The Record* and whose late husband **Ted Coldwell** was a book-



friendship," Mr. Cluett said. "Bruce was a great guy to work with, probably the last of the real newspaper people in the community newspaper sector. He'll be sadly missed."

Earl Gouchie, former owner of Cumberland Publishing in Amherst, echoed these sentiments.

"He was a hell of a good businessman," said Mr. Gouchie, who had a long-standing friendship with Mr. Murray through community newspaper groups such as The Atlantic Community Newspaper and the Canadian Community Newspaper Associations.

"He was a former president of the ACNA and an honorary life member of the CCNA and he put a lot of hard work into both of those jobs."

Mr. Gouchie believes Mr. Murray will leave a lasting legacy in journalism, especially for the remaining few community-owned organizations.

"There wasn't a lot of noise with Bruce, but he was listened to and well respected," he said.

"Certainly, he was a leader, just look at where he brought *The Advocate*."

As much as Mr. Murray will be missed

keeper and accountant. "I've known Bruce as long as I can remember and he was always pleasant to know and work with."

Mr. Orr was never surprised to see Mr. Murray helping in various capacities, and always with a smile on his face.

"Bruce was the kind of man who didn't hesitate to offer a helping hand anytime you needed it. He cared and it showed," he

said. "Bruce Murray was a true gentleman and I admired him for that. He was my friend, and this is a very difficult time for a lot of people who genuinely cared for him. We're all going to miss him a lot."

Bruce is survived by wife **Shirley**; son, **Jock (Maria)**, Halifax; **Chris (Cherie)**, New York; **Sean (Crystal)**, Pictou; daughter **Jill (John David) Stanfield**, Bible Hill; chosen daughter, **Jeanne (MacKay) Cruikshank**; grand-

children, **Sampson, Tineke, Megan, Benjamin, Mac, Georgia** and **Whitney**. He is also survived by brothers, **Wallace**, Vancouver; **Dr. T.J. (Jock) Murray**, Halifax; **Ross**, Halifax; **Ian**, Toronto; **Dr. Scott Murray**, Halifax; sisters, **Margot Walberg**, Thunder Bay; **Janet Henley**, Toronto, **Maida Murray**, Halifax; and **Wendy Murray**, Halifax.

Murray a constant, calming presence

By **Steve Goodwin**

Bruce Murray's life with the *Pictou Advocate* links most of its 110-year history. Mr. Murray, who died on March 30, began as a 6-year-old paperboy after the Second World War when *The Advocate* was owned by his father, George C. Murray.

John D. MacDonald produced the first *Pictou Advocate* on Dec. 22, 1893, and the *Advocate* survived its earlier critics and a fire in 1900 that destroyed the whole business. To date, the paper has never missed an issue.

The Advocate has benefited from technical progress throughout its history. Electrical power bolstered the new plant, which added a newspaper folder to its printing press. A typesetting machine removing employees from the slow and expensive process of setting type by hand was another advancement.

Shortly after the First World War began in 1914, the building Mr. MacDonald moved his operation into was sold. He moved the business to the George Street location the news office still occupies, although the printing part of the company later moved to a new building at Brown's Point where its plant and corporate offices are located.

In 1919, Mr. MacDonald sold the newspaper to **John A. Fisher**, who operated the business under the name Advocate Printing and Publishing Company Ltd. When Mr. Fisher died in 1935, his will had instructed the disposition of the *Advocate*, stipulating that it be offered for sale to **George Murray**, a Pictou native who in 1936 was a news editor for the Canadian Press. (Born in 1906, George Murray joined the *Advocate* as a linotype operator and a reporter before joining the *Halifax Chronicle* as a news editor.)

By this time, the *Advocate* was in a slump, although the fortunes for both Pictou and the newspaper improved with the advent of the Second World War and afterwards.

When George Murray died suddenly in 1962, his wife **Nonie Murray** ran the company for two years until she sold the business to **George Cadogan**.

By this time, Bruce Murray had learned to carry out many tasks at the *Advocate* and had gone from his paperboy job to linotypist. He then moved out of the print shop and into advertising sales.

That, Mr. Cadogan's son **David** noted Tuesday from his office in Miramichi, N.B., was a turning point for Advocate Printing and Publishing.

"Bruce moved into advertising sales and helped the paper achieve rapid growth," David Cadogan said.

