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The International Society of Weekly Newspaper Editors

Canfield Peters leaves newsroom for other pursuits

Vickie Canfield Peters has left her position as editor of *The Albion* (Pa.) *News* for pursuits unknown.

"I may greet you at the front door of a department store, cart in hand," she told her readers recently. "I could upgrade the size of your fries. I might walk your dog or wash your windows. The possibilities are endless. I have no doubt I'll do something. Heck, I may do several 'somethings' in a row or all at the same time!"

Canfield Peters has volunteered some of her time to help ISWNE in recruiting new members or compiling items for the newsletter. She was the coordi-



Vickie Canfield Peters

nator of the 1998 ISWNE conference in Erie and president of the Society in 1995-96.

Tami Netkowicz, a resident of Erie who taught journalism at Villa Maria Academy, has replaced Canfield Peters as editor of *The Albion News*.

Tom Thompson, from Pittsburgh, Pa., lamented Canfield Peters' resignation in a letter to the editor published in *The Albion News* on Oct. 31:

"The announcement of your impending departure from my favorite newspaper caught me by surprise. When Bob retired, I faced Bob's departure with trepidation, but that was tempered with the knowledge that you were in the wings. You have carried on the traditions of journalistic quality developed over the years by **Floyd** and **Bob McClymonds**, and added your own spice of the mix.

"As a frustrated journalist, I have perused a very broad range of newspapers of all different sizes and shapes. I hope your readers realize what a fine paper *The Albion News* is and has been over the years. I suspect that it is an even tougher job today than it was over the years as there seems to be a heightened degree of stridency and rigidity in the reactions I read in the letters and the accounts of local government processes. I hope both readers

and town folk will give your successor the opportunity to find herself editorially and in the community. The *News* is too valuable a resource to permit otherwise."

Vickie's final column, also published on Oct. 31, follows: "I read somewhere that most people have at least four jobs in their lives. My first job (not counting babysitting for the neighbors) was at the Dog 'N Suds in Waterford. I was a carhop. There were no roller skates, but I did hustle back and forth from the kitchen to the customers, carrying trays full of hot dogs and root beer.

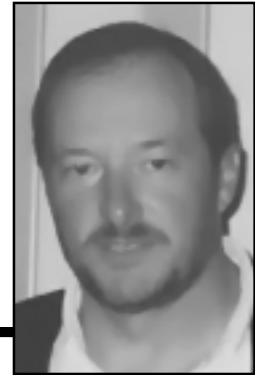
"With all that experience, I secured a job next door at Brown's Dairy Treats. The pay was still lousy, but the benefits improved. All employees were entitled to all the ice cream they could eat! **Homer** and **Mary Ann Brown** were kind, generous bosses and will always rank high on my list of former employers.

"Right out of high school, I worked as an operator with GTE in Erie. My salary increased to a whopping \$2.78 an hour. I had to endure some split shifts and some late evening hours, but the telephone company had the best in-house cafeteria in Erie!

"Then I got married and spent the next five years trying to accrue some experi

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President's Report



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

ISWNE's traveling editorial critique debuted in two South Dakota locations on Oct. 11 and 12. The early reviews are positive and encouraging.

Our past president and South Dakota newspaper deity, **Tim Waltner**, was chiefly responsible for organizing this effort. Working closely with South Dakota Newspaper Association General Manager **Dave Bordewyk**, sessions were held in Chamberlain (in the middle of the state along the Missouri River) and De Smet. The intent was to provide convenient access to publishers and editors from throughout the state. A total of 36 registrants were tallied.

I joined Tim to help provide a little direction, and we were joined by **Chuck Baldwin**, editorial page editor at the *Sioux Falls Argus Leader*, and **Dale Blegan**, publisher of the *De Smet News*. (Dale, of course, is familiar to many ISWNE members from our trip to his friendly prairie community during the Brookings conference in 1993.) Our quartet led a general opening discussion about the importance of strong editorial pages in our newspapers. After a lunch break, Tim and I helped to critique papers as we do at ISWNE conferences. Dale and Chuck worked in a separate session with folks who were interested in commencing editorial pages.

Based on the written feedback from the participants in both locations,

the sessions were a clear hit. Here's a representative sampling of responses from attendees:

- "Great sessions ... critique session was particularly good. People who participated were willing to hear criticisms in order to improve their papers." — **Jon Hunter**, *Madison Daily Leader*
- "This type of meeting also gives us a shot of vitamins — enthusiasm — to keep going on with a job we love, but sometimes feel is a thankless one. Thanks." — **Ruth A. Moller**, *Miller Press*
- "I learned a lot about planning and executing an editorial page, and some great ideas for generating editorial page copy and letters to the editor. Also about layout and design of the editorial page." — **Maureen Moss**, *Newell/Butte County Valley Irrigator*
- "It was an excellent opportunity to gather information and insight into editorial writing from individuals who have traveled the roads." — **Cheryl Sperl**, *Gregory Times-Advocate*

Special thanks to Tim and Dave at SDNA for coordinating this effort, and to Chuck and Dale for their special contributions. It was a great start and a solid effort to build upon. We hope to hold additional critique sessions in other states. Please let us know if you have an interest in helping to coordinate a similar conclave in your neighbor-

hood. We seek only reimbursement of our travel expenses for our efforts and ask that the participating state associations consider a donation to ISWNE.

All ISWNE members are welcome to join us in New Orleans for our board of directors meeting on Saturday, Jan. 12. We will be staying at the luxurious Quality Inn Hotel & Conference Center (Phone: 504-833-8211) in scenic Metairie, about halfway between the airport and French Quarter. Most of us will be gathering on Friday night, doing board stuff most of Saturday, and heading to the French Quarter or another suitable den of iniquity on Saturday night.

