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Published by the Institute of International Studies, Missouri Southern State College, Joplin, MO

The International Society of Weekly Newspaper Editors



74 have registered for Joplin conference

Registrations are pouring in daily for the 2002 ISWNE conference at Missouri Southern State College in Joplin, Mo., June 26-30. As of May 28, we have received 74 registrations. **See list on page 3.**

The conference T-shirts have been ordered, the goodie bags have been stuffed, the beer's been put on ice, and the welcome mat has been rolled out. We're just waiting for you to find your way to Joplin, "Host to the Four States."

Those needing to be picked up at the Joplin Regional Airport should notify **Chad Stebbins** at stebbins-c@mail.mssc.edu or 417-625-9736 with arrival times. It's a 10-minute drive from the airport to the Missouri Southern campus.

Be sure to take the time to meet our scholarship winners: **Eddie Coffey**, editor of the *Nationalist* group of newspapers in the Republic of Ireland; **Brian Burmester**, editor and publisher of *Local News New Zealand*; **Gloria Freeland**, director of the Huck Boyd National Center for Community Media at Kansas State University; and **Don Ginnings**, editor of *The Index*, Hermitage, Mo. Coffey is receiving the Greenslade Bursary Scholarship, Burmester the H.R. Long Scholarship, Freeland the Hazel Brannon Smith Scholarship, and Ginnings the Houstoun Waring Scholarship.

Other distinguished visitors include **Jock**

Lauterer, director of the Carolina Community Media project at the University of North Carolina; **James Sterling**, Missouri Community Newspaper Management Chair at the University of Missouri; **Brian Steffens**, interim executive director of the National Newspaper Association, now headquartered at the Missouri School of Journalism; and **Kenneth Starck**, professor of journalism at the University of Iowa and this year's Golden Quill judge.

Members of the Missouri Ozarks Press Association and the Missouri Press Association will join us for conference activities on Thursday, June 27. The MPA is sponsoring that evening's dinner at the George Washington Carver National Monument.

A special treat will be the "Ozarks Hootenanny" on Wednesday evening, June 26. You'll be entertained by "The Mountain Maid" and the Ripplin' Creek bluegrass musicians. Through the one-woman dramatic interpretation of The Mountain Maid, **Tracie Snodgrass** tells the story of a mysterious, reclusive old maid

with a "sixth sense" who could predict the future.

Snodgrass portrays **Jean Wallace**, a nurse from New York who sought a secluded, solitary life after her doctor fiancé broke off their engagement in 1890. Wallace fled to an Ozark mountain to hide and lick her wounds, but did not live the reclusive life she longed for. She was a woman of mystery and provoked much curiosity and criticism from area settlers. Wallace became a dedicated naturalist, lived off the land, collected plants for food and medicinal purposes, and mingled with the animals.

Wallace protected her wooded paradise as best she could and reveled in its beauty. She left her precious mountain only once in the 50 years to return to New York to aid the wounded soldiers of World War I. At this time, cruel pranksters burned her log cabin to the

ground. The Mountain Maid returned to her Ozark life, valley folks gave her a second "log-raising," and

Joplin

continued on page 3



By **Bill Haupt**
Lodi Enterprise, Lodi, Wis.

President's Report

The ISWNE traveling editorial critique caravan landed in Louisville April 17-18. *Freeman Courier* (Freeman, S.D.) Editor and Publisher **Tim Waltner**, ISWNE Secretary/Treasurer **Chad Stebbins** (Missouri Southern State College, Joplin, Mo.) and yours truly spent a day preaching the editorial gospel to the folks from Landmark Community Newspapers.

About 45 Landmark editorial staffers from daily and weekly newspaper throughout America attended the sessions. Our contact person and coordinator was **Alan Mattingly**, the editorial director for the chain.

Landmark is probably typical of many newspaper organizations in the country regarding editorial pages. Some of their papers are real leaders in this regard, some are halfway home, and some need to purchase a map. It was a good, reflective mix. Because Chad, Tim and I each live more than 100 miles from Louisville and are not affiliated with Landmark, we enjoyed the "expert" status we are never afforded at home or among those who love us. It was kind of neat. We were sort of a cross between the **Three Musketeers** and the **Three Stooges**, but I don't think we embarrassed ISWNE too badly in the process. N'yuk, n'yuk, n'yuk....

Actually, the feedback from attendees was quite favorable. After an initial group session moderated by Tim (who's beginning to resemble **Tom Daschle**, incidentally) to discuss editorial pages, we broke into groups. We then engaged in lively critique sessions and later returned to one room to share our newfound knowledge.

Attendees were asked to critique the sessions on a 1 to 10 basis, with 10 being the

Bo Derek model. We're not Bo Derek. But we're not **Bo Jangles** either. Our average grade was about an 8, sort of a **Beau Bridges** (after the Boflex sessions). You get the idea.

But the good news is that the message about the importance of editorial pages was clearly emphasized and promoted. The comments we received suggest that our message was heard, appreciated and may be acted upon. At a minimum, I honestly believe we've inspired some folks to think. That's a measure of success. Here's what **Al Mattingly** wrote to me after the conference:

"I really appreciate the work you guys did. I have heard a lot of good stuff from these people, and I even have at least one trio at neighboring papers who have decided to form their own editorial board, separate from the continuing group from the meeting. And I have had a couple of people who have asked about getting some papers that they particularly liked. So I think some seeds were planted. Like I said, if even a few papers start showing significant improvement, I'll be tickled."

* * * * *

Tim, Chad and I made a bold executive decision at the meeting. In lieu of a direct contribution to ISWNE for our editorial services, we suggested applying the money toward gift memberships for Landmark editors. That seemed like a win-win deal for everybody. Al reports that he and seven folks from his shop desire memberships. Welcome aboard!

Al also said he sent some extra dough from the corporate coffers in appreciation of our efforts. Thanks.

* * * * *

These editorial critique sessions are great for spreading the gospel, but they're also a boon to recruiting new members. We're optimistic that we'll see folks from our South Dakota and Kentucky sessions at our conference in Joplin. And we'll be banging the drum at our February 2003 session in Wisconsin with our new friends from the National Conference of Editorial Writers.

* * * * *

Speaking of Joplin, it's almost here. Having hosted last year's conference in Madison, I'm particularly upbeat about the 2002 conference. **Elliott Freireich** (*West Valley View, Litchfield Park, Ariz.*), who hosted our wonderful conference in Flagstaff a few years ago, insists that a person's favorite conference is the conference that immediately succeeds his or her own. I'm already buying into that Arizona logic.

