

IN THIS ISSUE

President's Report.....	Page 2
A Commitment to Survival.....	Page 3
ISWNEs & Annual Conference Information.....	Pages 7-9
Annual Conference Schedule of Events & Conference Registrants	Page 8
Annual Conference Registration Form.....	Page 9
Marjorie Scardino Chosen as Britain's Most Powerful Woman	Page 10
International Conference on Multicultural Journalism	Page 11
REPRINTED COLUMNS	
Newscasts Need Some Tuning Up	Page 4
Strong Editorials Build Readership	Page 5
As We See It	Page 6

Visit the ISWNE's Web site: www.mssc.edu/iswne

Published by the Department of Communications, Missouri Southern State College, Joplin, MO

The International Society of Weekly Newspaper Editors

Long named this year's Greenslade Bursary Editor

Peter Long, editor in chief of Celtic Newspapers in Cardiff, United Kingdom, is this year's **Greenslade Bursary Editor** and will be attending the Victoria conference along with his wife, Gillian.

Long was nominated by **Bob Satchwell**, executive director of the Society of Editors, based in Cambridge. Satchwell writes:

"Peter Long joined Celtic Newspapers, the weekly arm of Western Mail and Echo Ltd., in Cardiff, in 1992. At the time the group circulation of its paid-for titles was 62,500. It is now averaging 97,500, an increase of 56 percent. This has been achieved at a time when many newspapers in the United Kingdom have been battling against declining circulation."

Long spent much of his early career in the northeast of England. He was appointed deputy editor of the *Evening Chronicle*, Newcastle upon Tyne,

in 1985. *The Chronicle* is a daily newspaper covering the large metropolitan area of Tyneside.

In 1988, Long was appointed the launch editor of *Chester Tonight*, a new evening newspaper established by Thomson Regional Newspapers in the northwest of England. The following year he became group editor of the paper's parent group, Chronicle Newspapers, in Chester.

In 1992, he was appointed editor in chief of Celtic Newspapers, a group of paid-for weekly titles circulating in South Wales. He is based in Cardiff from where he operates his group of nine titles.

The **Greenslade Bursary** funds the conference visit of a British Isles editor. Donors this year include **Eugene McGee, Robert Estabrook, Phoebe Baker, Albert Scardino, Garrett Ray, Robert Trapp Sr., and Pearl Serbus.**



PETER LONG

Editor-In-Chief,
Celtic Newspapers
Cardiff,
United Kingdom

**Nominated By
BOB SATCHWELL**

Executive Director,
Society of Editors,
Cambridge

My philosophy for running a newspaper is to find quality people, give them the tools they need and the backing that says we want to run a great newspaper and get out of the way.

When one looks at how **ISWNE** has progressed during the time I have been president it is apparent that this organization, too, has quality people, in fact great people, running it. They have the tools to do the job and they know what it takes to be great journalists.

ISWNE has grown in the last few years in financial strength and in numbers of committed newspaper people. And this is important as we've lost some great ones recently.

Our new-found wealth has been a result of the work of your last few conference chairs who have not only put on good conferences, but brought in the money necessary to be able to afford to upgrade publications, add a Web site and attract a new executive director.

The groundwork was set some years ago by people such as **Dick Lee** who attracted some of the best and brightest, including some members of the current board who will continue to lead this organization to somewhat of a rebirth.

I feel lucky to have been able to have found that parade and plopped myself down in front of it. I hope the organization will remember my time as president as based on what was accomplished — great conferences, upgraded publications, the Web site and a new headquarters. Forget that

The President's Report

By **Elliott Freireich**

Publisher, *West Valley View*, Litchfield Park, AZ



Marg and Ralph Hennigar, Vickie and Ron Peters, Tony and Alice Richards, Chad Stebbins and the group at Missouri Southern and the board of directors (**Tim Waltner, Bill Haupt, Bruce Murray, Tony Richards, Nancy Slepicka, Bob Trapp Jr., Clyde Wills, Bob Trapp and Amy Harper**) actually were responsible.

...

Here in central Arizona it is fashionable to bash the *Arizona Republic*, the state's largest newspaper. And often the bashing is deserved. The company that runs the newspaper folded its afternoon paper, the *Phoenix Gazette*, which focused more directly on the Phoenix metro area. And as the *Republic* has grown, it has changed focus, even further away from local coverage.

It has Community sections which are zoned to attempt local coverage, but it commits fewer resources and buries these sections deeper and deeper within the paper. And it focuses more on its Web site instead.