Encouraging news from British Columbia, Canada: **Alice Richards** (*Gulf Islands Driftwood*, Salt Spring, B.C.)

e-mails that "... we have completed the purchase of the Barnacle. Tony and Jeff came to a mutual agreement and have buried the hatchet, so to speak. It's very exciting. For the time being, we will be publishing twice a week focusing on making the two products very different. It's been a long three years and we're very glad it's over." Tony and Alice hosted a wonderful ISWNE conference in Victoria in 2000. We hope the resolution of their legal scrum will permit them to join us in Joplin next summer.

Snapshots from South Dakota



Jeremy Waltner, Freeman Courier, Freeman, South Dakota, and John Hunter, Madison Daily Reader, Madison, South Dakota, review editorial pages in *De Smet*.



Chuck Baldwin, Argus Leader, Sioux Falls, South Dakota, addresses the attendees in *De Smet*



Gloria Priedbe, Chamberlain-Oacoma Register, Chamberlain, South Dakota (foreground), and others listen to discussion in Chamberlain.



Dale Blegan, *De Smet News*, *De Smet*, South Dakota

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Canfield Peters leaves newsroom

ence as a wife and mother. I did some part-time work that included working construction in Virginia Beach, Va., and more babysitting. When it came time again for a full-time job, I was hired as a lab technician at Continental Rubber Works in Erie. From there I went to the lab at Lord Corp., where I soon discovered I wasn't cut out to be just a number on a payroll card. That's when I again changed jobs. This move took me to Albion as the *Albion News* reporter. "While I've held many jobs, I've only had two careers: motherhood and newspapering. Both have been rewarding, frustrating, maddening, fulfilling, heartbreaking and exciting. While I will continue in my capacity as a parent, my career in newspapering comes to an end this week. It has been 20 years that I'll never forget. My decade in this business has shaped who I have become. The Northwestern School District has been good for me and I can but hope I have been good for it. I like to think I've made a difference in this community, if only in keeping my neighbors aware of what's going on around them.

"Will I miss the hours? No. The irate readers? No. The lengthy Tuesdays? No. What I will miss is the interaction with people I have come to know, like, and respect. I'll miss being privy to the other side of the story and I'll miss folks stopping by the office to discuss a problem or a solution, depending on the situation. I will miss most of you and hope most of you think of me fondly. The rest of you are probably happy to see me go. That's okay, too. That means I did my job.

"What lies ahead? I don't exactly know. I do know that whatever I do will always be influenced by my years here as editor of your favorite hometown newspaper. Stealing a line from Bob Hope, 'Thanks for the memories.'"

ISWNEWS



Bob Bliss celebrates 90th birthday

Bob Bliss celebrated his 90th birthday on Nov. 16 at a family dinner at home with **Pat**, his bride of 67 years; daughter **Betsy Bliss** and her son, **Chris Ach**, both of San Francisco, Calif.; daughter and son-in-law, **Nancy** and **Richard Slepicka** of Hillsboro, and their son, **Pavel**, currently at SIU in Carbondale. Absent because of work obligations was **Kate Slepicka** of Chicago.

Bob, who claims to be the oldest Bliss ever, is basically homebound by the infirmities of age, but he still reads dozens of newspapers, watches TV news programs and listens to CD recordings of Sinatra, Como, Bennett and Williams. *Rhapsody in Blue* is his all-time favorite.

He "writes" memory-piece columns for *The News* about every two weeks. Daughter Nancy takes her iBook laptop to his house and he dictates the column he's composed in his mind. "It always begins with a compelling lead," she says. "He speaks slowly in complete sentences and paragraphs. When he finishes, the column is the right length and takes very little editing.

"An example of one of Dad's "got 'ya" leads: It all happened because of Mom's endless search for relief from chronic constipation."

Bill Haupt is Lodi's Citizen of the Year

"ISWNE President **Bill Haupt** has been chosen as the Lodi, Wis., Citizen of the Year. The contest is sponsored by the Lodi Chamber of Commerce. Haupt was honored at a dinner on Nov. 8.

The contest is designed to honor those citizens who have been outstanding leaders in the community. Individuals who have been named as Citizen of the Year in past years vote on the final selection.

Haupt was active in the development of Lodi Opportunity Development Inc., which concentrates on preparing lots and promoting land sales in the Lodi

Industrial Park. He has also been active for many years in youth sports programs.

Haupt purchased the *Lodi Enterprise* in 1983 and sold the paper in December 2000 to *Hometown News* of Fort Atkinson. He has served as president of the Wisconsin Newspaper Association.

Ellen Albanese becomes student newspaper adviser

Ellen Albanese is teaching a newspaper practicum course and serving as the student newspaper adviser at Dean College, a two-year private college in Franklin, Mass. She thanks the many ISWNE members who sent samples of their newspapers and shared advice on journalism education. Ellen also works as an editor at Putnam Investments, a financial services firm, and is a correspondent for the *Boston Globe*.

McNeese State has new mass comm. building

Dr. Henry Overduin, head of the Department of Mass Communication at McNeese State University in Lake Charles, La., reports that the department is completing its first year in its new building. The department has a web site at <http://www.mcom.mcneese.edu>. **Jim Beam**, editor emeritus and political columnist for the *American Press*, is the department's journalist-in-residence, and **Sonny Marks**, the newspaper's columnist, teaches feature writing in the department.

Elizabeth Hensen heads SPJ chapter in Kentucky

Elizabeth Hensen, who teaches journalism at Eastern Kentucky University in Richmond, Ky., has been elected president of the Bluegrass Chapter of the Society of Professional Journalists.