The conference schedule looks first-rate, and I'm certain Chad has addressed all the necessary details. Should be great!

* * * * *

It's a little difficult to believe it, but this is my final column as your ISWNE president. I've appreciated the opportunity to dialogue with our membership through this column. I hope you've found some value to my literary ranting. I'd be interested in any feedback you may offer that could be helpful to future presidents or to ISWNE. If you'd like to share any input, please contact me at bhauptlodi@aol.com.

Thanks and see you in Joplin!



Joplin convention from page one

she settled in, once again, to live her life to the end on her beloved mountain. She perished at the age of 88 in 1940 in a tragic fire that destroyed her cabin.

Those in attendance at the "Ozarks Hootenanny" will be certified as "Missouri Hillbilly Journalists" by the Stone County Commission. ISWNE member **Jim Sawyer** has arranged for **Tony DeLong**, the presiding commissioner, to make the presentations.

74 have registered for Joplin conference

(ages of children in parenthesis)

Ellen Albanese	Franklin, Mass.	Paul MacNeill	Montague, Prince
Colum Burke (13)	Tuam County, Ireland	Shirley MacNeill	Edward Island
David Burke	Tuam County, Ireland	Richard McCord	Montague, Prince
Brian Burmaster	Tokoroa, New Zealand	Kim McCully	Edward Island
Colleen Burmaster	Tokoroa, New Zealand	Bill Meyer	Santa Fe, N.M.
Gabriela Chambi (13)	La Paz, Bolivia	Joan Meyer	Aurora, Mo.
Gaila Chambi	La Paz, Bolivia	Carol O'Leary	Marion, Kan.
Larisa Chambi (9)	La Paz, Bolivia	Kris O'Leary	Marion, Kan.
Laurie Dennis	Monticello, Minn.	Jeanelle O'Leary (11)	Medford, Wis.
Dylan Farenger (9)	Chesterfield Township, Mich.	Jim Painter	Medford, Wis.
John Flink (5)	Medford, Wis.	Hilary Parker	Medford, Wis.
Kevin Flink	Medford, Wis.	Marquita Porter	Medford, Wis.
Lucinda Flink (2)	Medford, Wis.	Joan Plaxton	Valleyview, Alberta
Gloria Freeland	Manhattan, Kan.	Garrett Ray	Fort Collins, Colo.
Rick Friedman	Woburn, Mass.	Nina Ray	Fort Collins, Colo.
Sybil Friedman	Woburn, Mass.	Bill Remer	Armada, Mich.
Burt Freireich	Litchfield Park, Ariz.	Donna Remer	Armada, Mich.
Elliott Freireich	Litchfield Park, Ariz.	Jim Sawyer	Willard, Mo.
Marissa Freireich (13)	Litchfield Park, Ariz.	Nancy Slepicka	Hillsboro, Ill.
Ursula Freireich	Litchfield Park, Ariz.	Gary Sosniecki	Lebanon, Mo.
Don Ginnings	Hermitage, Mo.	Helen Sosniecki	Lebanon, Mo.
Alex Haupt (16)	Lodi, Wis.	Ken Starck	Iowa City, Iowa
Bill Haupt	Lodi, Wis.	Raija Starck	Iowa City, Iowa
Jan Haupt	Lodi, Wis.	Hank Stein (9)	Tuscaloosa, Ala.
Kevin Haupt (15)	Lodi, Wis.	Jane Steinmetz	Park Forest, Ill.
Carol Hix	Norman, Okla.	James Sterling	Columbia, Mo.
Harry Hix	Norman, Okla.	Goodloe Sutton	Linden, Ala.
Robert Horowitz	Bethesda, Md.	Katherine Vaughan (9)	Manhattan, Kan.
Sandy Horowitz	Bethesda, Md.	Mariya Vaughan (15)	Manhattan, Kan.
Bob Karolevitz	Mission Hill, S.D.	Gail Walpert	Avondale, Ariz.
Phyllis Karolevitz	Mission Hill, S.D.	Mary Waltner	Freeman, S.D.
Jock Lauterer	Chapel Hill, N.C.	Tim Waltner	Freeman, S.D.
Brian Mazza	Rocky Mountain House, Alberta	Bob Whetstone	Medford, Wis.
Jan MacNeill	Montague, Prince Edward Island	Brenden Wood (3)	Sturgeon Bay, Wis.
Jeanne MacNeill	Montague, Prince Edward Island	Chris Wood	Sturgeon Bay, Wis.
		Guy Wood	Angel Fire, N.M.
		Judy Wood	Sturgeon Bay, Wis.
		Marcia Wood	Angel Fire, N.M.
		Ryan Wood (7)	Sturgeon Bay, Wis.

ISWNE

new members

- Making 14 for the year



Denis Hann, managing editor, *The Loxton News*, Loxton, South Australia

Rudy Taylor, president, Taylor Newspapers, Caney, Kan. Taylor owns seven small weeklies in south-east Kansas: *The Montgomery County Chronicle*, *The Oswego Independent*, *The Chetopa Advance*, *The Altamont Journal*, *The Edna Sun*, *The Sedan Times-Star*, and *The Flint Hills Express*.

Taylor has been a publisher since 1970. His interest is quite specific to extremely small weekly newspapers. **Bill Kurtis**, noted television anchorman, recently joined him in the ownership of the Sedan and Flint Hills papers, which are based at Sedan, Kan.

Taylor's son, **Andy**, is publisher of *The Montgomery County Chronicle*, the group's flagship paper. Andy is Kansas' only fifth-generation publisher.

ISWNEWS



Garred sells paper and retires

Former ISWNE president (and continuing member) **Frank Garred** sold his majority interest in the *Port Townsend Jefferson County Leader* to co-publisher **Scott Wilton** in November 2001. Garred also sold his interest in Olympic View Publishing Co. (Sequin, Wash.) effective January 2002 and retired from active publishing at the *Sequim* (Wash.) *Gazette*.

He is now devoting time to freelance writing with *The Leader* in Port Townsend, assisting with the on-line indexing of more than 110 years worth of that newspaper archived at the Port Townsend library, and a variety of civic and professional activities related to his more than 42 years as a journalist.

Garred entered the newspaper business as a reporter with the *Aberdeen* (Wash.) *Daily World* in 1960 following two years with the army, including a "tour" of Korea.

He subsequently joined the staff of the *Suburban Times* (Tacoma, Wash.) in 1962 as editor, and five years later purchased the *Port Townsend Leader*. He served as editor/publisher of that paper from 1967 to 2001.