But it has done a couple of things better in its recent remake. It now

has more shorter stories with more sidebars. This repackaging has resulted in tighter writing kept on track to the meat of the story. Additional information is now not in a jump, but in a separate story "referred" [refer, pronounced reefer] inside at the end of the main story. Jumps and long, drawn-out multi-column stories turn off many readers. This method preserves the newspaper's responsibility to provide the entire story while packaging it in a way that is more likely to be read. They simply break one long story into two shorter, self-contained stories.

Every day on page 2, they have a story on the process of making a newspaper. I know I like it because I'm in the business, but I think it is good for newspapers to do this because our readers don't know what kinds of things go into making the decisions we make and the issues and limitations of producing a newspaper on a weekly or daily deadline.

The *Republic* articles are written by different staff members each day, mostly editors, but photographers, reporters and reporting team leaders have filed these reports.

They have discussed front page story count, photo selection, decisions on assigning staff to different stories. They discussed why they used a huge photo of the fire in Los Alamos, and that they sent reporters and photographers and then additional reporters to cover the incident.

I feel lucky to have been able to have found that parade and plopped myself down in front of it. I hope the organization will remember my time as president as based on what was accomplished — great conferences, upgraded publications, the Web site and a new headquarters.

continued on page 6

A Commitment to Survival

I've identified four areas in which community newspapers have a responsibility in helping a community position itself for survival and growth.

They're pretty basic, but like most things — from basketball to music to human relationships — if it's done successfully, it generally comes down to executing the basics.

A COMMITMENT TO PROVIDING INFORMATION

Knowledge is power. If our communities are to be positioned for survival and growth, they need to be empowered with information.

Providing accurate unbiased information is central to our mission. It means presenting facts in clear, understandable language.

It means reporting the actions of our elected officials, the stories of our business community, the activities of our students, features about our community residents, items like births, weddings and obituaries and all the little bits of information that are important to our readers

It means being honest, truthful, bold, sensitive and comprehensive in our reporting.

This is part of our responsibility as a free press: asking tough questions, providing unbiased information and protecting the rights of the public to know.

A COMMITMENT TO PROMOTING DIALOGUE

Democracy requires a free exchange of ideas.

A community is well-served when ideas and opinions are exchanged openly and freely.

I shudder when I look at many of the newspapers in our state because of the absence of a vital editorial page.

Freeman Courier publisher Tim L. Waltner was asked to represent weekly papers on a panel discussion on "The Newspaper's Role in the Survival of South Dakota's Communities in the New Millennium" at the annual South Dakota Newspaper Association Convention June 15-17. The seven-member panel also includes Gov. Bill Janklow, Senator Tom Daschle and NNA CEO Ken Allen.



**BY TIM
WALTNER**

ISWNE Vice President
Publisher, *Freeman Courier*,
Freeman, SD

A newspaper shirks its responsibility if it doesn't have a strong editorial page.

A newspaper should have a locally written editorial which takes a position and encourages individuals and institutions to take action.

A newspaper should encourage and devote space to community comment.

A newspaper should print divergent opinion.

A newspaper should analyze issues and offer insights.

A community is stronger with an open exchange of ideas. If our newspapers don't provide leadership in the arena of comment, it's left to coffee talk, backyard gossip, the proverbial grapevine and self-absorbed muddle-headed thinking.

A COMMITMENT TO ENCOURAGING COMMERCE

Economic activity is the lifeblood of a sustainable community.

Often overlooked, but vitally important in our responsibility is the advertising and marketing

services we provide for our communities.

Too often we think of advertising in terms of what it does for us.

But consider the tremendous impact our publications have on our local business community. What would the economic stability of those businesses — and the larger community — be without the advertising services provided by our staff and our publications?

We play a unique, vital role.

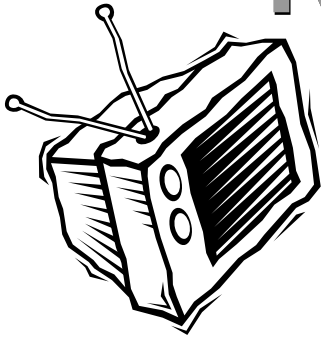
Our pages provide space for our local business community to promote their products and services to a targeted market at a reasonable price.

And don't overlook the access to commerce we provide to average citizen through our classified sections.

We need to ensure that we are providing our communities the comprehensive advertising and marketing services they need to position themselves for economic stability.

continued on page 12 →

Newscasts need some tuning up



By JIM
SAWYER

I don't know about you, but in my opinion some big-time tuning up of the news format is badly needed in more than a few commercial TV stations across America.