Garrett, Nina Ray are enjoying retirement

Garrett and **Nina Ray** are enjoying retirement in Fort Collins, Colo., since Garrett's midsummer retirement from Colorado State University and Nina's retirement from making pottery. Garrett says that except for leading an occasional writing workshop, he is spending his time reading, playing with the grandchildren, and cleaning the garage. They look forward to the Joplin conference.

Paul Simon delivers second annual Huck Boyd Lecture in Community Media

Former **Sen. Paul Simon** of Illinois called on the media to offer more substance, to be tougher editorially, and to provide more international coverage in order to better serve their communities. Simon gave these remarks at the second annual Huck Boyd Lecture in Community Media at Kansas State University on Oct. 10.

Before entering politics, Simon built a chain of weekly newspapers in Illinois. Now, he is the director of the Public Policy Institute at Southern Illinois University, Carbondale, where he also teaches political science, history, and journalism. Simon was originally scheduled to speak at K-State on Feb. 9, but a blizzard closed the University and his speech was rescheduled.

Simon said the man for whom the lecture series is named — **McDill “Huck” Boyd**, the editor of the *Phillips County (Kan.) Review* — served his community, and that people like him should be the model for other community journalists.

Simon chastised U.S. news outlets that entertain more than inform. He pointed out that the **O.J. Simpson** trial received 3.5 times more network television coverage than the fall of the Berlin Wall. He reminded the audience that before Sept. 11, Americans were more absorbed with **U.S. Rep. Gary Condit** and his affair with a missing intern than with global events.

By ignoring international events, he said, U.S. media generate insensitivity to what is happening elsewhere in the world.

“There’s a great feeling out there that the United States is arrogant,” he said. “That may not be true. But to say that we are insensitive is a valid assumption.”

Simon suggested that even the smallest U.S. newspapers and broadcast stations should send editors or reporters to developing nations occasionally and then report back to the local community about what issues those nations face.

Simon also offered some suggestions on how the United States should get through the Sept. 11 crisis:

- Continue to live as normally as possible.
- Don’t lose civil liberties because of a temporary crisis.
- Show restraint in retaliation.
- Reach out to Arab-Americans and the Muslim community.
- Reflect on why some people in the world hate the United States so much.

Former **Sen. Bob Dole** of Kansas was the inaugural speaker for the lecture series. This year’s lecture was sponsored by the Huck Boyd National Center for Community Media in the A.Q. Miller School of Journalism and Mass Communications and the University Distinguished Lecturers Committee.

Tuam Herald reporter wins prestigious award; Burke celebrates 50th with surprise luncheon

Tony Galvin, senior reporter with *The Tuam Herald* in Ireland, was honored with the Provincial Journalist of the Year award on Nov. 7 in the Irish Media Awards.

His award was presented for a series of articles on how Ireland’s waste management crisis is affecting the lives of ordinary people in places which have been selected as future landfill sites or “superdumps” as the Irish media persist in labeling them, much to the disgust of local authorities, who prefer more sanitized descriptions.

Tony, during a lunchtime ceremony in the historic Mansion House in Dublin that was broadcast that night on one of Ireland’s national TV channels, said he wanted to give a voice to people who found themselves selected for something they didn’t want by some official they had never met. “People say ‘It has to go somewhere’, but I wanted to show that somewhere really is somewhere, somewhere people live,” he said.

The award was presented by the Republic’s Minister for Public Enterprise, **Mary O’Rourke**.

It was a good profile-raiser for *The Tuam Herald*, one of whose alumni, **Martin Breheny**, now a sports writer with the national daily *The Irish Independent*, was selected as Sports Writer of the Year. To add more value, it was a belated birthday gift for editor **David Burke**, a member of the ISWNE board, who celebrated his 50th birthday on Nov. 1 at a lunch for all 25 of *The Tuam Herald’s* full- and part-time staff in a local restaurant.

The real reason for the lunch was in theory a secret, and it was billed as “The *Herald* Real Millennium Euro-Day Lunch”. (Nov. 1 was the day *The Tuam Herald* changed its accounting systems over to the new European Union currency, which comes into full cash effect on Jan. 1, 2002. However, secrets are hard to keep in a small newspaper office, and at the end of the lunch David was presented with four bottles of vintage French wine, a pair of hiking gloves, and a collapsible hiking stick. He’s still trying to figure out the hidden meaning of such a combination.

Times receives hundreds of letters to the editor

Judy Johnson, editor of *The Times of Acadiana* in Lafayette, La., reports the following:

“Our Letters to the Editor forum has received hundreds of letters from readers in the wake of the Sept. 11 tragedy. Most are heartfelt expressions of grief, loss and pride of country, though a few of our regular letter to the editor writers use the attacks as yet another reason to argue for their pet issues (prayer in schools, anti-abortion, anti-Clinton).

“For me, one of the most disquieting moments of Sept. 11

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came sitting in my office. Staffers from throughout the building had gathered to watch the TV coverage and suddenly they all began talking about stopping terrorists. The talk quickly took on the tone of "do anything" and they began talking about things "we" should do to "them." Civil liberties were flying out the window.

"I turned the talk to a discussion of how quickly the terrorists would achieve their goals if we all ceased to be Americans, that is, if we gave up our civil liberties and our humanity in what would surely be a vain attempt to make us all perfectly safe. I reminded them that Americans hold some things more precious than life, and among these are freedom and liberty. That's what our forefathers founded this nation on, and it's what men and women have died for, through the ages, in building that nation.