Garred served as board member, officer and president (1973) of the Washington Newspaper Publishers' Association; as board member, officer and president (1990-91) of ISWNE and went through the chairs of the National Newspaper Association, serving as its president in 1993. He coordinated the 1988 ISWNE conference at The Evergreen State College, Olympia, Wash., which focused on the Mt. St. Helens eruption and aftermath, along with environmental and political issues of the Northwest.

Garred served seven years as NNA's representative on the Accrediting Council for Education in Journalism and Mass Communications and has maintained a continuing interest in journalism education process, issues and outcomes.

He and his wife, **Pat**, plan to continue living at their Port Townsend, Wash., home.

McCully gets \$5,000 grant for project

Kim Estes McCully, managing editor of *The Aurora Advertiser/Marionville Free Press* in Missouri, has received a \$5,000 grant from the International Press Institute American Committee for a proposal involving the theme of bringing international news to the local level.

The project will involve a series of stories on how a Canadian firm rescued a shoe factory in the Ozark Mountains and the impact of NAFTA on the Aurora area as well as Canada, the

United States and Mexico. In addition, this factory is looking at expanding its holdings to the coast of Italy — to add another country to this international story. The theme of the proposal focuses on the symbolism of a proverbial Phoenix rising from the ashes as the Ozarks has been hit by strikes, industrial closings, bankruptcies and an overall sagging economy.

Other stories will include cultural features, a grade card for NAFTA after being in existence for a decade, issues involved with political realism, locals who have earned their American citizenships in their own quests for success and freedom, and other features involving education, sports, food and environmental concerns.

McCully will try to do the bulk of her traveling this summer and fall and launch the series of stories in her newspaper before winter. In turn, these stories will be posted on the Internet and shared with participating newspapers worldwide. Anyone wanting copies should contact her at kmccully75@hotmail.com.

The grant was funded through the Knight Foundation and will be monitored by the International Press Institute. Six grants were awarded by the American Committee.

McCully has been editor at the Aurora newspaper since the fall of 1987 and has worked as a journalist/editor for almost 25 years. She also teaches English, research, literature, storytelling and creative writing for Drury University and Crowder College. Recent efforts have focused on teaching an online Culture of the Ozarks course for Drury University.

She holds an associate's degree from Missouri Southern State College, where she worked with **Chad Stebbins** on the weekly student newspaper, *The Chart*. She holds a bachelor's degree in English from Drury University, where she also received a master's degree in education in 2000. McCully is working on a fictional novel and a compilation of stories and prose about people, history, outlaws and traditions of the Ozarks. She and her son, **Jacob**, reside in Aurora.

Wilcox nearing completion of Ph.D.

Carol Wilcox is "ABD" (all but the dissertation) at the University of North Carolina. She hopes to finish that sometime this summer or fall and receive her Ph.D. in December.

She is writing about **Evangelina Cisneros**, whose dramatic rescue from Spanish oppressors in Cuba was exploited by Hearst and Pulitzer and was one of the incidents leading up to the Spanish-American War. There will be one little distraction along the way: daughter **Meg** is getting married in September.



Albers joins Ky. Journalism Hall of Fame

Jo-Ann Huff Albers, director of the Western Kentucky University School of Journalism & Broadcasting, has been inducted into the Kentucky Journalism Hall of Fame.

The WKU School of J&B continues to excel in the Williams Randolph Hearst Foundation Intercollegiate Competition. At least one student will compete in the finals in San Francisco in June.

WKU finished second in overall scoring (behind the University of North Carolina) after being first in 1999-2000 and 2000-01. WKU was second for a second year in photojournalism after having been first for 11 consecutive years; fourth in broadcasting after being first last year; and 10th in writing. The program has placed in the top 10 in 12 of the last 21 years.

Guy and Marcia celebrate in Dallas

Guy and Marcia Wood's son, **Chris**, received his master's in literature from Southern Methodist on May 18. The Woods (*Sangre de Cristo Chronicle*, Angel Fire, N.M.) and daughter **Heather** of Santa Fe flew in for the big event and hosted a Texas-style BBQ dinner that evening in Dallas.

"Many of you met Chris at the Colorado Springs conference in 1992 when he was a taxi between campus and airport along with **Carol and Cary's** son, **Chip Stiff**," Marcia writes. "We hope to see you all in Joplin!"

Blankmans at home in Florida

Howard and Iris Blankman sold their newspaper, *The Woodlawn Villager*, and their house and moved to Venice, Fla., in August 2001. "It was a very traumatic move, but it followed a horrific automobile accident and an unrelated surgery for Howard," Iris writes. "You reach a point when you know it is time to move on and we did. We miss some aspects of the paper and of course, Baltimore, but this is now home.

"We will be going north in a couple of weeks to watch our second oldest grandson graduate from high school. While up north we will be visiting with our son in Maryland, one daughter in Pennsylvania and the other daughter in New York. With children so scattered we will take a month to really enjoy time with them.

"Unfortunately, our family visits, together with medical appointments, will not allow us the time to join our ISWNE friends at convention this year, a real disappointment to us. We hope this will be the last ISWNE get-together we miss. We know the Missouri confab will be great — they always are — and we send our very best to you and all the members."

Voice writers win 11 awards in Pa.

Three journalists from *The Valley Voice* were honored in the 2002 Pennsylvania Newspaper Association Keystone Press Awards and the 2002 Pennsylvania Press Club Communications contests.

The Pennsylvania Press Club awarded publisher **Ann Marie Gonsalves** first place for her editorial titled "Tarola's arrogance is shameful." She also won third place and honorable

mention, respectively, for "Bully tactics won't overrule journalism" and "School board record not impeccable."

Gonsalves won a first place feature story award for "Scrabble Masters: popular board game offers excitement at Saucon Valley Community Center." She also won a third place award in news reporting for "Schneck appeal case set in secret" and honorable mention in personality profile for "**Mary Curtin** defined 'grace under pressure.'"

Editor **Paul Bealer** won a second place special project Keystone Award for "Memories: Se-Wy-Co Fire Company." The Keystone Award contest was judged by the Virginia Press Association and specialty judges.

Bealer earned a first place news reporting award from the Pennsylvania Press Club for "Hellertown jeweler faces murder charge." The Pennsylvania Press Club also awarded Bealer a second place sections edited award for "Memories: Se-Wy-Co Fire Company." He received a third place Press Club award for three samples of page layout.

