

IN THIS ISSUE

President's Report.....	Page 2
Now, Just a Minute, the so-called thinking-man's column on journalism	Page 3
A Beautiful Friendship	Pages 4, 5, & 18
ISWNEws	Pages 6, 7, 8, & 16
I like what I'm reading.....	Page 12

REPRINTED STORIES & COLUMNS

Why do we do what we do?	Page 9
The Paddington Rail Crash.....	Pages 10-11
When ice & steam ruled	Page 13
Reflections from Boston.....	Pages 14-16
John Glenn shouldn't have had to orbit alone	Page 17

The International Society of Weekly Newspaper Editors



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

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

ISWNE members are invited to join executive secretary-treasurer Chad Stebbins and journalism students from Missouri Southern State College for an International Media Seminar in Paris March 11-19.

The Paris-based Center for the Study of International Communications, in cooperation with the American University of Paris, will put together an extensive program of guest speakers and media tours.

Lee Huebner, chairman of the Center's board of directors and a journalism professor at Northwestern University in Evanston, Ill., will work closely with Stebbins in making the final arrangements. Huebner is the former publisher of the *International Herald Tribune* and the former president of the American University of Paris.

Last year, 18 students from Missouri Southern joined 18 students from Northwestern University for the week-long seminar. This year, because Missouri Southern and Northwestern are on spring break at different times, Huebner will organize a separate International Media Seminar for each school.

"We will have plenty of spots for ISWNE members to join my students in Paris," Stebbins said. "And the cost is remarkably low."

Costs include airfare to Paris (last year it was only \$420 round trip from Kansas City to Paris), a \$300 program fee, and \$40 per night (based on double occupancy) at the Hotel Malar, the Hotel La Serre, or the Hotel Tulipe in the Seventh Arrondissement, near the Eiffel Tower. Several meals are included in the program fee, including most lunches and a dinner at Huebner's luxurious apartment.

An Invitation to PARIS

Speakers last year included Flora Lewis, former chief diplomatic correspondent for the *New York Times*; William Pfaff, syndicated international affairs columnist; Christopher Dickey, Paris bureau chief for *Newsweek Magazine*;

Anne Swarson, Paris bureau chief for the *Washington Post*; Alan Riding, chief European cultural correspondent for the *New York Times*; Jim Bitterman, European correspondent for CNN and NPR; and Harriet Welty Rochefort, author of the book *French Toast*. Tours included the International Herald Tribune, the U.S. Embassy, Radio France International, and TF1 French Television.

All sessions are conducted in English at the American University of Paris, within easy walking distance of the Hotel Malar, the Hotel La Serre, and the Hotel Tulipe.

"The program is around three or four hours every day, with plenty of time left over for sightseeing," Stebbins said. "My students climbed the Eiffel Tower, visited the Louvre, took a boat ride on the Seine, spent time in the Latin Quarter, did plenty of shopping, and rode the Metro all over the city. Paris is one of the easiest cities to get around in, either on foot or by the Metro."

For more information, please call Stebbins at (417) 625-9736 or email him at stebbins-c@mail.mssc.edu.

I have been surfing the net for newspaper web sites in my quest to find a supplier as well as to see what others are doing. And there are some strange things being done by newspapers on the web. I don't pretend to understand what goes on in the World Wrestling Federation State — Minnesota. I do know it's near Wisconsin where Bill Haupt lives. And if you've read Bill's minutes of our board meetings, you'll understand it may be something in the water or the jet stream.

In Minnesota they must really like car stereos.

Not just any car stereos, but the kind I dislike the most. You know the ones. They don't play music, they just pound bass. And they pound it across multiple time zones. Well they have a guy in this small Minnesota town who is competing for the loudest stereo in the country. They have an acronym (which I forget) for the national sanctioning body which provides rules and people fool enough to judge who has the clearest, loudest stereo.

How they get past OSHA requirements, I'll never know, but at 145 decibels, which is what this car puts out, OSHA won't let you on the same continent for more than five minutes. What you're thinking now is, "what's the point of this?"

Marquita (my wife) says that nearly every night at dinner. Well there are a few. One is why does a community newspaper consider this the top story of the day (or week) for their website?

When I went back to the website

The President's Report

By Elliott Freireich

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



to refresh my memory on details of the story, it was gone and something else was in its place.

So I'll never find out the name of the national internal combustion boombox association or whatever it was called.

Meantime, last week's *West Valley View* is still on the counter and the last 10 *Arizona Republics* are in the recycling bin ready to be referred to again. Paper doesn't disappear.

Do you put real news on your website? Was this real news in this community or was this paper leading the page with a bright or is that the only kind of news they put on their site? Will newspapers put up all or significant amounts of their print content?