Piet VanVeen was already a minority shareholder in the company when George Cadogan sold the business to him and Bruce Murray in the early 1970s. Later, Mr. VanVeen's brother, **Dirk**, and **Bruce Murray** bought him out.

Eventually, Bruce Murray and his partners purchased Dirk VanVeen's share. By this time, the company consisted of one newspaper and commercial printing interests in Pictou and New Glasgow.

Handset type was still in use when Bruce Murray began at the *Advocate*, but the company bought a web offset press for printing newspapers not long after the innovation was introduced in the early 1970s and kept growing from there.

Full computerization followed in the 1980s. Reporters' typewriters were replaced by computers. Typesetters also got computers.

By this time, the company began buying and introducing newspapers, including the

Springhill and *Parrsboro Record* and the *Port Hawkesbury Reporter*, and published and printed numerous other weeklies and periodicals.

Bruce Murray has been a president and director with the Atlantic Community

Newspapers Association and has served on the board for the Canadian Community Newspapers Association for many years.

"Bruce was one of the builders of the Atlantic Community Newspapers Association," David Cadogan said. "He played a huge role in making the association financially successful by developing and administering the Blanket Classified Advertising system that allows advertisers to deal with one paper to place ads in all ACNA member papers."

Mr. Cadogan also remembered Bruce Murray's work in advertising.

"He was extremely creative," Mr. Cadogan said. "He could do a brilliant ad layout in 15 minutes that would take others half a day. He was extremely well organized, and his generosity was remarkable."

In 1985, Bruce Murray received the Silver Quill by the CCNA for his 25 years of distinguished service to the community newspaper profession.

In 1991, he received the Award of Merit in the Pictou County Business Person of the Year competition.

Bruce Murray was an honorary life member of the CCNA and ACNA.



Bruce Murray

Advocate Printing president dies suddenly

By **Susan Belliveau**

ISWNE member Susan Belliveau is editor of The Springhill Parrsboro Record in Nova Scotia.

The first time I met him I was in awe — a newsman, a real honest-to-goodness newsman!

I don't know what I was expecting to see when I was first introduced to Advocate Printing President **Bruce Murray**, but what I saw was a strong, intelligent man with a straightforward bearing, steady gaze, and a warm smile.

He could have shrugged the introduction off; after all I was a rookie reporter at one of the smaller papers in the chain. But he didn't. It didn't matter that I was a small fry in a big pond; he graciously shook my hand as though I were an important part

of his company, and in that moment I knew he felt I was.

It was this sense of commitment and dedication, not only to his company but to the many people who worked there, right down to the most junior reporter or pressman, that made me want to be a part of Advocate Printing. I believed that Bruce had faith in me, and it made me want to be a better journalist. I have spent the past 16 years working to ensure that this faith was not unfounded.

Over the years I've come to know the members of Bruce's family; his dear wife **Shirley** is one of the finest people I've ever met. Her grace and sweet nature have made me feel warm and comfortable whenever I've had the pleasure of meeting her.

Their son **Sean** and his lovely wife **Crystal** have welcomed me into the fold every time I've had the good fortune to cross

paths with them, and like his father, Sean's wry wit always brings a chuckle. Although I've never personally met the rest of their children: **Jock (Maria)**, **Chris (Cherie)**, and **Jill (Jon David)**, I've no doubt that they are just as warm and friendly.

It was with great shock and deep sorrow that we at *The Record*: **Kevin, Ruth, Pete, Chris, Rosie** and myself, learned of Bruce's sudden passing on Tuesday morning. Words cannot express how terribly we will miss him or how our hearts ache for his wife, Shirley, their immediate and extended family, and all who knew him.



Susan Belliveau

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Gordon advising student SPJ chapter

Dave Gordon is keeping busy as co-adviser (for the remainder of this year) for the student SPJ chapter at the University of Wisconsin-Eau Claire.

"The chapter continues to struggle for members, but we received our second straight national SPJ programming grant this year," Dave says. "Last year we used the grant for a couple of Ethics Day programs. This year, we're using it to collaborate with UW-Oshkosh to use distance education technology for a couple of meetings — the first one included hooking in the chair of the Wisconsin FoI Council from a third campus, for a discussion of freedom of information problems encountered by students on the two campuses. For the second program, we're trying to line up a nationally known speaker and link anywhere from three to a half-dozen state campuses to interact with him/her.