Columnist **Lee Weidner** won a second place editorial award from the Pennsylvania Press Club for his piece, "That old spring feeling."

Gonsalves and Bealer's first place Press Club entries will compete against first-place winners from other states in a national press contest. Members of the Delaware Press Club judged the Pennsylvania Press Club contest entries.

Gordon retires from Eau Claire post

David Gordon retired as professor and chair of the Department of Communication and Journalism at the University of Wisconsin-Eau Claire, effective May 19.

He joined the UW-EC faculty as chair in July 1997. During his time as chair, the department established the Ann Devroy Memorial Forum, in cooperation with *The Washington Post*. The Forum has brought **David Broder**, **David Maraniss**, **Leonard Downie Jr.**, **Gwen Ifill** and (in 2002) **Karen DeYoung** to speak on the campus and to meet with UW-EC students.

The Forum and the accompanying Devroy Fellowship were set up in memory of **Ann Devroy**, a UW-EC 1970 journalism grad who covered the White House for nearly 15 years for *Gannett* and *The Post*, until her death from cancer in 1997. The fellowship winner each year receives a scholarship, an internship at a Wisconsin newspaper, and a three-week residency at *The Post*.

Gordon also worked with long-time ISWNE member **Dick Lee** at South Dakota State University to secure a four-year grant from the Knight Foundation to bring a journalist-in-residence to the two campuses in alternate years. The program focuses on the Native American and Hmong communities and is intended to broaden the cultural horizons of mainstream students on the two campuses. The program is completing its first year, when it was centered at UW-Eau Claire, and will shift to the SDSU campus next year.

Before coming to UW-Eau Claire, Gordon was on the faculty at the Medill School of Journalism at Northwestern University (1968-80), the University of Miami (where he taught and held various administrative positions in the Department and later the new School of Communication from 1980-86) and at Emerson College (where he chaired the Division of Mass Communication for six of his years there).

From the archives



Your ISWNE photos wanted

In the last newsletter, we asked for ISWNE members to send us their old photos. Only one person responded, **Newton Wallace** of Winters, Calif. Newt sent us a picture of those attending the July 1966 ICWNE conference at Southern Illinois University in Carbondale. "I am in the back row at the right with a tree sticking out of my head," Newt writes. "The man two heads to my left is **Everett Remsburg**, publisher of the *Vista*, Calif., *Press*."

If you can identify any of the other people in the photo, please notify **Chad Stebbins**.

At least one other ISWNE member is hard at work in finding us old photos. **Garrett Ray** writes that "Nina and I probably have quite a few old slides and prints from the 1970s and after, especially from the Colorado conference at Loretto Heights College. But we have to find the right box in the garage, which might take awhile."



Ray Laakaniemi retired in 2000 after teaching 22 years at Bowling Green State University. His book, *The Weekly Writer's Handbook*, Second Edition, is available for \$43.15.

Email rlaakan@bgnet.bgsu.edu, or write 2042 Gable Lane Ct., Apt. 924, Indianapolis, IN 46228.

Papers need to speak out in strong tones

I spend a lot of time on the road nowadays, and wherever I turn my dial the same voices keep popping up.

Rush for one, Dr. Laura for another, and now Bill O'Reilly. There are others as well.

Fox calls O'Reilly's TV show "The #1 primetime program on cable news," and now he is out with "The Most Ridiculous News of the Day" on radio. The one I heard was no more

than 30 seconds, describing how two state winners in an essay contest on birth control had both turned up pregnant.

What is it that makes this "Big Three" so popular, and now so rich?

And what does this all have to do with weekly newspapers and especially commentary and editorials?

I think there is a deep, dark secret out there that no one wants to talk about.

Things are happening so fast, and so many who should be teaching others values and solutions are overwhelmed themselves, thus nodding at the switch. So radio is filling this gap with people who have all the answers.

It does not matter that you may not agree with all the answers. The important fact is that people are looking for answers, and Ann and Abby can only do so much.

What it means to a local paper is these same people want answers in your community. But they will not come right out and admit they do not know the cause of problems.

They would rely on you, if you see your role as an editor as helping the community to solve problems.

What it means is they want you to speak out in strong tones like Rush, Dr. L and Bill.

What it means to the overworked editor/reporter/copy editor/ad salesman on a small paper is you have to do more homework. If schools are not as good as they should be, talk to the school board, talk to school officials, talk to students and parents. Then come to a conclusion and state it in no uncertain terms.

You may be wrong, but more than likely if you have talked to all these people, you will be just a little left or right of the bull's-eye.

And if you lay the facts out to the readers, they will respect you for it. If you are thoughtful and careful, they will appreciate it. And you will get some nice comments on the street.

It may not be comparable to the attention and the paycheck of the "big three" I mentioned earlier, but you don't have all that stress, traffic and smog either.

And maybe, just maybe, you will have helped a community think about its problems in a new and better way.

ISWNE denim shirts for sale



Quill is embroidered in gold and ISWNE in blue.

Thanks to the efforts of Bob Whetstone and Carol O'Leary, ISWNE denim shirts are now available. These classy shirts are available in adult small, medium, large, extra large, and extra-extra large. Children's shirts may be available; please contact Bob and Carol with specific sizes needed.

The price is \$36 in the U.S. and \$38.50 elsewhere.

Orders can be mailed to Bob Whetstone, N5009 Sackett Dr., Medford, WI 54451-9494 or emailed to carolo@dwave.net if using Mastercard or Visa.



High-tech 'image' may not equal 'results'

By **Jim Sawyer**

Hey there, are you "wired"?

Are you an "e-person"? One of those "dot-com" types?

Have you got an expensive "digital cellular" hanging on your side?

Do you spend way too much time messing around with high-tech stuff instead of using the best of it in moderation to make your life a little bit better?

You may have an "image" problem.

I've got a tale to tell you, and some of it may relate to this mess you've managed to get yourself in.

When I got into photography ages ago, I bought every gizmo imaginable for my little 35 mm camera — and when I finished with the add-ons it looked like I was ready to fire a bazooka. Almost overnight I went from a 97-pound camera weakling to a photographic Godzilla. I was the **Charles Atlas** of Kodak country, and my "moment" had come.

I installed a pistol grip on my camera, a motorized film winder for fast shots and an offset flash attachment to prevent that problem called "red eye." You know, when the flash mirrors back from the eyeball and makes your aunt Susie look like the homemaker from hell. Plus I bought a battery pack to sling over my shoulder for extra flash-recovery power, along with a

handy additional "slave" flash-unit to provide just the right touch in lighting.