What I have seen that I like on a lot

of websites is color pictures. Either shoot with a digital or shoot color film even if you don't use lots of color in print. It is cheap and impressive.

Have you ever seen a newspaper without a masthead? I haven't, but I have found a lot of newspaper

websites without a masthead. I want to know whose site this is as a consumer. And as a publisher, I want to give my site credibility by letting everyone know who created the news on my site — that it is believable.

•••

Community journalists continue to bemoan the big box retailers coming in to their communities — the Wal-Mart syndrome. But the merger/acquisition syndrome may be as insidious a problem. Job after job is being lost and competition is declining as large firms swallow up other large firms until there is nothing left to acquire. It's happening in the Western U.S. with Quest acquiring USWest and the four largest copper producers becoming the two largest copper producers at the expense of thousands of jobs. If the acquirer is from your hometown great, but if the acquiree is from your hometown — goodbye jobs, and lots of them.

•••

Chutzpah:

Dan Rather of 60 Minutes was upset with the way he was portrayed in *The Insider*. The new movie is about CBS' handling of the story about the tobacco industry's adding nicotine to cigarettes to increase addiction. But he hadn't even seen the movie yet.

(I wouldn't complain if Al Pacino played me. Now if it was Dom DeLouise...)

How they get past OSHA requirements, I'll never know, but at 145 decibels, which is what this car puts out, OSHA won't let you on the same continent for more than five minutes. What you're thinking now is, "what's the point of this?"

The Japanese have an interesting way of observing the evolution into a new year.

Like most things Japanese, it has deeper meaning. And thus, it could help us think about improving our newspapers.

The Japanese New Year is at least three days long, and only amusement workers and transportation people work. Housewives plan their meals ahead and rest these days. Everyone tries to get back home to be with the family, to start the new year with a fresh look back and ahead.

Merchants try to get all of their bills paid by the last day of December.

Everyone sends New Year's greeting cards. The postal service holds them 'til January 1 and delivers them all at one time. (Are you listening, USPS?)

At the stroke of midnight December 31, temple and shrine bells peal 108 times to purify the Japanese of the 108 sins the Buddhist religion feels they have. One of the bells in Tokyo is 74 tons. (Imagine standing under that with a hangover!)

Americans, of course, start out the New Year by resolving to lose weight, then spending three days on the couch eating and watching bowl games.

The idea of renewal, of looking back and ahead, and taking a day or two to think about what you are doing is what I want to focus on.

So, while you are thinking of the holiday and the inevitable

Now, Just a Minute

The so-called thinking man's column on journalism



By RAY LAAKANIEMI
Bowling Green State University

slowdown in January, plan now to use a day or two to rethink your news coverage.

Studies I have done on winning weeklies indicate those with the best coverage plan their year's coverage well in advance. You plan your advertising strategy, so why not develop a news strategy?

Set aside a day or two in January when business is slow and everyone is staying indoors. I know an editor who just shuts down for a week in January, else he would never get a vacation.

Get a room with enough chairs for your reporters, telephone people, photographers, ad salesmen and anyone else who wants

to talk about coverage.

Invite readers you respect. After all, you edit, they read, and it might help to know what they want to read about.

Do it out of town, so the phones

won't bother you. Leave your cell phones at home. Go over last year's papers, see what is left unsaid or undone. Plan for special tabs or special issues in the community. Are there minority groups which don't get the coverage they should?

Plan now to cover them. And while you're at it, plan how to cover them. Go to their meetings? Do a feature? Find someone who typifies that group and profile them?

A good weekly is not done in seven days. It needs nurture, thought and planning.

Having a stockpile of story ideas in January will give the reporters something to cover in the few free moments they have. Many stories take two weeks or more of your spare time to complete. If you don't plan for them in advance, they don't happen.

Having these plans ought to relieve some anxiety and tension. Nothing is worse than coming in the day after press run, sitting before an already tired group and saying "OK, what do we have for next week?"

And whatever you do, don't stand under any 74-ton bells on New Year's Eve and let them ring in your ears 108 times. Bad planning!!

Studies I have done on winning weeklies indicate those with the best coverage plan their year's coverage well in advance. You plan your advertising strategy, so why not develop a news strategy?

Email rlaakan@bgnnet.bgsu.edu or write Box 71, East Tawas, MI. 48730-0071
Phone (419) 372-2078.

A Beautiful Friendship



Building ties with Croatia

By Dr. Chad Stebbins

ISWNE Executive Secretary-Treasurer
Director, Institute of International Studies
Associate Professor of Journalism
Missouri Southern State College

You know, Chad, as Humphrey Bogart said, 'I think this could be the start of a beautiful friendship.'"

"Casablanca!" I said.
"Casablanca," he replied.