I just want the doggone news. Not the small talk on way too many TV newscasts. Just tell me what's important and be done with it.

First of all, it's hard enough to get any news at all because of the length of the commercials. But when it comes time to dish out the latest happenings, the talking heads in lots of television newsrooms seem to feel they have to engage in the absolute silliest small talk to successfully make the transition from news to weather to sports.

National Public Radio has its problems, too. In fact, some NPR broadcasters are so far to the other extreme that I have a hard time staying awake listening to them. Talk about solemn! I don't know where they train those folks, but I always feel like they're somehow indirectly connected, or possibly very connected, to the funeral business.

But back to TV newscasts on the commercial stations:

The shift from one part of the newscast to another is called a "segue," which sounds like "seg-way." It's supposed to operate kind of like a shock absorber in softening the jolt to the viewer when making the transition to completely different subjects.

Here's how it works:

Newswoman Shirley says, with one of those dead-serious journalist looks, "A man was hit over the head with the transmission out of a 4-wheel-drive pickup during a brawl last night at an area tavern."

Then she grins at the weatherman on her left.

"Speaking of getting whacked on the head, what happened to that golf-ball-size hail you predicted in yesterday's forecast, Everett?" Shirley giggles.

Weatherman Everett fakes a friendly apology and tells Shirley he called that one wrong. An unexpected front moved the hail 136 miles to the northeast, and now he promises nothing but good weather ahead. He proves it by pointing to a dazzling cartoonish sun as he clicks from one scene to the next with that little gadget in his hand as he walks back and forth across the U.S.

Says Everett:

"We-l-l-l, folks, get out your picnic baskets! You're going to get hit on the head with a little sunshine tomorrow. And it's already fallen on the heads of the Cardinals, eh Bob?"

Now Bob the sports guy takes over:

"Oboyoboyoby, yes, yes, yes, Everett! No truck transmissions or golf-ball hail bonked those guys on the head!" he says. "Wow-e-e, I'm tellin' ya....."

Somehow, between the commercials and this stuff, we still manage to get 8 to 10 minutes of information out of a 30-minute program called a newscast that more appropriately should be called a "commercialcast" — mixed with huge doses of giggling in between the commercials.

Shucks, between that type of stuff and unemotional NPR, it's hard to know whether to laugh or cry. It's either a comedy club or a funeral home.

I'll have to admit, though, that around funeral homes you don't have to put up with a bunch of giggling. NPR has got 'em on that one, hands down.

STRONG EDITORIALS

Build Readership

A great way to improve your newspaper is to write a powerful editorial every week

Writing strong editorials doesn't require any special talent, but it does take some extra time and effort. Surely it's worth that to switch readers from TV to your editorial page every week.

The first myth to dispel is that the only good editorial is a short editorial. Controversial issues are too complicated for quick comment. Many elements mesh to create a good editorial, but that list does not include length. Length doesn't matter if the message is concise.

A strong editorial is grammatically correct, concise, informative, interesting and thought provoking. Don't criticize just for the sake of criticizing. Opinion pieces must explain a situation or problem and suggest sensible solutions or alternative approaches.

The trick is to get rid of all unnecessary words. Rewrite. Carefully read what you have written, then cut out everything that is not essential.

Even when it's a terribly clever thought or phrase, if the opinion stands without it, kill it, or tuck it away in a "clever phrases" file for later use. "Delete" is the most important key on your computer. Redundancies and all but the barest minimum of adjectives and adverbs deaden editorials.

It's hard to change from writing passively to writing actively, but therein lies the strength of

an editorial. Taking a stand requires assertiveness.

If possible, write your editorial a day ahead, then sleep on it. A quick polish the next day pays big dividends. Always run your editorials past at least two people

who know how to use a sharp pencil. Proofreaders can read for content but strong editorials also need editing for emotional impact.

Most editors have trouble coming up with a strong topic every week. It helps to keep a file for tear sheets, clippings and notes on anything and everything you see, hear or read that might someday spark an editorial idea.

As well, ask family, friends and co-workers for ideas. Strong comment requires straight facts and information.

Strong editorials prompt strong letters. Make sure your readers know they have an open forum for their opinions. Ask callers to put their comments in writing. Put your signature behind your comments, then make it your policy to publish only signed letters. Names add interest and credibility.