"It was a snapshot, for me, of the kinds of panic that the attacks have brought on across the country, and it renewed in me my responsibility as a journalist to see that we fight this war on terrorism to win it as Americans, not as automatons of a new dictatorship."

Judy also reports that *The Times* continues to rack up awards. In the Louisiana Press Association editorial contest in the spring, the paper captured 15 awards in 17 categories, including eight first places. In the adver-

tising contest held this fall, *The Times* took 15 awards in 13 categories, including three first places. The paper's wine writer, **Sandy Kaplan**, took third place for his column in the Association of Food Journalists contest. He won out against publications under 200,000 circulation. *The Times* is Gannett's only alternative weekly, with a circulation of 33,000.

"In October we experimented with a new special section," Judy says. "Called 'Living in Acadiana,' it focuses on home decorating. We printed it on 50-pound paper and filled it with gorgeous photos and lots of color. It was so well received we're going to launch it as an every-other-month special insert in 2002.

"My staff is hard at work on our Ultimate Gift Guide, which we produce as our cover story the first week of December each year. Think Neiman-Marcus crossed with Bayou Country, and you've got the idea. And, we're at work on our first issue for 2002. We kick off each year with a cover story called 'Faces to Watch, looking at people who we think are poised to make a big impact on Acadiana. We just had our selection committee meeting, drawn from the public and staff, to select our 15 nominees.

"I hope all is well with other weeklies out there, as we face the trying political and economic times ahead.

Competitor sold to Richards' Gulf Island Driftwood

Almost three years to the day after the *Barnacle Island Journal* (Salt Spring Island, British Columbia) was launched, its ownership has been transferred to Driftwood Publishing Ltd.

The *Barnacle Island Journal* was started in November 1998 by former Driftwood employees **Damaris Rumsby** and **Jeff Outerbridge**. Rumsby left the paper several months later, but Outerbridge remained publisher and owner up until last Wednesday.

The two left the *Driftwood* as a result of an employment dispute, starting the new paper and launching a wrongful dismissal suit against Driftwood Publishing. The suit was settled out of court earlier this year.

Tony Richards, vice-president of Driftwood Publishing and publisher of the *Gulf Islands Driftwood*, was pleased with the transaction on Thursday. He said the *Barnacle* had built a strong presence in the market, to which he credited Outerbridge's perseverance and sales ability and the paper's total market coverage distribution.

"It's a small market for two independently owned newspapers. But put them together under one owner and economies of scale might allow both to be successful."

Richards said the *Barnacle* will continue to be delivered

free to every Salt Spring household but its editorial focus will change. There will be no more duplication of content between the *Barnacle* and the *Driftwood*, whose primary focus will continue to be local news coverage. The *Barnacle* will become more feature-oriented.

Richards said those changes will take place over the next few weeks under the guidance of the *Driftwood's* managing editor, **Susan Lundy**, who has been appointed *Barnacle* editor as well.

Former *Barnacle* editor **Pirjo Raits** and front office staffer Laura Moore will move from the *Barnacle* to the *Driftwood* office. The *Barnacle* office was closed on Tuesday.

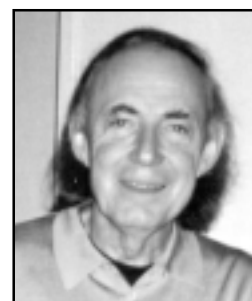
A former *Driftwood* staff member is returning to the paper as part of the changes. **Robin Richards**, the son of owners **Tony** and **Alice Richards**, will take up a position in the production department. He has held a similar position for the past year and a half at Trader Publications in New Westminster.

Outerbridge declined to say what he plans to do next but intends to remain on Salt Spring and do something "completely different."

Former columnist records demise of Michigan weekly



The latest entrée to the literature of community journalism is *The Sound of Words* by **Jerry Lee Morton**. His retrospective focuses on *The Freeport* (Mich.) *News*, which ceased publication on Dec. 31, 1999. Freeport, population 458, is about 30 miles south-east of Grand Rapids.



Jerry Lee Morton

Although he did not work for the *News* or its sister publication, the *Clarksville Record*, Morton spent the summer and fall of 1999 in Freeport carrying a notebook and camera to record what it might mean for the community to lose its newspaper. He had been a reporter and feature columnist for the *Battle Creek* (Mich.) *Enquirer* and *News* in the 1970s.

"This is the story of the last editions of the *News*, and its companion the *Clarksville Record*, and of the people and places who regarded the little paper not merely as a creation of ink and newsprint but as a neighbor and friend," Morton says. "The book reminds readers, too, of the special way in which the *News* and *Record* 'spoke' to their communities — through sentences crafted by Linotype and by hand, a 'hot metal' approach once practiced by printers across America but now, in an age of electronic journalism, embraced by only a scattered few."

Morton introduces readers to other "hot type" journalists as well: the Indiana editor whose print shop is a shrine to a high school basketball team; the Colorado publisher who carries out an ancient tradition to the strains of "New Age" music; and the Illinois printer who runs a bank and occasionally repairs motorscooters even as he chases a weekly deadline.

Signed copies sell for \$19.95, including postage. Please contact Jerry Lee Morton at 6120 Gossard, East Lansing, MI 48823 or at 517-336-6832. His email address is JerryleeTiger@aol.com.

Out in the Open

Dick Drysdale, from The Herald of Randolph, Vt., sent in the following editorial. It describes a confrontation the paper had with local school authorities and how the Vermont public documents law worked in its favor.

The important letter from 34 Randolph Union High School teachers, reprinted in part in this week's *Herald*, became public only by invoking the provisions of Vermont's public documents law. The saga shows why right-to-know laws are, alas, necessary.