Add to that a 28-to-80 mm wide-angle-to-telephoto zoom lens, with a handy 2X teleconverter to use when I needed to double the magnification. And an extra-fast 1.2 lens of normal 50 mm power, just so I could take pictures in low light. And I wore a guerilla-warfare-looking flak jacket, complete with pouches in it for all my extra film and other paraphernalia. The list goes on.

Let me tell you, people scattered when I showed up to take pictures. My own mother even told me that if I grew a mustache I would look like **Che Guevara**.

Funny thing about it, though, looking back, is that I had seriously underestimated my earlier understanding of the basic principles of photography — what's necessary to produce good pictures in the first place. Even without all those add-ons. I already had a good grasp of the effects of light and how a camera's shutter speed can control it. And how lens aperture influences depth of field, etc., etc., etc. You photo gurus out there know what I'm talking about.

But I got caught up in "image."

Now I take most of my "non-digital" pictures with a little inexpensive camera I carry in my pocket. They turn out great, too. That's

because I know that lots of so-called photographic "failures" are actually in the farned-out developing and printing end of what the photographer has already imprinted on

the film — which is why I often go back to the local "one-hour" folks and tell them they screwed up royally, and they'll have to do it over. When they do, they often produce the absolutely brilliant photographs that "I" took in the first place. Hee, hee.

But doggone it, I don't look nearly as good as I used to when I had that equipment hanging all over me. Now I'm just a nobody who produces good pictures most of the time. I miss the good old days of "lookin' good."

Good grief.

ISWNE member Jim Sawyer writes a widely carried column for weeklies. It's issued by e-mail. For details, contact him at jimsaw@msn.com or (417) 742-5211. Or write him at 711 South Main Street, Willard, MO 65781, USA.



Jim Sawyer

Oklahoma editor enjoys the variety of her life

By **Kayla Nash**
Junior Communications Major
Missouri Southern State College

Working as a full-time mother, a part-time student, and a full-time newspaper publisher-editor may seem like an impossibility to some, but it is all in a week's work for **Barbara Vice**. Vice is the editor-publisher of the *Drumright Gusher*, a weekly newspaper that serves the community of Drumright, Okla. Vice said she fell into the newspaper business after her parents purchased the *Drumright Gusher* in 1898.

"I worked my way through the ranks like everybody else," she said. "I started out as a part-time proof-reader."

Vice said she accidentally got into the business part of the paper after her mother "dumped it" into her lap.

"Through a series of events I ended up running the whole thing," Vice said. "I came in and took it over in 1998 with no experience on how to run a newspaper."

She said she managed with a combination of some business experience, natural writing skills and her ability to catch on quickly.

The *Drumright Gusher*, with its circulation of about 1,800, receives its name from the interesting way in which the town of Drumright was founded.

"Drumright sprung up literally over night with the discovery of oil on two farms here formally used for raising cattle," Vice said. "It was one of the largest oil pool discoveries in this part of the country at that time. In the old days the paper was named the *Drumright Derek*."

Drumright, located about 45 miles

southwest of Tulsa, carries with it a population of about 3,000. With its interesting history and hometown values, Drumright has been called home by the Vice family since it was named a town in 1912.

"I'm not so sure if I would have stayed on in the newspaper business if I wasn't in my hometown," she said. "I care deeply for this community."

Her dedication and love for Drumright shows by the effort she exults in working to put out a newspaper she can be proud of every week.

"They expect the news," Vice said. "We give them the good, the bad, the ugly, and well, all of it."

According to Vice, many newspapers in small communities tend to be "fluff newspapers." The *Gusher* is not one of those papers.

"Some papers are scared," Vice said. "We don't have that fear because it's our job to report news as it happens, period."

With its staff of five people, including Vice, the *Gusher* puts all of the newsworthy focus onto the Drumright area.

"Our readers don't want to see stuff in the paper about Tulsa, they want to know what's going on here," Vice said. "We don't try to beat the *Tulsa World* for state and national news. They will always turn to us to find out what's going on in the nation and how it effects us locally."

The *Gusher's* local emphasis comes out more than in just the newsprint. Vice makes it her special mission to be there for her readers.

"At the grocery store people will stop me and talk about something in the paper. They like that personal touch," she said. "I'm not a great

journalist, but I always get compliments about our personal quality which is what sets the community paper apart."

Vice gets closer to her readers by bringing many family-type stories to the newspaper's pages.

"We have a lot of stories about ladies turning 95, a couple married for 60 years, and we never leave out little Johnny's sixth birthday party and his delicious Scooby-Doo cake," she said. "The day we lose these types of stories is the day we lose the edge we have over metro newspapers."

Despite Vice's dedication to her community, she also drives to Tulsa one night a week in an effort to receive her bachelor's degree in business.

"I am in a program through University of Phoenix that is geared toward working adults," she said.

Her family life probably keeps her the busiest, however, with her spouse and three sons who are 11, 14, and 18. With all this in mind, a week in the life of Barbara Vice is never a dull one.

"The variety of my life is amazing. I imagine it's nothing like at a big city paper," Vice said. "Some days I'll be taking out the trash and slapping on labels, and others I'll be interviewing the mayor and giving tours around our newspaper office to Cub Scouts."



Barbara Vice

Illinois editor enjoys informing the public

By **Hilary Haddan**
Senior Communications Major
Missouri Southern State College

From class clown to poet to editor of a newspaper, **Jack Howser**, editor of the *Edwards County Times Advocate* in Albion, Ill., has had his fair share of publicity.

Howser said he first became interested in the field of journalism while sitting in his literature class at the University of Evansville.

"The prof that was teaching the class rattled off a bit of poetry one evening and I began to laugh, instantly distressing the man. I was asked what was so funny. Of course I said 'nothing,' but the instructor insisted I share my amusement with the rest of the class," Howser said. "After some coercion and embarrassment, I said I could not believe someone actually got the piece of poetry published much less it being worth a penny out of anyone's pocket."

Howser said when the professor heard this, he insisted that Howser write his own piece of poetic work. He said if he didn't, his grade would be docked a letter.

Howser admits his first attempts at writing poetry "may have been amusing to a Dr. Seuss fan, but not to any area publishers."

"I got worried about 15 days into the 30 allotted (to write a poem)," he said.

Once Howser did get his poem printed, he said he was "proud as a peacock."

"I not only passed the class but was pulled aside by the instructor and told 'I had the touch.'"