"If this works as hoped, we will demonstrate that this technology is a viable way for student chapters to work together and accomplish more than they can on their own."

Noer uses newspaper skills on new business

Fred Noer, owner of Image Source in Delavan, Wis., says he has put his newspaper copyediting skills to good use with the Internet. "I go to Web sites, mostly those of businesses in the area in which I live, and scan them for mistakes in grammar, punctuation, capitalization, etc.," Fred says. "If I discover numerous errors, I print out a few pages and copyedit them with a red pen. I send them with a cover letter explaining my services to the owner of the site."

Fred says although he started this service only recently, almost every contact has resulted in work. He charges \$52 per hour — typical of freelancing in his area.

"While I am going over a site, I also make suggestions for changing the graphics and text to make the site more readable and easier to use," he says. "Since the two primary features or goals of a Web site are speed and information, I base my suggestions on newspaper layout principles and techniques that emphasize simplicity and clarity."

We need a way to indicate a suicide while not divulging all the details

By **Chris Wood**

Co-publisher, *The Door County Advocate*
Sturgeon Bay, Wis.

It was over 20 years ago that I wrote my first ever "letter to the editor," which had been prompted by an article published in *The City Pages* in Minneapolis, Minn., about several individuals who had committed suicide. Having just been released from the hospital in St. Paul where I had observed many people who were fighting for their lives, I lamented the fact that divine providence didn't somehow match up those people who wanted to die with the terminal illnesses that are contracted by people who desperately want to live. I suggested it was unfortunate they couldn't trade places with each other and titled my letter "The Other Side of Suicide."

What I didn't realize then was the act of suicide is the ultimate and final culmination of an individual's mental anguish and pain because the will to live is one of the strongest natural instincts we are born with. It represents the final stage of a level of hopelessness and desperation that most of us have never come close to knowing and is a tragedy that leaves the remaining family scarred for life.

I read with great interest the comments made in last August's ISWNE newsletter responding to **Brad Martin's** dilemma about reporting suicides. Having lost someone close in this way less than two years ago, it was very timely and touched a tender nerve.

A number of basic questions come to mind immediately, such as: "Since it is our job to report about and for the community, how much is enough and appropriate in this area?"

Obviously, if it involves a public figure or is in a public place, I don't think there's any question that we need to cover it and give it the same play we would give anything involving a violent death or one that occurs in a public place. But beyond that, when it is done by an individual in the privacy of one's own home, it becomes a bit murky.

Since the real victims of the tragedy of suicide are the surviving family members and friends, how much information is necessary and appropriate to publicize when it's done in this fashion? Certainly, we must consider what the community needs and deserves to know; but shouldn't this be balanced against what is a very private and tragic family matter and that family's right to a certain amount of privacy?

Just because some people want to know all of the details about a suicidal death doesn't mean it is our duty to report them. What purpose does it serve, other than to satisfy the worst urges some

people have, such as to know all of the lurid details about another's misfortune? If we accept that it serves no real purpose and will only heighten the family's intense grief and pain, isn't giving out the particulars about how the person died crossing over the line?

I think we all have to answer these questions for ourselves. First and foremost, I believe it is our duty to tell the truth. Since we are the historical record for many of the communities we serve, if someone is doing research sometime down the road, he or she should be able to determine that an individual took his or her own life by reading the account of the death in our newspaper.

But how we divulge that information is up to us. We could have a policy of saying "John Doe died unexpectedly at home on Thursday, April 1" to indicate it was a suicide without giving the "how," which I don't believe is any of the reading public's business in this case or necessarily their "right" to know; or the "why," which we usually don't know anyway (or in this situation need to know, as long as we are certain that it was a suicide). It would be a euphemistic way of sharing the sad news about how the person died, sensitive to the feelings of the family and loved ones. Of course, if the family wants to share more details about the death in order to educate people about this subject, that's a different matter and I believe we can provide a service to our readers by accommodating the family's willingness to do so.

If we made it clear that our way of indicating it was a suicide would always be by saying the person "died unexpectedly," I believe we would be fulfilling our duty and also sparing families from needless additional pain and trauma. We would have to make it clear the only time we would ever use that phrase in that way in that context, would be to indicate it was a suicide. We could use the phrase "died suddenly" when there were other circumstances about a death but make it clear this phrase would mean it was definitely not a suicide.