Once the teachers' letter is read, it is astounding to reflect that most school board members were reluctant to release it, and that they were encouraged in their reluctance by the superintendent. Written by a large group of mostly experienced teachers who felt they had exhausted administrative remedies after four years of trying, the letter offered a broad, articulate, and troubling critique on how the high school is being run. The letter was directed to the school board, which is the public's representative. It was discussed (in guarded language) in public session Wednesday but its contents were kept secret.

Say what — The public is not supposed to know any of this? The public which is paying for the school?

It was to be expected that the RUHS administration would attempt to keep the matter quiet. The administration is roundly criticized in the faculty letter. Indeed, administrators anticipated a request for the

document and took quick steps to suppress public access, obtaining an attorney's advice that was used to oppose release of the document. The call to the attorney, incidentally, was not authorized by the board, which poses the question as to whether that was proper. The legalistic response also seems to confirm the complaint at the core of the teachers' letter — an alleged unwillingness to deal openly with problems.

* * *

Though administrative reluctance was to be expected, it is disappointing that school board members did not quickly recognize the teachers' letter as important public business. Board members at first wanted to control access to the document. They argued that the timing was not right for release, though just when would be a "good time" was not agreed upon. Only when presented with the provisions of Vermont's public documents law did the full board relent and agree, during an emergency meeting Monday, to release the letter. Chairman **Peter Nowlan**, to his credit, took the lead in declaring the letter was undoubtedly a public document, despite the last-minute advice from the administrators' attorney.

The public documents law makes the strong case for openness. It also makes it easy for anyone (not just newspapers) to appeal to the courts when a document is denied, and it places the burden of proof on the agency withholding the document.

It's a strong law, and it worked admirably and quickly this week.

During the meeting Monday, a school board member commented that the board was being presented with a "Hobson's choice" between two negatives — either turn over the letter or be faced with adverse publicity and likely defeat in the courts. We hope and trust, however, that in time the board members will come to realize that the public documents law was merely helping them to do the right thing. The public deserved to see this letter, which was the result of a long and careful process by the teachers. Now, the public can help the board — not hinder it — in figuring out what to do next. Full public awareness and involvement in school issues, in the long run, is bound to strengthen the educational system, not diminish it.

* * *

Why is public access to the schools important? Here's a statement from the teachers' letter to the board: "There is a growing perception that we have not valued community concerns and community input." How can access — and input — be ensured? Here's a section from the public documents law: "Officers of government are trustees and servants of the people, and it is in the public interest to enable any person to review and criticize their decisions even though such examination may cause inconvenience or embarrassment."

ISWNE board member Brian Mazza originally wanted to be an economist

By Amanda Tanner

Senior Communications Major
Missouri Southern State College

Brian Mazza is the editor of *The Mountaineer*, a weekly community newspaper in Rocky Mountain House, Alberta, Canada. *The Mountaineer* is typically 32-36 pages broadsheet per week, with a circulation of approximately 4,750, delivering the news to the 6,200-plus residents of Rocky Mountain House and the 11,000 residents of the surrounding Clearwater County.

The Mountaineer has a colorful past.

"A newspaper existed before there was a settlement at Rocky Mountain House," Mazza said. "Before there was *The Mountaineer*, publishers issued a string of newspapers dating back to 1910, with publications sold several times and enduring several name changes."

The first of these publications was the *Rocky Mountain House Echo*, started by **George T. Thomson** as a newsletter for the Canadian Uncle Sam Amusement Club. Vol. 1, No. 1 of the *Echo* was published on Feb. 4, 1910. It was printed two lines at a time with a set of rubber stamps. The enterprise grew too big for Thomson, who sold the *Echo* to **James D. Skinner**.

Skinner changed the name from the *Echo* to *The Guide*. This marked the first major change in the paper. *The Guide* was printed boilerplate, had pre-printed pages, and included stories of broad interest.

The Guide was replaced with *The Rocky Mountain House Capital* in 1917. *The Capital* was edited by **Charles A. Roulston**, but still owned by Skinner. The last issue of *The Capital* was Oct. 23, 1918.

"Apparently, Skinner decided to shut down the paper after an altercation with Roulston," Mazza said.

T.B. Malcolm took over after *The Capital* shut down. He began publishing *The Gazette* on Jan. 15, 1921. That same year Malcolm announced that **William Dyer** and **Chester E. Moffet** were going to be co-publishers of *The Gazette*. Six months later Dyer and Moffet's partnership was mutually dissolved and both left the paper.

Norman T.J. Frost tried to assume control of the paper in 1922, but it was shut down, leaving Frost without work. A year later he started *The Mountaineer* from scratch and it has retained that name ever since. Vol. 1 No. 1 of *The Mountaineer* was issued under Frost on Sept. 19, 1923.

The Mountaineer is now a family owned and operated business.

"My father, **Lawrence Mazza**, bought the newspaper and commercial printing plant in 1967 after working several years in the city as a commercial printer," Mazza said. "Rocky Mountain House is where he went to school, and he worked at paper as an after-school job.

"My parents sold the paper to me and my siblings several years ago. They still play a role in the production of newspaper. I am the editor, my brother **Glen** is the publisher,



Brian Mazza attaches the names of the last two ISWNE presidents to the chain of office. The chain was presented to the International Conference of Weekly Newspaper Editors in 1962 by Mrs. Kay Clementson, president of the Guild of British Editors. The British group has a similar chain of office, with the "jewel" at the bottom depicting the god Mercury with his winged feet, messenger of the gods. The plaques naming each president are in sterling silver.

and my sister **Gail** is our production manager. We fill out a large part of our staff of 20 full- and part-time people."

Mazza has been the editor of *The Mountaineer* since 1988.