But Howser only responded to him with a joke. He said his mother had always said he was a little touched.

The professor wasn't impressed by his attempt at amusement. He told him if he ever stopped joking around and took the comment seriously, he might actually "turn out to be something someday."

Howser said he took it seriously. He became editor of the *Edwards County Times Advocate* in May 2001. He said he

got his start as a reporter, and then became editor at three other newspapers — two weeklies and a daily. He has also served and won awards for these papers as photographer, page makeup, and graphic design. Howser has also done other not so distinguished but important work at the newspapers.

"I've even sold ads, souped film, sorted the mail, done the billing and tearsheets, and dusted off the bookshelves when they needed it," he said.

Howser came to the *Edwards County Times Advocate* after he received numerous phone calls from its owner and publisher, **Harry Bradham**. He had done work for a competing newspaper in the area, and Bradham was familiar with his work.

Howser said he chose the *Times Advocate* because he thought it would give him the opportunity to do the kind of hard-hitting stories he enjoyed covering.

"Mr. Bradham is thought of by some as somewhat of a loose cannon and I felt he, if anyone, would give me the flexibility to write in the style I have always felt was the best for any publication and for the community; that style being the hard, bare truth," Howser said.

Since there are only four full-time and five part-time employers at the *Times Advocate*, Howser said his main duties consist of covering the latest breaking stories. These stories usually deal with felony crimes, traffic accidents, and devastating fires, he said.

The paper is published weekly and its circulation was, at last count, 1,850.

"But we continue to take subscriptions and amass rack sales at an ever-escalating rate since last May, so I don't really know," he said.

Howser said some of his favorite things include the ability the field offers to those in it to really tell the public what is going on in their community.

"It is the little old lady who is barely making ends meet and doesn't have time to make sure her tax dollars are being spent wisely who we are writing for. I take pride in the fact that we here at the *Times*

Advocate go to great lengths to bring out the complete story in order that the voters can make an informed decision when it's time to go to the polls," he said.

Howser said his least favorite thing about the business is "when publishers let advertising dictate what is written or how long a story should be."

"I understand that advertising drives the financial aspect of the business, but to be so dependent on local advertisers that stories are never written or issues never raised is a detriment to the entire industry, a disservice to the public, and it casts a cloud of shame on all of us who profess to write nothing but the truth," he said.

As for spare time, Howser said he does not have much of that. But when he does, he said he spends some of his extracurricular time on a hobby.

"My hobby is traveling to area courthouses and digging into the past criminal histories of the more notorious criminals we have here in Edwards County," he said.

Howser's wife is a part-time employee at the paper, as well as an unofficial assistant to him. She is also a novelist and the two are self-publishing her first book.

So aside from his busy lifestyle that consists of newspaper, family, and visiting area courthouses, Howser said he has found that the profession he chose has been a "very noble and time-consuming vocation." He said he also realizes the role he contributes to society is a necessary one.

"If we [journalists] don't write the truth for the public, then what exactly are they getting from the media? That's a scary thought, but good journalists can offset the scariness," he said.



Jack Howser

Buffington was swept up into the newspaper business

By **J.R. Ledford**
Senior Communications Major
Missouri Southern State College

Some people seem to have their lives pre-determined.

ISWNE member **Mike Buffington**, editor of *The Jackson Herald*, has always been around the newspaper. His family owned the newspaper where Buffington worked part-time. He received a college education and returned to the newspaper that would win numerous awards and become one of Georgia's largest weekly newspapers.

"I grew up with the old saying that once you get ink in your blood, you can't get rid of it," he said.

Northeast of Atlanta in Jefferson, Ga., *The Jackson Herald* was responsible for covering the news. **Herman** and **Helen Buffington** bought *The Jackson Herald* in 1965. Their first son Mike would be born several years later.

Herman was the publisher in charge of advertising and Helen controlled the news as the editor. The circulation of the paper was approximately 1,500, but subscription drives and increased news coverage lifted circulation to 2,661 one year later.

Mike Buffington and his younger brother **Scott** were swept up into the business.

"I grew up around the paper as a kid and worked doing odd jobs," he said. "When I was 9 or 10, my father would take me to shoot area high school football games."

At age 11, Buffington began writing a column "Looking Back" recalling stories from the newspaper's past.

After graduating high school, Buffington chose to further his education at the University of Georgia in Athens. In 1980, he graduated with a bachelor's degree in journalism, emphasizing in advertising. He returned to *The Herald* and has been working full-time since.

"I consider myself extremely independent and fairly outspoken," Buffington said. "I guess I'm too independent. Growing up and working in a family environment really is appealing to me."

After working at *The Herald* full-time in advertising, Buffington eventually took over as editor of the newspaper and brother Scott became advertising manager.

"Mother began slowing as editor and I was

getting bored in advertising, so I stepped into the newsroom and then that opened a slot for my brother," he said.

Buffington said as editor he has his fingers in a number of pieces of the pie but enjoys the work he does.

"I feel like we are able to make a difference on important issues within the community," he said. "I think you are able to see the influences you have in a smaller environment than you would in a metro community."

Buffington said crime stories are probably the most-read stories in *The Herald*. One of his favorite parts of the paper, though, is the editorial page.

Through editorial pieces, Buffington enjoys discussion of community issues, ranging from crime, environmental issues, political endorsements, and the latest hot topic about where to construct a new courthouse complex. He said it is important to discuss topics that have such a great impact on the community.

"Sometimes there is an issue you just report and you don't bring it to the editorial page," he said. "There are other issues you do bring to the editorial page."

"The ethical challenge we have is to make sure our news stories are fair and balanced and not let the editorial hat have any influence over that."

One of the tougher parts of being editor of *The Jackson Herald* is knowing everyone in the community, Buffington said, especially when they are in the news.

"It's hard to write sometimes the negative portrayals of people, or the actions of people, and then sit across the table from them in the restaurant drinking coffee or going to church with someone you wrote about," he said. "Those kind of personal things are difficult sometimes. I've been here so long that people are kind of used to that."

The thing Buffington dislikes the most, though, is errors in his newspaper.

"Nobody likes errors in the paper, and we all have our share of errors," he said. "We had a photo goof up once — the picture showed up on the same page twice."

"I don't lose my sleep over that kind of issue. Issues come and go and then you move on because the news cycle continues on. Don't worry about old battle and grudges."

Buffington said *The Jackson Herald* is doing better than ever and he is proud of what he

has accomplished.

"I think over the last five or six years we've had the best staff that any newspaper could have," Buffington said.