While some family members would undoubtedly still object and be unhappy about anything being said at all to indicate the person took his or her own life, we know there are always going to be those who are unhappy with what we're doing.

After all, as my father used to say, "that's just a sign that we're doing our jobs."

Chris Wood is a member of the ISWNE board of directors.



Chris Wood

Reporters do have a privilege, sort of

By **Keith Green**
Ruidoso (N.M.) News
 March 19, 2004

The argument is never-ending, and I hope it stays that way. It has to do with "reporter's privilege," an idea that has floated around newspaper newsrooms at least since **Benjamin Franklin** printed the first copy of *The Pennsylvania Gazette*.

The argument goes that a news reporter should be held harmless if he refuses to name sources used in his reporting; that the reporter's role as a public watchdog should give him (or her) protection — for example — from prosecutors who try to subpoena him or his unpublished notes in state court to help establish guilt if a crime has been committed.

It's never been an issue in federal court; there, the reporter's only defense is based on how the court chooses to interpret the First Amendment — the one guaranteeing freedom of the press.

Over the decades, lots of smart news people have spent lots of time trying to come up with state "shield laws" that would ostensibly make that protection permanent. Something like 31 states have adopted shield laws, and there has been a tacit understanding that indeed reporters should have some extra protection in doing their job of informing the public, especially about those who govern them.

The New Mexico Press Association over decades tried to get a shield law through the Legislature and into the law books. The effort wasn't terribly effective, but the state Supreme Court in 1982 did establish a rule that remains in place today. It affords journalists a privilege to refuse to disclose confidential sources and confidential information, unless those seeking disclosure show by a preponderance of evidence that the information or the identity of the source is crucial to the case and that the need for information "clearly outweighs the public interest in protecting the news media's

confidential information and sources."

In other words, the courts do leave a bit of an opening, but the courts can slam the door at any time.

Now the whole issue might come up again with before the U.S. Supreme Court. **Wen Ho Lee**, the exonerated Los Alamos scientist and "spy," has filed suit against the federal government claiming that his rights were violated when personal information in his employment files was leaked to reporters for *The New York Times*, AP, *The Los Angeles Times* and CNN. Both sides are standing pat.

It could test, for the first time in decades, the most important protection now available to journalists — the First Amendment. I'll be watching, and maybe old Ben Franklin will be watching, too, from his own bench in some Heavenly court of last resort.

After all, news reporters need all the help they can get.

Community media in Japan

By **Norio Tamura**
 Professor, Tokyo Keizai University

Japan consists of 48 prefectures, about 600 cities and about 2,000 town- or village-level local communities, and each of them has its community communication media. The community media include weekly newspapers, CATV stations, community FM broadcasting studios, monthly city magazines, and other forms.

These media are now under the strong influence of information technology, broadband age, and urbanization. Free papers and city magazines especially impact weekly newspapers. During the last 10 years, the number of weekly community newspaper companies has decreased 250, to 1,300, due to not only Japan's prolonged economic slowdown but also the development of free weekly papers.

Free papers rely on advertising revenue of local communities and show explosive development. Their newspaper chain sys-

tem has contributed to an increase of publishing places. Those papers establishing certain circulation have joined ABC, and formed JAFNA, the industry organization. Membership has reached 64 companies, a total combined circulation of 17,260.

These community media are researched by students in Tamura Seminar of Tokyo Keizai University Graduate School and reported as a white paper published by advertising agency Dentsu (Tokyo) in 2001. In 2003, two books on community media written by the graduate school students and edited by Tamura are published from NTT Publishing Company (Tokyo) and a publishing company Sekai Shiso-sha (Kyoto), both in Japanese.

Furthermore, Tamura authored another book regarding an ethnic community newspaper for Japanese Canadians in Canada published by Kashiwa Shobo Publishing Company (Tokyo) in 2003. The book, which has 400,000 Japanese characters in 390 pages, tells the story of *The New*

Canadian, a weekly newspaper for Japanese Canadians that originally was established and published in Vancouver in 1938. The paper changed publishing places after crossing the continent during the World War II, before reaching Toronto. In the process, the staff and their families carried many pieces of Japanese type in boxes and transferred them five times until they finally settled in Toronto.

One of the Ph.D. graduate students of Tokyo Keizai University Communication Studies reported in an academic publication *The Journal of Communication Studies* about her research on the roles of community media in the election of the governor of Nagano prefecture in 2002.