You will avoid lawsuits and gain

reader respect if you don't attack people personally. For example, it's always fair game to attack a political party, but consider the risks before attacking a particular politician.

Write with passion to be read with

passion. Let your words flow naturally so they can find their own rhythm. Varying the length of words and sentences provides reader comfort. Never use a word that any reader might not know. People don't take dictionaries to the editorial page. When they hit unfamiliar words, they turn on the TV.

Grit your teeth and publish the letters. Readers will test your courage by submitting letters abusing you personally, convinced you won't publish them.

Any issue that touches your readers' lives is fair comment in a community newspaper. Muster your courage before tackling hot, local issues or the big emotional ones, such as gun control, abortion or euthanasia. Then get ready to duck the abusive calls. Grit your teeth and publish the letters. Readers will test your courage by submitting letters abusing you personally, convinced you won't publish them.

Angry or calm, calls and letters prove readership, and building readership is your goal, is it not?

By MARG HENNIGAR



Marg Hennigar, of Lighthouse Publishing Limited, wrote the following column about editorial writing for the Canadian Community Newspaper Association.

As We See It

By VICKIE CANFIELD PETERS

A column of comment
devoted to news and views.

*"I wholly disapprove of what you say,
but will defend to the death
your right to say it."*

The following is an excerpt from the May 31, 2000, *Albion News* editorial column.

Ten letters to the editor were published in that issue.

FELLOW NEWSPAPER editors tell me that a well-used Letters to the Editor section is the sign of a strong, healthy newspaper. If that is the case, *The Albion News* should be entered in the Iron Man Triathlon!

I am convinced that the letters section is the most important page in our newspaper. That's because it allows readers a voice in the paper and makes us all aware of good things and not-so-good things happening in the community. Readers are indisputably the most important link in the chain that drives a newspaper. It doesn't take someone with a Ph.D. in economics to know that in order to survive, a newspaper, like any business, must be, at least, financially self-supporting. (The publisher appreciates it if we turn an annual profit and we make every attempt to keep him happy without sacrificing quality or editorial substance.)

The major portion of funds needed to print and distribute this newspaper is generated through the sale of advertising. The annual subscription price does little more than cover the cost of mailing. Advertisers

use this newspaper to reach the bulk of the 10,000 residents who live in the Northwestern School District. We are the only news organization devoted *solely* to that purpose. In order to sell that advertising, someone has to be reading the newspaper. Letters to the editor prove that not only are people reading it, but reacting to and becoming a part of it.

Thank you to all who take the time to sit down and pen a letter to me, regardless of the subject. I appreciate the effort involved. We will look at all letters and publish most with only minor grammar and spelling changes. Others require more in-depth editing and that is accomplished with the aid of the writer. I just have one request: Please include a daytime telephone number on your letter. It's for our use only and will not be published with the letter. I like to call everyone who doesn't deliver the letter in person and I often have questions about a phrase or sentence.

And don't stop writing! When I say "our" newspaper, each and every reader is included in that possession.

The President's Report

continued from page 2

They have discussed why they only run one photo of an event in the paper and lobby for readers to also go to their Web site to see additional photos.

They explained to what lengths they went to find the name of the new owner of **Barry Goldwater's** house.

All their digging led to dead ends until the guy finally called them.

The important thing to me is that they have a dialogue with their readers about how things come to get in the newspaper, what it took to get them there and some of the reasoning behind those decisions.

Community weeklies are closer to their readers than are metro dailies, but we still could do a better job of getting out information about our papers and how they work.

After all, we have an in with the editor, and he'll print it exactly as we submit it.

ISWNEWS



Send your ISWNEWS to Chad Stebbins at stebbins-c@mail.mssc.edu or to Missouri Southern State College, 3950 E. Newman Road, Joplin, MO 64801-1595 for next month's newsletter.

All set for the Annual Conference

We've tested the beds, inspected the washrooms, sampled the food and booked good weather for July. Now the rest is up to you.

It's still not too late to register for ISWNE's annual conference, scheduled to take place July 5-9 in Victoria, British Columbia. Seventy people have registered as of this writing, but we predicted there would be 85 so if you haven't registered and have considered going, now's the time to let us know.

The speakers' list has been finalized and we can promise you some informative and entertaining guests. One of them is the chief forester of the province of British Columbia. **Larry Pedersen** has responsibility for overseeing the timber harvest, which sets him up for close scrutiny by environmentalists, many of whom would prefer to see no logging whatsoever. He will speak on forest management challenges.