"There is never a typical day in any newspaper at any time," he said. "Therefore being the editor of a newspaper is ideal for a person with a short attention span. I manage a reporting staff of four, work with freelancers, and participate in news coverage myself. I play a small role in the layout and design of the newspaper."

Mazza did not always want to be a part of the family business.

"I originally wanted to be an economist, but later switched majors to political science," he said. "After receiving my bachelor of arts degree

in political science from the University of Calgary, I came home to work at the family business for a while as I prepared my résumé for a job search.

"Funny, I never did finish that résumé," he said. "I can't imagine myself enjoying anything else besides being the editor of *The Mountaineer*."

In June, Mazza was voted onto the board of the International Society of Weekly Newspaper Editors.

"Being on the board is not a lot of work," he said. "The hardest-working members are the organizers of the annual conferences. I was on that board for six years until 1996, was the conference organizer for Calgary in 1994, and was installed as president for 1994-95.

"The highlight of my involvement

was the 1995 conference which was a 17-day tour of England, Scotland, Wales, and Ireland. I met people in significant media roles in all locations, as well as lords, ladies, and members of Parliament. As a Canadian and a subject of the Queen, I relished the pomp and ceremony and we had a lot of it."

Mazza has been a member of the ISWNE for 15 years.

"I joined in 1986 after being introduced to the group by **Jim MacNeill**, editor and publisher of the *Eastern Graphic* in Montague, Prince Edward Island, Canada," he said.

"I've only missed two conferences since then. I enjoy the group and learn a lot from the members. After discussing common problems and experiences, it has given me the confidence to proceed boldly in many instances."

ISWNE new members



Kay Wilson is the owner and publisher of the *Nodaway News Leader* in Maryville, Mo., a weekly newspaper with a county-wide focus of seven public schools and the Nodaway County government. She started the paper in 1996.

Wilson previously was editor, publisher, and advertising manager of the *Maryville Daily Forum*. She has a B.S. degree in English from Northwest Missouri State University.

Her husband, **Norman**, works for Utilicorp as a gas serviceman and farms 240 acres. They have two children: **Matt**, a junior geography major at Northwest Missouri State University, and **Dallas**, a sophomore at South Nodaway High School in Barnard.

Robert Case II is director of the World Journalism Institute in Asheville, N.C., and a past philosophy and business instructor at Central Washington University. He is a member of the board of directors of *WORLD* magazine.

Les Anderson, *The Ark Valley News*, Valley Center, Kan.

Mike Buffington, editor, *The Jackson Herald*, Jefferson, Ga.

The Irish Connection: Precious memories, how they linger

I got my socks knocked off when I received a telephone call from Ireland shortly after ISWNE's wonderful 1998 conference in Erie, Pennsylvania, hosted by **Vickie Canfield Peters**.

A dear friend had died. Only a few months later, his wife would join him. Together, **Margaret** and I lost a special connection in that land.

I never had a brother, but **Dr. Phill Mottram Brown**, a transplanted Englishman, came close — maybe closer. He was best man when we were married in Ireland. And if anyone could be called my writing mentor, Phill was that person.

Phill never pretended to be a journalist. Rather, he was a "word-smith," and he made that perfectly clear to distinguish the two types of writing. But what a change he made in how I use words, journalism or otherwise.

I met Phill in Jersey. Not New Jersey, but the Jersey in Britain's Channel Islands, just off the coast of France. He had been a well-known local television personality and was a consultant for the island's newspaper, the *Jersey Evening Post*. Not long after we met, Phill and his wife, "**Bunny**," retired to the town of Tuam in the west of Ireland to be near their grandkids. They had only one child, a daughter, and she had married an Irishman.

From that town, Phill penned his "Letter from Ireland" column back to the Jersey newspaper on a regular basis, and he wrote another for ISWNE member **David Burke's** Tuam Herald. Plus he contributed to numerous other publications,

aside from working with local authors and poets. One of them sent me a copy of a new book of poetry, and told of Phill's previous inspiration and help.

Once in Ireland, Phill began to sing its praises to me through handwritten letters. He had found his spiritual home. It had fueled the hearts of great writers from Yeats to Joyce and gobs of others. Now it was fueling his.

"You would have to be a poor man not to be able to write in Ireland," he wrote. And when he said poor he wasn't talking about money. He was talking about the spirit of the place and how it moves the soul.

During Irish wintertimes, "turf" is burned to heat homes. That's a peat-ish soil from damp bogs, and it has an unmistakable and wonderful aroma. When I first visited Phill in his chosen new land, we sat around a warm turf fire in his little retirement cottage and talked about writing — the strength of well-chosen words. Even his address, Woodford Cottage on Old Ballygaddy Road, made me want to pen more powerful words.

Phill, a towering man of 6 foot 3, was a gentle, hospitable and lovable puppy of a fellow. He had a doctor of philosophy degree in communication and had been inducted into the Royal Society of Arts in London at one of the youngest ages. He was a highly intelligent man, yet he kept an intriguing softness. Phill Mottram Brown, the Englishman, saw beyond nationality, religion and politics, just as the majority of the people in Ireland do, contrary to what many out-

siders think. At our Protestant wedding there, 23 of our Catholic friends gathered to help us celebrate.

And to hear Phill's humorous toast to us. They loved that Englishman, and that's why the Irish of all ranks swelled his funeral service and later paid loving respects to Bunny.

Now their bones are in Creevagh Bawn, a small, ancient graveyard near that Irish town they chose as their own. Not long ago during a light rain, Margaret and I stood quietly at their graves and reminisced. And we'll do it again during ISWNE's Ireland conference in 2003.