Another group of graduate school students completed a field research project on advertisers of local Yellow Pages and community roles in a Kokubunji-City, a small suburban city. The results are also published in *The Journal of Communication Studies*.

Writing about political campaigns

By **David V. Mitchell**, editor & publisher
The Point Reyes (Calif.) *Light*
March 4, 2004

From 1981 to 1983, I took a sabbatical from *The Light* to work for the original *San Francisco Examiner*, and during those two years, I was assigned a story that taught me much about newspapers' political endorsements.

Following one election, the city desk assigned me to call several of the larger newspapers in the state, including *The Los Angeles Times*, and ask their editorial writers whether their endorsements appeared to have had any effect on outcomes.

Almost without exception, the editorial writers said their endorsements did not have a great effect on the major races — say, for the U.S. Senate — in which the voters feel they are somewhat familiar with the candidates. On the other hand, in races between unfamiliar candidates, voters paid much more attention to newspaper endorsements, the editorial writers said.

That might suggest *The Light's* endorsements in this county's two judicial races probably had more effect in West Marin than its endorsements in the supervisorial race. In fact, incumbent **Judge Michael Dufficy**, whom *The Light* endorsed, easily won reelection. In the second judicial race, *The Light* described **Paul Haakensen** as one of the three candidates who "truly stand out" but endorsed **Matt White**. White was the second top vote-getter in West Marin (where *The Light* circulates) but lost out to Haakensen in East Marin (where *Light* circulation is much less). Haakensen and **Faye D'Opal** will square off in the November runoff.

Most readers didn't have the time to sort out which of 11 judicial candidates are the most qualified. Their mailers and newspaper advertising tell us something about their interests, but most voters would also like to hear a politically savvy observer's impressions once he had questioned them and checked their backgrounds.

For most of three weeks, **Andrew Pridgen**, *The Light's* news editor, interviewed a succession of judicial candidates, solicited other attorneys' impressions of them, observed them in a debate (in which the audience, unfortunately, out-talked the candidates),

and followed their comments in other news media.

I would suspect that because several ballot measures and state propositions were either unclear or at best toss-ups, newspaper endorsements probably affected a number of these races too.

In some ways *The Light's* endorsement in the Marin County supervisor's was both the easiest and the hardest for Pridgen to write.

Making it hard to make an endorsement was the fact that *Light* reporters have repeatedly seen incumbent **Steve Kinsey** (who won with 54 percent) and challenger **Dennis Rodoni** (37 percent) act with wisdom and with genuine concern for the well being of West Marin's residents and their environment.

Challenger **Louie Nuyens** was easy to dismiss because his constant attempts to make the incumbent sound like evil personified became simply strident. By the time *The Light's* endorsements were written, the buzz going around was that Nuyens had become the **Al Sharpton** of the supervisorial campaign. (He received only 9 percent of the vote.)

On the other hand, *The Light* has long observed Kinsey as a county supervisor and Rodoni as a director of North Marin Water District, so everyone in this newsroom feels fairly familiar with their philosophies and approaches. Equally important, because the two men did so much in official capacities, *The Light's* "morgue" of old clippings contains substantial files on both men's statements, civic actions, and political positions.

A professional newspaper needs to be able to mine its own reporting if politicians are to be held accountable for their statements. Some weekly newspapers don't maintain enough of a morgue to do this, and most television gave up this public responsibility long ago in order to instead focus on increasing the number of viewers.

Why isn't **President Bush** being held accountable for misleading the country into war? Most broadcasters would rather titillate their audiences by fussing over **Janet Jackson's** right nipple almost showing at the Super Bowl and whether gay unions should be called "marriages."

Ever since the advent of cable television and radio talk shows, most TV and radio news has taken to dishing up hysteria du jour. For awhile, newspapers and news magazines provided the real news, but this country's print media are rapidly becoming parts of

conglomerates just as the broadcast media are.

Even at the local level, community newspapers are selling out to newspaper groups and chains — if only to survive financially. Unfortunately for political coverage, chain newspapers too often lack institutional memory, which is virtually impossible to maintain when there is a constant turnover of newsroom management.