The Pacific salmon fishery should also prove interesting, as the salmon war between Canada and the United States is not over yet. A reporter with the Canadian Broadcasting Corporation, **Karen Tankard**, will give us an overview, followed by a presentation from a B.C. fisherman who feels strongly about the issue. So strongly, in fact, that **Dan Edwards** went on a hunger strike last year to make his point.

At the risk of losing a few prospective registrations, we have

already revealed that one of our speakers will tell us about the danger of a major earthquake in southwestern B.C. Yes, that is where Victoria is located, and yes, experts have been predicting "the big one" is inevitable. And although we are reasonably certain we can secure good weather for the conference, we cannot guarantee an earthquake-free event. However, we would anticipate that most delegates would hope for such a thing so they could give eyewitness accounts when they return home. Seismologist **Taimi Mulder** is our earthquake specialist and will give an informative talk on the subject.

Finally, if you still require convincing, here's an accurate and enticing view of Victoria from a local tourism Web site:

Imagine a place so green, flowers fall right out of the sky and even the lamp posts bloom. Where the wild beauty of the Pacific coast and the adventure of the great outdoors are within the city limits. Where a colourful history is remembered in lovingly-preserved heritage architecture and afternoon tea is still taken in the traditional, unhurried manner.

Imagine the 19th-century shop windows full of vivid tartans, fine bone china, handmade chocolates, Native art and earthy pottery. Imagine a seacoast city alive with the romance of an era when tall ships moored alongside the wharf. Where you can stroll under antique street lamps and

catch the last glow of sunset over the harbour as the magical lights of the Parliament Buildings wink on.

Imagine Victoria in living colour.

With Canada's mildest climate, this year-round tourism destination offers a wide variety of activities for all travellers. It's no surprise the Condé Nast Traveler Magazine's readers' poll rated Victoria one of the top 10 cities to visit in the world!

Weather-wise, Victoria has a very low humidity ratio, and almost constant offshore breezes that keep summer days from becoming too hot. However, summer evenings can cool off so a sweater or a light jacket is recommended. Temperatures average in the low 70s F, 22 C, in July.

If you haven't had a look at the conference Web site then please do so and find some more persuasive information about our area. I know some delegates are planning to come early and see Vancouver, one of the world's most beautiful cities, and other places like MacMillan Park on Vancouver Island, where towering old-growth trees are a breath-taking sight. And, of course, there's the Gulf Islands, a popular tourism and retirement area renowned for its natural beauty as well as its artists and musicians.

Convinced yet? Good. See you in July.

Visit the Victoria conference Web site at www.gulfislands.net/iswne2000

Schedule of Events, ISWNE 2000

WEDNESDAY, JULY 5:	THURSDAY, JULY 6:	FRIDAY, JULY 7:	SATURDAY, JULY 8:	SUNDAY, JULY 9:
Morning: <ul style="list-style-type: none"> • Board of directors meeting Afternoon: <ul style="list-style-type: none"> • Parliament Buildings tour 	Morning: <ul style="list-style-type: none"> • Larry Pedersen, Forest Management in B.C.; • Taimi Mulder, Earthquakes Afternoon: <ul style="list-style-type: none"> • Norman Ruff on B.C. politics; • Editorial Ideas session 	Morning: <ul style="list-style-type: none"> • Karen Tankard and Dan Edwards, the Canada-U.S. salmon dispute Afternoon: <ul style="list-style-type: none"> • Tour Butchart Gardens 	Morning: <ul style="list-style-type: none"> • Editorial Critique Afternoon: <ul style="list-style-type: none"> • Tour Provincial Museum; • time on your own Evening: <ul style="list-style-type: none"> • Awards Dinner at the Provincial Museum 	Morning: <ul style="list-style-type: none"> • Breakfast and farewells