One time Phill took us to that peaceful stone-walled resting place in the Irish countryside and said it was to be his "home" — the place he wanted to spend his forever with Bunny. "My final treat," he said in his impish way, and Bunny chuckled. Eerily, we have that moment on videotape. Phill and Bunny made it home. But precious memories, how they linger.

*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.*



By Jim Sawyer

Fond memories of the noisy, smoky place I used to call 'my workplace'

[Editor's note: Rick, who turned 71 on Nov. 19, has worked for six weeklies, six dailies, and one national magazine during a career that has spanned more than four decades.]

I haven't been a news person for 100 years but it sometimes feels like I have when I walk into a modern *Daily Times-Chronicle* newsroom today. It's too damn quiet!

It owes more to **Bill Gates** than it does to **Gutenberg!**

Where are the news service wire machine, clacking away their tales from around the world?

Why isn't anybody yelling "copy" from across the room? "Copy" is now "control-c" on a computer keyboard, not that piece-of-paper of a story you could feel in between your fingertips.

Why aren't all the phones ringing off the hook as reporters at deadline in the press rooms in police headquarters, at a fire, at an accident, or a crime, shouting into a phone, "Gimmee the copy desk!?" Cell phone? That used to be the one at the end of Cell Block B, the one the prisoners used.

You really wanted to suck up clamor into your newspaper bones, you had to sit in a news room like the old *Times-Chronicle* on election night before the days of cell phones and computer screens. It was controlled chaos and the most wonderful night in the year to be a news person. (Aw, the hell with political-

ly correct. We were newsMEN! It wasn't right and changed for the better, but back then women were out of the way, in a corner on the Society Desk, wearing pillbox hats and writing up weddings, anniversaries, and recipes. The world outside gave us newsmen the red meat of winners, losers, ward bosses and crooked politicians.)

On Election Night, the cacophony was raised to the Titanic sinking level. Reporters were calling in from everywhere in the circulation area precincts. A bed-sheet size of newsprint was taped onto a wall with all the candidates' names on it. Each precinct and each candidate was indicated. As calls came in and people shouted names and numbers, somebody was marking in those numbers and adding up totals. The news service wire machines were dinging away the state and national results as their paper copy lengthened almost to the floor before somebody ripped them off. The black-and-white TVs in the newsroom were reporting the same thing, by way of the three major networks. "Cable" was the wire that a photographer pressed on a 4x5 Speed Graphic press camera when he wanted to take a time-shot.

The wire service teletype machine in the newsroom had different bells ringing, depending on the importance of the story. Really big ones rated five bells. The **Kennedy** assassination on Nov. 22, 1963, rated 10 bells, with everybody crowding around the machines trying to read

the paper copy.

You sat in the middle of all that noise and blocked it out as you wrote your copy not onto a silent screen, or even on an electric typewriter, all of which came later to the news room, but onto sheets on a clamorous, clacking upright Underwood, the one with a black-and-red ribbon. Underwoods all around you were being punished by reporters and editors, who never learned to type with anything but two fingers. But, boy, could those many sets of two fingers hunt and peck in one hell of a hurry over the keyboards, cigarette butts in the mouths, when the adrenaline flowed to meet that ever-encroaching zero hour of a deadline.

When a reporter makes a mistake today a computer keyboard has a "delete" key. Hell, we never heard of the word. Our Underwoods had the "X" key. You didn't like the line you wrote, you "X-ed" it out by hitting the key as many times as "X" was needed. You "X-ed" out whole paragraphs. You had already double-spaced your copy so you could now write in corrections by hand in between the lines. The "carat" wasn't something you ate but an editing mark on the copy that indicated where the new word, phrase or even a whole sentence went. On dead-



By Rick Friedman

lines, you never went back and retyped anything. You wrote it one time from your head and your notebook, then edited it by pencil.

You had no icons on your computer screen that would move your copy around for you. You had the real thing: the trusty glue pot and a pair of scissors. If paragraphs were in the wrong place, you cut them up, rearranged them, and pasted them up on a second piece of paper behind your original copy. (I wrote some stories that ended up a foot long on a particular page. My kids sometimes came into the news room to watch me work. They loved it when I mistook my coffee mug for my glue pot and put my glue brush into my coffee mug.)

Your margins were always set at a certain width and never altered. This was so you could “count inches” when you finished your story. An editor would say, “Give me 10 inches on that one.” Depending on the column width of your newspaper pages, you knew that, say, five typewritten lines equaled one inch of actual type in the newspaper. You wrote more than 50 lines, you went back and edited out the overage lines by pencil. The system wasn’t infallible but you always came close to what the boss wanted. If you didn’t, somebody would do it for you.

Then you hollered “copy” and some kid trotted over and you gave him your copy, marked at the top of each page by the word, “take 1,” “take 2,” etc. Why “take?” Because he would take it to an editor or to the copy desk. If you were right on deadline, the copy boy would stand behind you as you typed and “take” each page from you, then

run his tail off to its next stop. (Copy boy was where a lot of newsmen started and worked their way up. For me, it was the *Phledelphia Inquierer*, while in college.)

On deadlines, you ate at your desk, mainly pizza, hamburgers and French fries. And cups of coffee by the gallon. Cigarette smoke was as thick as the smog on an L.A. highway. Smoke-free newsroom meant the fire was in another department.