The Herald has won numerous state press association awards.

Three of the four Main Street newspapers have won state journalism excellence awards.

"That's rewarding professionally," Buffington said. "It reflects well on the direction we're going in."

He now has a family of his own. Buffington and his wife, **Denise**, have two sons: **Blair**, 9, and **Clark**, 7.

Today, *The Jackson Herald* has a circulation of 8,000. It is a weekly newspaper published Wednesdays. *The Herald* is one of four newspapers that belong to Main Street Newspapers Inc., of which Buffington is also a co-owner. The group consists of him, his brother Scott, his parents, and the stockholders.

He said the corporation has no influence over his newspaper's content, but is a way to manage the four newspapers that cover three counties.

"It exists for marketing reasons, having one unifying corporate name," Buffington said.

The Jackson Herald actually began as *The Forest News* on June 12, 1875, one decade after Georgia and the Confederacy conceded the Civil War. *The Forest News* changed its name in 1881 to *The Jackson Herald*.

Herman and Helen Buffington bought *The Herald* on July 15, 1965. In 1968, *The Herald* gave birth to *The Banks County News* to keep up with its expanding news coverage. *The Herald* circulation increased to 3,950 in 1969 and hit 5,000 a year later. The National Editorial Foundation gave *The Herald* "Blue Ribbon Newspaper" status in 1970 as well.

The Herald became Georgia's third-largest weekly newspaper in 1982 with a circulation of 7,750.

Persons can find more information about *The Jackson Herald* and *Main Street News* on the Internet at www.mainstreetnews.com.



Mike Buffington

Joplin Conference Registration

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

Registration Fees

Adults	\$450
Children (ages 6-17)	\$250
2 Adults & 1 Child	\$1,150
2 Adults & 2 Children	\$1,400
2 Adults & 3 Children	\$1,650
2 Adults & 4+ Children	\$1,900

All Prices in U.S. funds, payable to ISWNE 2002

ISWNE 2002
Chad Stebbins
Missouri Southern St. College
3950 E. Newman Rd.
Joplin, MO 64801-1595

(417) 625-9736

Name _____ \$ _____ U.S.

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Newspaper Affiliation _____

Others in my party (please include names & ages of children)

_____ \$ _____ U.S.

_____ \$ _____ U.S.

_____ \$ _____ U.S.

_____ \$ _____ U.S.

TOTAL \$ _____ U.S.

If single, would like to share a two-bedroom apartment with: _____

Any special dietary needs or other considerations: _____

Names of children for June 27 Roaring River trip:

Check tour you prefer for afternoon of June 28: Trucking industry _____ King Press _____

Check activity you prefer for June 29: Silver Dollar City (all day) _____ Music Show _____



2002 ISWNE Conference – Joplin, MO (USA)

Wednesday, June 26

8 a.m. - noon	Registration	Student Life Center
9 a.m.	ISWNE board meeting	Webster Hall 357
Noon	Lunch	Student Life Center
1 p.m.	“Joplin’s Colorful History and Scientific Wonders” — Brad Belk, director of the Joplin Museum Complex	Webster Hall Auditorium
2:30 p.m.	“Ozarks Culture & Folklore” — Kim McCully, editor of <i>The Aurora Advertiser</i>	Webster Hall Auditorium
4 p.m.	Depart from Student Life Center for John Moore cabin on James River, near Galena, Mo.	Galena, MO
6 p.m.	Dinner — A fish fry, hamburgers, hot dogs, cole slaw, hushpuppies, and watermelon	Galena, MO
7 p.m.	An Ozarks Hootenanny — Bluegrass music, storytellers, and the Mountain Maid Susie Cook will involve the youth in a team-building exercise.	Galena, MO

Thursday, June 27

7-8 a.m.	Breakfast	Student Life Center
7-9 a.m.	Swimming — Available in the Missouri Southern indoor pool	Gymnasium
8-9:30 a.m.	ISWNE business meeting	Webster Hall Auditorium
9 a.m.	Children depart for Roaring River State Park	Cassville, MO
9:30 a.m.	“Romancing the Mother Road” — Michael Wallis, author of <i>Route 66: The Mother Road</i>	Webster Hall Auditorium
11 a.m.	“When the Big One Lands on Your Doorstep” — David Burke, <i>Tuam</i> (Ireland) <i>Herald</i> ; Betty Stanley, <i>Ozark County Times</i> ; Don Ginnings, <i>Hermitage Index</i> ; Gerald Elkins, McDonald County Press Inc.	Webster Hall Auditorium
12:15 p.m.	Lunch	Student Life Center
1:30 p.m.	“Trends in Community Journalism” — Jock Lauterer, director of the Carolina Community Media project at the University of North Carolina; Gloria Freeland, director of the Huck Boyd National Center for Community Media at Kansas State University; Harry Hix, the Engleman/Livermore professor of Community Journalism at the University of Oklahoma; and Jim Sterling, Missouri Community Newspaper Management Chair at the University of Missouri	Webster Hall Auditorium
3 p.m.	Presentations — Eddie Coffey, editor of Nationalist newspapers, Republic of Ireland; and Brian Burmester, editor and publisher of <i>Local News New Zealand</i>	Webster Hall Auditorium
5 p.m.	Depart for George Washington Carver National Monument	Diamond, MO
5:30 p.m.	Brisket dinner — Sponsored by the Missouri Press Association, with program to follow	Diamond, MO
8:30 p.m.	Expected return to campus — Hospitality suite open until midnight	College Skyline Center

Friday, June 28

7-8 a.m.	Breakfast	Student Life Center
8-10:45 a.m.	Editorial critiques	Webster Hall
11 a.m.	“The Young Brothers Massacre” — Holds the record for the most law enforcement officers killed in a single incident, Tony Stephenson	Webster Hall Auditorium
12:15 p.m.	Lunch	Student Life Center
1:30 p.m.	Children depart for the The Swimmin’ Hole Water Park	Water Park
1:30 p.m.	“The Human Truman” — A 45-minute monologue by Niel Johnson, a retired archivist and oral historian from the Truman Library	Webster Hall Auditorium
2:45 p.m.	Depart from Webster Auditorium for the “war room” at Contract Freighters, Inc., an international truckload carrier based in Joplin, and a program on the Joplin trucking industry OR	Contract Freighters
2:45 p.m.	Depart for a tour of King Press, one of the principal manufacturers of web offset presses for newspapers	King Press
5:30 p.m.	Children return from The Swimmin’ Hole Water Park	
6:30 p.m.	Dinner and Banquet in the Connor Ballroom	Billingsly Student Center
6:30 p.m.	Pizza party for the children	Student Life Center
9 p.m.	Hospitality Suite — open until midnight	College Skyline Center