Conference Registrants as of May 29

- Ellen Albanese, Franklin, Massachusetts
 Larry, Roberta and Lisa Atkinson, Mobridge, South Dakota
 Phoebe Baker, Kennett Square, Pennsylvania
 Don and Deborah Brod, St. Charles, Illinois
 David Burke, Tuam, Ireland
 John Conway and Martha Davidowicz, Litchfield Park, Arizona
 Robert and Mary Lou Estabrook, Lakeville, Connecticut
 Elliott, Rachael and Marissa Freireich and Marquita Porter, Litchfield Park, Arizona
 Burt and Ursula Freireich, Litchfield Park, Arizona
 Frank and Patricia Garred, Sequim, Washington
 Sandra and Lyle George, Madison, Wisconsin
 Dan, Cindy, Jamie and Glover Hammes, St. Maries, Idaho
 Bill, Jan, Alex and Kevin Haupt, Lodi, Wisconsin
 Marg and Ralph Hennigar, Bridgewater, Nova Scotia
 Harry and Carol Hix, Norman, Oklahoma
 Robert and Sandy Horowitz, Bethesda, Maryland
 Debbie, Scott and Jesse Kipp, Phoenix, Arizona
 Peter and Gillian Long, Cardiff, United Kingdom
 Tommy McGraw and Jane Bisplinghoff, Livingstone, Alabama
 Carol O'Leary and Bob Whetstone, Abbotsford, Wisconsin
 Karen and Sarah Parker, Ontario, Wisconsin
 Vickie and Ron Peters, Albion, Pennsylvania
 Joan Plaxton, Valleyview, Alberta
 Garrett and Nina Ray, Ft. Collins, Colorado
 Donna Remer, Armada, Michigan
 Jim Sawyer, Willard, Missouri
 Allan Seiler, Pittsfield, Illinois
 Nancy Slepicka, Hillsboro, Illinois
 Chad Stebbins, Joplin, Missouri
 Jane Steinmetz, Park Forest, Illinois
 Goodloe Sutton, Linden, Alabama
 Robert Trapp, Espanola, New Mexico
 Robert Trapp, Kerrville, Texas
 Clyde and Carolyn Wills, Metropolis, Illinois
 Penny and Christopher Wills, Associated Press
 Tom Wills and Robin Schectman, Chapel Hill, North Carolina
 Tim, Mary, Jeremy and AnnaMarie Waltner, Freeman, South Dakota

News from *The Freeman Courier*

- ISWNE Vice-President **Tim L. Waltner** has been on the road in the past few months, invited to speak to state newspaper association conventions. This is a spin-off of his presentation to the **National Newspaper Association Conference** held in Boston last fall. This spring Tim has been a keynote speaker in Indiana, Nebraska, North Dakota and Utah. This summer he will be speaking in Arkansas and Texas and in September he will be in Kentucky where he will meet with the publishers of the **Landmark Community Newspaper group**. In addition to his speech "**Why we do what we do**" — observations of the relationship between newspapers and their communities — Tim has led several sessions on public journalism, titled "**When is close too close?**"
- **Jeremy Waltner**, news editor at the *Freeman Courier*, led a workshop on Photoshop in Sioux Falls May 19. It focused on producing quality black and white halftones for newspapers. It was sponsored by a Sioux Falls computer sales and service company. About 15 people attended the three-and-one-half hour interactive session. Jeremy will also lead a similar workshop at the **South Dakota Newspaper Association Convention** in Aberdeen June 15-17. He also reports he took a horseshoe in the shin during a recreational activity at his rural Freeman home recently. You can get a personal update on both his game and his minor injury in Victoria in July.

Annual Conference Registration



To register, please complete this form and send it with your cheque in U.S. funds to:

ISWNE 2000
c/o Driftwood Publishing Ltd., 328 Lower Ganges Rd.,
Salt Spring Island, B.C. V8K 2V3 Canada

Adults: \$425
1st and 2nd time registrations: \$400
Children 18 and under: \$375
All prices in US dollars.

Name _____ \$ _____ US

Address _____

Newspaper Affiliation _____

Others in my party _____ \$ _____ US

_____ \$ _____ US

_____ \$ _____ US

_____ \$ _____ US

TOTAL \$ _____ US

Number of rooms required: Single _____ Double _____

A CONFERENCE HIGHLIGHT: THE EDITORIAL CRITIQUE

Upon registration, each newspaper will be assigned to an editorial critique group. Each member will be sent the mailing addresses of their fellow group members. Each group will have four to six papers included (one per participant) with two to four retired or otherwise non-active participants. Each member is to mail each other member of the group **THREE CONSECUTIVE ISSUES FROM THE MONTH OF APRIL**. The copies must arrive **ABSOLUTELY NO LATER THAN JUNE 1** in order to be included in the critique. Please note: one paper per registrant; if you publish more than one paper, you must choose the one you want to be included in the editorial critique. In addition, six copies of each issue should be bulk mailed to ISWNE, Missouri Southern State College, Dept. of Communications, 3590 E. Newman Road, Joplin, MO 64801-1595. Each member of the group is expected to have read the editorial pages of the papers in the group prior to arriving in Victoria. The complete papers are exchanged for background; the editorial critique will focus exclusively on the editorial pages. Please bring at least the editorial pages of all the members of your group with you to the conference.