The next stop for the copy boy was most likely the copy desk, a horse-shoe-shaped arrangement with a lot of very smart guys sitting around it. Called copy editors, they knew everything in the world or could find it. Grammar. Spelling — reporters like me before the days of “Spellchecker” on those silent machines now in newsroom, were notoriously bad spellers. They could spot a name that didn’t look right. Or a date that was wrong. With their pencils, they could make your mangled copy read like you were **Ernest Hemingway** covering the First World War. They were your first line of defense for staying out of libel trouble. They wrote the clever headlines that went over your story in the next edition. From up-to-date, ever-changing story rosters, they dummied up pages based on that “column-per-inch” formula, like **Einstein** figuring out that story matter plus newsroom energy squared will equal today’s afternoon edition.

(No designing pages and writing headlines on a computer screen, where everything today is mathematically calibrated for you. Today, stories now move electronically from computer to computer as they are written, rewritten, re-edited,

composed into pages, then fed electronically into the composing room. Except when the computer system crashes!)

Then it was “copy” again and the kid trotted all those marked-up “takes,” along with marked-up photographs to the composing room where some guy sat at a large machine called a linotype, which turned your words into hot lead lines that once were your original story. From there it was placed onto a chase, that put all those lead stories, along with engraved images of photos and cartoons, into a full page of type, headlines and pictures. The compositor at “the stone,” a thick metal table, worked off of the dummy pages sent to him from the copy desk. He could read a typeset page upside down and backwards.

Finally, newspaper buildings, such as the one the old *Times-Chronicle* was in on Montvale Avenue in Woburn Center, began to rumble, which meant the presses had started and newsprint pages were coming off of the giant rollers. Shortly, subscribers would have that day’s daily dose of news, with enough words in it to equal a modern novel.

You gulped down that last dregs of cold coffee. You ate that last stale piece of pizza crust. You leaned back and smoked one more nail for your coffin. And a few hours after that you would gladly be ready to do it all over again.

I have to e-mail this over to Editor **Jim Haggerty** — wait! #@\$%^^&*&!!!! My computer just froze! COPPPPPYYYYY!!!!



ISWNE 2002 awards competition

The 27th Annual Eugene Cervi Award

The Eugene Cervi Award was established by ISWNE to honor the memory of Eugene Cervi of the *Rocky Mountain Journal, Denver*, by recognizing a newspaper editor who has consistently acted in the conviction that “good journalism begets good government.”

The award is presented not for a single brave accomplishment, however deserving, but for a

career of outstanding public service through community journalism and for adhering to the highest standards of the craft with the deep reverence for the English language that was the hallmark of Eugene Cervi’s writing.

The award also recognizes consistently aggressive reporting of government at the grassroots level and interpretation of local affairs.

Cervi Award Nominations should begin with a letter of nomination, which should include the writer’s reasons for making the nomination. The nomination also should have other letters about the nominee, clippings demonstrating the criteria for the award and a biographical data sheet giving basic facts about the nominee’s career.

Nominations are open only to editors of newspapers of less than daily frequency. Daily is defined as at least five days per week in frequency. (Note: Since the Cervi Award covers a journalistic career, supporting materials are not limited by chronology. Clips can be made from any point in the nominee’s career.)

Nominations should be sent by Feb. 1, 2002, (materials may follow by end of month) to:

**Chad Stebbins, Institute of International Studies, Missouri Southern State College,
3950 E. Newman Road, Joplin, MO 64801-1595.**

Please mark the envelope: CERVI AWARD ENTRY.

The 42nd Annual Golden Quill Award

Entries should reflect the purpose of the ISWNE: Encouraging the writing of editorials that identify issues that are or should be of concern to the community, offer an opinion, and support a course of action.

Eligibility:

All newspapers of less than daily frequency (published less than five days per week) are qualified to enter. Entries must have been published between Jan. 1 and Dec. 31, 2001.

Entries must be postmarked by Feb. 1, 2002.

**Please mark the envelope:
GOLDEN QUILL ENTRY.**

**Send to: Chad Stebbins,
Institute of International Studies
Missouri Southern State College
3950 E. Newman Road,
Joplin, MO, 64801-1505**

How to Submit:

Select up to four best editorials or signed opinion pieces from your newspaper. **Two is the maximum number of entries permitted from each individual.** Mount each entry on 8 1/2-by-11-inch white paper, using glue or mounting material that does not bleed through newsprint. Please try to eliminate any identifying information, such as a byline or mug shot.

On the back of each page on which the entries are mounted, the following should appear: Name of newspaper, full mailing address of newspaper, date of publication, full name and title of the writer, and the writer's email address and telephone number. *Grassroots Editor*, ISWNE's quarterly journal, will reprint the 12 best editorials as the Golden Dozen in the Summer, 2002 issue.

GOLDEN QUILL and EUGENE CERVI AWARD

winners will be invited guests of ISWNE for a presentation during the Society's annual conference at Joplin, Missouri, June 26-30.

Each award includes a plaque, conference expenses, and travel expenses up to \$500.

Sawyer's latest 'Short Course' now available

ISWNE member **Jim Sawyer's** latest edition of "Newswriting Short Course for Nonjournalists" came off the press this month.

The revised 50-page publication in spiral-bound workbook format is billed as a "how to" book for people who write news releases for their organizations, such as civic clubs and others. But it's versatile. Some newspapers use it as a resource in training inexperienced reporters hired from the community.

ISWNE member **Garrett Ray** wrote about that facet of it in a 2000 Publisher's Auxiliary column.

Among the contents: exercises in news and feature writing, format, style and submission guidance — electronic and otherwise. One chapter deals with photography.

Several ISWNE members are named who provided tips and other assistance, and the cover has words from the Missouri Press Association about its usefulness.

The book is \$12. For further information, contact Jim Sawyer, Estate 4 News and Information Services, 711 South Main Street, Willard, MO 65781 USA. (417) 742-5211. Or e-mail him at JimSaw@msn.com.

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

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