Saturday, June 29

8-9 a.m.	Breakfast	Student Life Center
9 a.m.	Depart for Branson, MO	Student Life Center
11 a.m.	Arrival at Silver Dollar City	Branson, MO
11 a.m.	Lunch at the Hard Luck Diner for the music show group	Branson, MO
12:15 p.m.	Shopping at The Grand Village for music group — 26 unique shops	Branson, MO
1 p.m.	Music show group departs for “Lost in the Fifties”	Branson, MO
2 p.m.	“Lost in the Fifties” music show begins	Branson, MO
4 p.m.	Music show group departs for Factory Merchants Outlet Mall — 90 shops	Branson, MO
6 p.m.	Silver Dollar City & music/shopping groups both depart	Branson, MO
7 p.m.	Arrival of both groups at Showboat Branson Belle	Branson, MO
8 p.m.	Dinner cruise	Branson, MO
10:30 p.m.	Depart for Joplin	Branson, MO

Sunday, June 30

8-9 a.m.	Breakfast and goodbye(s)	Student Life Center
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don't miss the fun...

ISWNE Foundation

ISWNE members should consider making a tax-deductible contribution to one or more of the Society's conference scholarships:

- Greenslade Bursary Scholarship, to fund the conference visit of a British Isles editor.

Amount: \$ _____

- Hazel Brannon Smith Scholarship, to fund the conference visit of a weekly newspaper editor.

Amount: \$ _____



Hazel Brannon Smith, winner of the 1964 Pulitzer Prize for editorial writing, was one of the most courageous weekly newspaper editors ever. As publisher of the *Lexington Advertiser* and three other weekly newspapers in Mississippi, she called for integrated schools, churches, libraries, public transportation and work places, as well as demanding that blacks be accorded the right to vote, hold public office, serve on juries, and even to intermarry. As a result, she was shunned by most of her former friends, a boycott was launched against her by the white power structure, a rival newspaper was established, one of her newspaper offices was dynamited and another torched by arsonists, a cross was burned on her lawn, she was harassed by lawsuits, and she was subjected to smear attacks by the Ku Klux Klan and the white Citizens' Council. Hazel was ISWNE president in 1981-82. She died in 1994 at the age of 80.

- H.R. Long Scholarship, to fund the conference visit of a weekly newspaper editor.

Amount: \$ _____



Dr. Howard Rusk Long, ISWNE co-founder and longtime leader, served on the faculty of the University of Missouri for 10 years before coming to Southern Illinois University in 1953 as chairman of the Department of Journalism. He was instrumental in the growth of the journalism program at SIU and in the development of the campus newspaper. ISWNE began with 13 weekly editors meeting in Carbondale, Ill., in 1955. H.R. founded *Grassroots Editor* five years later, created SIU's Elijah Parish Lovejoy Award for courage in journalism, and gave life to the Golden Quill Award for excellence in editorial writing. He stressed the international aspect of ISWNE and organized a trip to England and Ireland in 1965 and a tour of the Orient in 1969. H.R. retired from SIU's School of Journalism in 1974 and died in 1988 at the age of 82.

- Houstoun Waring Scholarship, to fund the conference visit of a weekly newspaper editor.

Amount: \$ _____



Houstoun Waring co-founded ISWNE in 1955 and served three terms as president. His 40-year career at the *Littleton Independent* in Colorado made the small-town weekly famous and influenced several generations of journalists. Hous insisted that local newspapers should nurture a sense of community and link Main Street with the world, principles reflected in many of his 6,000 editorials. He was one of the few weekly newspaper editors chosen for a Nieman Fellowship to study at Harvard and was the subject of a United States Information Agency film that identified him around the world as a grassroots editor. He also started Denver University's journalism department. Hous retired in 1966 but continued to write editorials and the *Independent's* obituaries – more than 13,000 in all. He died in 1997 at the age of 95.

Please make your checks payable to the ISWNE Foundation

Send to: Chad Stebbins, Missouri Southern State College, 3950 E. Newman Rd., Joplin, MO 64801-1595

Name _____ Total contribution \$ _____

Linnell offers oped service to weeklies

Robert H. Linnell has been writing a weekly oped for www.my-oped.com since December 1999. He has an unusual background. Trained as a physical chemist with B.S., M.S. and Ph.D. degrees, he has taught chemistry at the University of New Hampshire, University of Rochester, American University of Beirut, Lebanon, and the University of Vermont.

After spending several years as physical chemistry program director at the National Science Foundation, Linnell left chemistry to be a senior staff member of the NSF planning staff, developing new budget and planning strategies. He left NSF for the University of Southern California, where he served at various times as dean of the College of Letters, Arts and Sciences, director of Academic Planning and Institutional Studies and chairman of the Safety Sciences Department. He also taught environmental courses in the biological sciences department. He retired as professor emeritus of chemistry and safety sciences and became president of Harmony Institute, a non-profit, conducting research on hazards of asbestos and radon and auto safety issues. Linnell now lives in Vermont and devotes full time to writing opeds and some volunteer work for non-profits.

His writing career started with authorship or co-authorship of several books and numerous scientific papers and patents as well as papers on higher education. He started writing opeds some 20 years ago as they were

marketed by the University of Southern California and published in papers such as the *Los Angeles Times*. The *Wall Street Journal* and the *Boston Globe* also cited his work. He was also interviewed on National Public Radio.

As an avid reader of news, Linnell was surprised at how the same major news was reported so differently by papers such as the *New York Times* and the *Wall Street Journal*. Thus was germinated the idea to start a web page, as a nonprofit, with no advertising, to present important national and international policy issues in a broader context than the usual syndicated columnists. It was also decided to offer these opeds at no cost to any newspaper that wished to use them.

"In the now almost two and a half years of our publication, we have had great success in our analysis of the news," Linnell says. "One year ago we stated that there was no energy crisis and that the shortages in California were caused by companies (like Enron) gaming the system. Early in 2001 we stated that there wasn't any surplus in the federal budget and there probably never would be one. The list goes on.

"We have a growing list of newspapers that are using our opeds. Weekly papers have been major users and we invite ISWNE editors to take a look at www.my-oped.com and use any of our opeds that they find meet their needs. We welcome comments from other editors."

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

Produced by the Institute of International Studies

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