*The
London
Times*

March 31, 2000

“Scardino heads the league of Britain’s most powerful women”



In this photo published in the April 2, 2000, *Herald Tribune*, (left to right) Middlehoff of Bertelsmann, Scardino of Pearson, and Frere of GPL cheer the merger of three European television providers, forming a company to rival AOL-Time Warner.

ISWNE member Marjorie Scardino finds success in the corporate world

The March 31, 2000 issue of *The London Times* published a story detailing *Management Today* magazine’s annual list of Britain’s 50 most powerful women. After three years as the chief executive of Pearson PLC, 53-year-old Scardino made the No. 1 spot on the list. The magazine praised her for positioning Pearson to exploit online opportunities.

Management Today interprets “powerful” as meaning women who shape events and wield influence within their circle, throwing boardroom executives together with political and media figures. The magazine took suggestions from its staff, the industry, the city, and headhunters.



1. Marjorie Scardino, CEO of Pearson PLC
2. Cherie Booth, attorney, wife of Britain’s prime minister
3. Elisabeth Murdoch, managing director of Sky Networks
4. DeAnne Julius, former chief economist of British Airways
5. Martha Lane Fox, lastminute.com

25-year ISWNE member Bob Horowitz brought Marjorie’s coup to our attention. He writes:

A couple of years ago, **Ursula and Burt Freireich** joined my wife **Sandy** and me in a visit to Vienna. The day after we arrived, the *International Herald Tribune* had a long piece about ISWNE member **Marjorie Scardino**. Marjorie, who with her husband **Al** had won a Pulitzer for their exposure of corruption in Savannah, Ga., had recently become head of **Pearson PLC**, the holding company that owns *The Economist*, Penguin Books, Cadbury chocolates, and a batch of banks and other corporations.

The story in the *Herald Tribune* said she had promised the stockholders of Pearson PLC that their profits would increase by 15 percent, and she was pleased to report that Pearson had met that goal.

Naturally, the four of us were quite proud of our Marjorie, who used to be an AP reporter in Washington before she married Al.

A couple of weeks ago, Sandy and I were visiting London with two of our grandchildren (Jessica, of Northbrook, Ill., and Joe, of Tuscaloosa, Ala.). The day after we arrived, the staid *London Times* ran a humongous story headed (in 72-point type across six columns) “Scardino heads the league of Britain’s most powerful women.”

The story, about the increasing role of women at the head of many of Britain’s most powerful institutions, said Marjorie is the most powerful of all. In second place: **Cherie Booth**, an attorney better known as the spouse of the prime minister of Britain.

The final paragraph of *The Times* story:

“Some might be of the opinion that the Queen is the most powerful woman in Britain today. But in corporate life, at least, there is no disputing the

power of executives such as Marjorie Scardino.” Behind Marjorie and the prime minister’s wife in the rankings are women who head TV networks, serve on Bank of England boards, and run computer corporations.

Two days after we read that article, the *Herald Tribune* ran a major story about the merger of several European television properties into one huge new TV network, to become the largest in Europe. It will challenge **America On Line-Time Warner**, and starts with 120 million viewers. The three partners in the 3-column picture accompanying the story are the man who heads the German partner, the man who heads the Belgian partner, and Marjorie Scardino of Pearson PLC and of ISWNE. A major objective of the new company, the German CEO said, is the American market.

Missouri Southern holds INTERNATIONAL CONFERENCE ON MULTICULTURAL JOURNALISM

Twelve students and a distinguished professor from the Department of Media and Communication Studies at the **University of Vienna**, Austria, joined 22 students from **Missouri Southern State College** for an **International Conference on Multicultural Journalism** in Joplin June 5-9.

The conference was designed to enable collegiate journalists from two nations to come together to gain expertise in dealing with multicultural societies and acquire the necessary intercultural skills for future work in the news media or in public relations. The conference was based on the theme that multicultural or intercultural journalism means communication efforts toward understanding among cultures of the world.

Dr. Chad Stebbins, director of Missouri Southern's **Institute of International Studies** and ISWNE executive secretary-treasurer, met with **Dr. Thomas Bauer**, a professor of audiovisual media at the **University of Vienna's Department of Media and Communication Studies**, in Vienna in November 1998. In addition to attending the conference in Joplin, it was decided that the Viennese students would completely produce an edition of Missouri Southern's International Crossroads. The 72-page magazine, titled "**Very Vienna**," was published in early June and distributed on both campuses.