Equally important, the turnover rate among reporters until recently has been high (nationwide, their pay can't match housing costs). That turnover, however, has resulted in many reporters not knowing much about the topics being debated. Unable to separate rhetoric from the reality, they are reduced to writing "He said...She said..." articles.

But there is more to covering a campaign than simply reporting what is said in debates and interviews. An amazing number of young reporters seem to seldom check their own newspaper's morgue of old clippings (many of which predate computer filing); their failure to do so prevents their being able to determine whether a candidate is telling the truth about his political record.

In contrast, during the 26 years I have been at *The Light*, we have made a fetish out of keeping clippings of significant stories. As a result, when the design of a new bridge became an issue during the supervisorial campaign, *The Light* was able to quote exactly what a Public Works Department engineer had recommended prior to the public's endorsing the design. As the local paper, we'd had a reporter at the meeting where the engineer said it, and we'd filed the reporter's account.

This column is not meant as a broadside against my fellow newspapermen, thousands of whom work long hours at modest pay because they believe the job is worthwhile.

I have been especially impressed recently by *The Chronicle's* coverage of brutality in California's correctional facilities for youths and for adults.

The Sonoma-Index Tribune does a first-rate job as a community newspaper in the North Bay while to the south, the smaller *The Half Moon Bay Review* gives impressively thorough coverage of local news — despite being part of a newspaper group.

All three papers are quite different, but they have one thing in common: they know their communities' history, and they know who the players were.

So you wanna write a book...

By **Ray Laakaniemi**

Many of you have a book in you. It may be a local history, a novel, a self-help book or a reflections on a worthwhile life in journalism. The problem is how to get the book out of you and onto paper.

I have two books, one of which has been adapted to three different markets, but I put them off for years thinking the obstacles were too great. The first one, *Newswriting in Transition*, a college writing textbook, took about a year to write. It was grindingly slow, chapter by chapter, poring over every word. The publisher in Chicago (his company has since been sold twice) said he would review it and get back to me in about three months. He did. Turned out there was one reviewer, a metro newsman moonlighting as a reviewer, and he thought the book was "all right." It was well-marketed with a beautiful four-color piece to every J-school in the country — and sold about 200 copies. I still have two of them.

While I was waiting for the review to come back, and since I had gotten into a writing routine, I started the second book. It was entirely different. It was and is *The Weekly Writer's Handbook*, now in its 12th year of publication, aching for a rewrite, and a fun story.

First of all, it was not painstaking or grindingly slow. It took six weeks to write, 238 pages. The secret was the common everyday yellow legal pad. I took out the pad, and on the first page I wrote the topics I thought weekly newspaper reporters needed to know about. The obvious ones were reporting, covering meetings, copy editing — you know the litany.

I got about three or four pages of topics, and spent about a week combining the ones that could be combined. Eventually I had 30-plus chapters. Then for each chapter, I started another page on the yellow legal pad. I wrote down in outline form every topic I wanted to cover for that chapter, then moved on to the next chapter.

Why am I telling you this? Because organization is the key. If you think the topic is too big, you will not start because you don't know where to start. That problem is the same I discovered when I interviewed writing coaches more than 20 years ago. They said the biggest problem for most reporters was organizing their material.

A friend from my six months at *Stars and Stripes* in Tokyo finished a book about the cult in Tokyo that spread nerve gas in the subways a few years back. He described writing a book as "a long feature story. A long, long, long feature story."

What I learned writing the second book was that I worried too much about the first book. Organizing is the key. In effect you are talking to yourself to convince yourself how you want to proceed.

Once I had the outlines done, I just kept writing until the book was done. The outlining was the hard part. This may not work for every book, but it did for me.

If you are planning to sell the book, then you have another problem. One person working alone faces a monumental task of spreading the word. I cannot talk to you about agents, because I very simply got very lucky.

I went to the local Kinkos, gave them the manuscript I had print-

ed on the office computer from my Mac Word document, and asked them to put together 10 copies for me. I sent them out to newspaper friends asking for their comments, figuring (a) It would help make a better book and (b) I could use the comments in selling the book to a publisher.

Lightning struck in the form of a phone call from **Garrett Ray**, whom most of you know. Garrett called me on a Thursday, saying his review of the book would be in *Pub Aux* the following Tuesday. I was very grateful, but had no books and no prospect of getting any in the near future. I called *Pub Aux*, gave them a price and a mailing address, and the rest is history.