For more information about the conference, visit <http://www.mssc.edu/comm/vienna.htm>.

During the conference, students met with and learned from professional and academic journalists who have expertise in multicultural and intercultural journalism.

Speakers included **Dr. Peter R.R. White**, formerly an ethnic affairs correspondent with the *Sydney Morning Herald* in Australia and now a lecturer in the Department of English at the **University of Birmingham** in England; **Dr. Kenneth Starck**, a professor of journalism at the **University of Iowa**; **Dr. Rob Logan**, associate dean for undergraduate studies at the **University of Missouri School of Journalism**; and **Dr. Dane Claussen**, assistant professor of communication and mass media at **Southwest Missouri State University**.

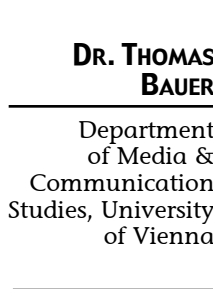
A highlight of the program was **Richard McCord's** presentation of "**The Chain Gang: One Newspaper versus the Gannett Empire**" on June 9. McCord, an ISWNE member, also discussed "**Covering the Native American**."

Nine of the Viennese students will remain in Joplin until the end of June, serving internships with *The Joplin Globe*, HookUp.com, the Zimmer Radio Group, KSNF-TV, Sunrise Media, and the Girl Scout Council of the Ozark Area.



DR. CHAD STEBBINS

Director, Institute of International Studies, Missouri Southern State College



DR. THOMAS BAUER

Department of Media & Communication Studies, University of Vienna



DR. PETER R.R. WHITE

Department of English, University of Birmingham (England)



DR. KENNETH STARCK

Professor of Journalism, University of Iowa



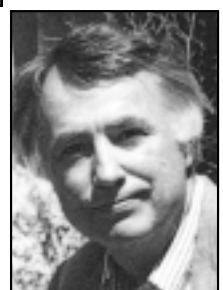
DR. ROB LOGAN

Associate Dean of Undergraduate Studies, University of Missouri School of Journalism



RICHARD MCCORD

Author & ISWNE Member



INSTILLING A SENSE OF COMMUNITY

You may have heard the term “the fabric of our community.”

It’s a good description because, like fabric, our communities are made up of individuals — strands of thread, if you will.

The people in our community come from diverse backgrounds, with diverse talents and diverse occupations, diverse interests and diverse values.

A community newspaper is the loom, bringing together the diversity of the community, blending and integrating the

elements into a functioning entity.

Weaving the various elements of the community into a cohesive unit provides strength, function and unique character.

And like a piece of fabric, the result is more durable, more functional and more interesting than the individual strands of thread.

I don’t know of a single other institution in a community that cuts across the arbitrary divisions more effectively than our newspapers.

A newspaper should be the lowest common denominator for a community, accessible to anyone,

an advocate for anyone, a forum for anyone.

Ultimately our mission is defined by our role as the weaver of those threads which make our communities vital, functioning entities.

And thus, if we as community newspapers are committed to our strengthening the communities we serve, we need to be:

- **committed to providing information**
- **committed to promoting dialogue**
- **committed to encouraging commerce**
- **committed to instilling a sense of community**

ABOUT THE ISWNE

The International Society of Weekly Newspaper Editors (ISWNE) was founded in 1954 at Southern Illinois University (SIU) by Howard R. Long, then chair of SIU’s Department of Journalism at Carbondale, and Houston 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 College in Joplin became the headquarters in 1999.

ISWNE’s purpose is to help those involved in the weekly press to improve standards of editorial writing and news reporting and to encourage strong, independent editorial voices. The society seeks to fulfill its purpose by holding annual conferences, presenting awards, issuing publications, and encouraging international exchanges. There are ISWNE members in the United States, Canada, the United Kingdom, Ireland, Australia, New Zealand, the Philippines, Japan, and India. There are subscribers to *Grassroots Editor*, the society’s quarterly journal, in still more countries.

Dr. Chad Stebbins
Editor & ISWNE Secretary/Treasurer
Director, Institute of International Studies

Genie Undernehr
Associate Editor

Produced by the Department
of Communications and the
Institute of International Studies

Missouri Southern State College
3950 E. Newman Road
Joplin, MO 64801-1595

(417) 625-9736
(417) 659-4445 FAX

International Society of Weekly Newspaper Editors
Institute of International Studies
Missouri Southern State College
Joplin, MO 64801-1595

FIRST CLASS