Orders started coming at 100 a week. It slowed to 1,000 sales the first year, and the total now stands at something like 4,700 copies. Every one, including co-authored variations for the high school and daily newspaper markets, has been printed at that same Kinko's. The technology of book publishing has changed so much in recent years that if I were doing this now, I would go to any of several short-run publishers and take my chances. You can often do as few as 100 books at a time.

Write me at rlaakan@bgsu.edu and I will give you the names of two or three publishers who work this way and another who specializes in books for journalists.

If yours is a niche publication, you can get mailing lists from here or there, or you know people who know people, or you have magazines that cover your specialty. After the initial spurt from the Ray review, I worked all those angles as well. What worked best for me was the state press associations, listed in several places on the Internet.

If you want wide distribution, marketing is everything. And it is entirely different from writing.

This book has been the most satisfying thing I have done. Period. I got calls from people who bought the local paper because the former editor had died and the paper would have died with him if they had not taken over. They had no news training and this book has served to get them over the initial problems. It has also led to speeches in 20 states, which has been fun. And since all of my business was transacted with an airline credit card, it has also meant two trips to Europe, also fun.

So the agony of the early uncertainty has turned into the ecstasy of helping others for more than 10 years, which means more to me than anything else. And all of you can write, else you would not be in this business. And once you organize your material, the words will flow at a rate you would not have believed.

Trust me.

So get out that yellow legal pad.

The first step is the hardest.

Look for another installment of "So you wanna write a book" by another published ISWNE member in the next newsletter.



Ray Laakaniemi

South Africa sojourn — summing it up

By **Donald Q. Smith**
Publisher, *Monticello* (Minn.) *Times*

Donald was part of a delegation of 13 journalists and educators that recently visited South Africa through the People to People Ambassadors Program.

The “Three R’s” — that was the title we frequently gave to our February sojourn in Southern Africa. Reunions. Rotary. Relaxation.

In South Africa, we had heartfelt reunions with people who have become genuine members of our extended international family. Chief among those are **Renee Theron**, now a university student at Pretoria studying journalism and

tourism, and **Harry and Mary Berning**, retirees in Somerset West who we first met in 1995 after they hosted our son, **Brendan**, through Rotary International youth exchange. Renee was in Monticello in 2002 on the same program, sponsored by the Monticello club; we were her third family. The same bond we have with Renee is felt with the Bernings — who have been to Minnesota twice, including the 1999 Monticello wedding of Brendan.

The Bernings call Brendan their “sixth son” (they have five children, all boys); we call Renee our “South African daughter.” Such are the deep connections which successful exchanges bring.

The journey (14 hours by South African Airways to Cape Town from Atlanta) also brought face-to-face meetings with Rotarians who I work with to foster high school youth exchange between South Africa and Minnesota/western Wisconsin. For four years, we’ve been posting, faxing, calling, and e-mailing to the district committee members in Durban and Johannesburg.

We’ve coordinated life-enriching

exchanges for American and South African students. Now my wife, **Nancy**, and I finally met the fellow Rotarians. For three nights in Durban, we were hosted by the Smiths (who one night arranged a “braai” — barbecue in South Africa — and brought in more than a dozen committee members to meet us). “Strangers are friends we’ve never met,” I said to **Robin** and **Sandy Smith** and their guests, echoing the international president’s theme of Rotary 20 years ago.

In Johannesburg, we spent three nights with our counterparts for that Rotary district, **Rod and Lorraine de Klerk**. This was both Rotary and reunion — they were in

Minnesota three years ago in a youth exchange capacity. They, too, hosted a braai which included both Rotarians and former Rotary students who had been in Minnesota, including Renee from her flat in nearby Pretoria.

The trip was also Relaxation. We were serious travelers to South Africa...and Botswana and Zimbabwe (the latter covered in Feb. 27 and March 6 columns on game safaris and Victoria Falls).

International travelers’ mecca

Clearly, South Africa has become a prime tourism destination. Cape Town continually ranks with San Francisco, and perhaps Vancouver, B.C., as the most beautiful cities in the world. South Africa itineraries typically include the Garden Route, the stunning coastline of the Indian Ocean four hours east of Cape Town; the beaches and cultural mixture of Durban; a swing through the country’s largest city, Johannesburg; and some type of big-game experience.

Our agenda included all of those. We

ended 25 days in Southern Africa with two days at a private camp, Harry’s, in the Mala Mala Game Reserve on the border of the famed Kruger National Park in northeast South Africa. In a period of 24 hours, we sighted — and had amazingly close proximity to — the fabled Big Five: elephant, lion, cape buffalo, rhino, and leopard. On early morning and late-afternoon-evening drives in Land Rovers piloted by experienced guides, we witnessed animals in the wild.

Highlights included a pack of jackals completing a morning meal of a lion-downed, and rare, sable antelope; watching — and waiting — for over an hour as a leopard stalked its prey, a herd of innocent impala (we’ll never know if a kill was made that night); following a pride of lions (including two cubs) for another hour as they moved through the tall grassland.

Most international tours of ten days to two weeks miss two areas we will long remember — the rural landscape of rolling green hills and their Zulu culture of interior KwaZulu-Natal (Renee’s home area), and the spectacular beauty of the Blyde River Canyon area of the Mpumalanga province.

Concluding observations...

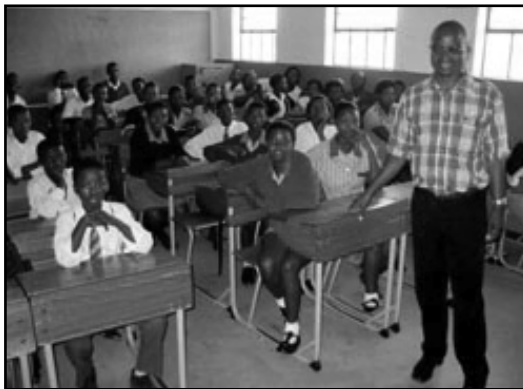
And, to be sure, the trip was more than Reunions, Rotary, Relaxation. It also provided this journalist a look at a country that still fascinates the world...from the eyes of someone who was there in 1995, a year after the democratic vote which represented all races in South Africa.

I left in 2004 with three distinct impressions:

- South Africa’s problems are colossal: crime, AIDS, sluggish economy, lack of employment, a government which has only begun to deliver on the post-Apartheid promise of jobs, housing, education for the majority of black South Africans (75% of the 44.5 million South



Donald Q. Smith



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South Africa sojourn – summing it up *from page 14*

Africans). “Is the pace of progress improving for blacks in South Africa?” I asked

Parry Mabhuro,

a high school biology teacher in a classroom of over 50 students in the township of Khayalitsha.

“It’s a mixture of ‘yes’ and ‘no,’” he replied. “We have a lot of expectations of things to come. It’s going to

take time; and I

feel young people are becoming more impatient.” What’s needed, he believes, is more skills training.

• When South Africa’s first black government took power in 1994 under **Nelson Mandela**, an amazing transition began occurring which brought opportunity to



blacks and mixed-race people, but without seizing the properties, homes, farms, and

businesses of whites. What’s resulted is a country that has preserved its strong economic underpinnings — minerals, food production, tourism, etc. The challenge facing this country is allowing that continued prosperity while

opening similar opportunities to the black population. Though there is progress on many fronts (computers and the Internet, for instance, permeate school life in black townships), far too much of South Africa’s living standard is either first-world or third-world.

• Finally, we are determined to return. Eight years ago, we detected considerable anxiety about South Africa’s future; we wondered if the necessary transitions could occur peaceably. Pessimism was the tone we heard.

Today there’s a cautious optimism expressed by whites and blacks, despite the problems that seem insurmountable. I return again, in closing, to the succinct observation of **Charmian Plummer**, a 63-year-old white teacher with considerable connections in the black and colored communities near her home of Somerset West:

“There are huge changes,” she said of South Africa. “New structures are in place. There is an enormous amount of mixing (of races). You would have thought we would have had racial outbursts everywhere. We haven’t.”

That’s the story of South Africa I’ve tried to write...and some day hope to chronicle again.

ABOUT THE ISWNE

The International Society of Weekly Newspaper Editors (ISWNE) was founded in 1955 at Southern Illinois University (SIU) by Howard R. Long, then chair of SIU’s Department of Journalism at Carbondale, and Houstoun Waring, then editor of the *Littleton (Colo.) Independent*. ISWNE headquarters were at Northern Illinois University at Dekalb from 1976 to 1992, at South Dakota State University in Brookings from 1992 to 1999. Missouri Southern State University in Joplin became the headquarters in 1999.

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