We shook hands and parted company. As in the movie the exchange took place in an airport. This one in Zagreb, Croatia. The date was October 9, 1999, and it ended my participation and that of two of my students in the third annual — but the first we attended — Student Voice conference on the Island of Hvar, in the Adriatic Sea, off the coast of Split, Croatia.

It was a conference organized three years ago by my new Humphrey Bogart-quoting friend Stjepan Malovic of the University of Zagreb and of the International Center for the Education of Journalists. Actually the conference was the idea of some of his own students who insisted that the future professional journalists of Croatia, the student journalists of today, needed to have much more contact with their contemporaries in the rest of the world. The first year some 80 student journalists from nine countries attended. Last year there were about 100 from 15 countries. This year there were 120 from 20 countries. Theme for this year's conference was propaganda and journalism.

The conference began on Thursday, October 7, with most participants arriving the previous day. My

students and I, however, because of previous commitments at home, were unable to leave Joplin until Wednesday, and it was 24 hours after leaving the Joplin airport for Memphis, then Detroit, then Frankfurt, Germany, then Split, Croatia, we arrived at our hotel in the city of Hvar on the Island of Hvar.

Dr. Malovic's students completely organize and run the conference with advice, encouragement, and "an occasional idea" (his words) from him. With support from the local tourist bureau, a Zagreb bank, Microsoft, Reuters News Service, the Croatian Ministry of Science and Technology, and others, the organizers are able to keep the cost to participants quite low.

The registration fee is \$20 per person. That includes transportation from Split to Hvar and return at the end of the conference by a chartered hydrofoil launch, lodging at the Hotel Amfora, one evening meal, a Saturday afternoon island cruise with lunch included, and an airline ticket from Split to Zagreb at the end of

the conference so one can catch international flights to home. That's an amazing bargain for just these services alone. Add in the guest lecturers (I was one) who receive no additional compensation (although each lecturer's private hotel room had a commanding view of the sea and neighboring islands) and the value of meeting colleagues at every level from leading Eastern European nations, a few Western European ones, and even fewer American institutions, one can easily see the benefits for all.

Missouri Southern joined Indiana University-Purdue University of Indianapolis, the University of Tennessee, and James Madison University in participating. Missouri Southern sent two students; two others from the United States attended.

The four American students mingled with the European students

in workshops, in lectures, and in formal receptions, including one given by the mayor of Hvar in the city's impressive Ancient City Hall Loggia.

In social activities, the students shared information on their backgrounds, their schools, their newspapers, and their interests. Many of the European students became interested in Missouri Southern's use of certain computer software in newspaper publishing, of pagination by computer, of hands-on opportunities, and

about the freedom students exercise over the content of their newspapers.

My students aroused interest in our magazine, *International Crossroads*, which publishes articles by students

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from around the world. They also publicized our own forthcoming international conference on multicultural journalism scheduled for June 5-9, 2000, in Joplin. That conference is being held in conjunction with the University of Vienna, Austria.

My two students — Ginny Andrews and Kelly Dengel — did a superb job of mixing with the student delegates. They represented their college proudly and with distinction, as well as representing and explaining our international mission and our international projects. I was very proud of the work they did. Workshop directors, including Tom Rolnicki of the Associated Collegiate Press and Albert “Flip” DeLuca of James Madison University, praised the two young women for their participation and even suggested that either one could have taught the workshops they themselves were conducting.

Conference hours were filled with morning lectures and case studies, afternoon workshops and critiques, and evening social activities. The morning lectures covered propaganda from a variety of angles and viewpoints. My topic for a Saturday morning presentation was the use of propaganda in American political campaigns.

Lecturers spoke English primarily, although a few Croatians chose to use their native language for their presentations. These were simultaneously translated into English with participants listening on headsets.

In non-meeting hours I had the opportunity to explore the city of Hvar on foot with colleagues, and Hvar was revealed to me as perhaps a much-overlooked destination for Americans who are seaside vacationers. Not dissimilar, I understand, from some of the more frequently visited sites along the French and Italian Rivas, Hvar offers a simplicity, a centuries-old city square on the bay, a monastery of some beauty, an old town and a new town, and restaurants of some quality.

On Friday evening, the lecturers were all treated to dinner at Macondo, in the old town, perhaps Hvar's most famous restaurant since the New York Times wrote about it as one not to be missed. It was in the same article that the Times referred to the Island of Hvar as “one of the 10 nicest spots on Earth.” Dinner was a 3 1/2-hour meal that began at 8:30. I can only report that this particular meal was a four-course, seafood-centered extravaganza. It began with immense platters being set in front of diners in groups of four. The platters contained slices, rings, bits and pieces, and tentacles of

baby octopi in a sauce of garlic butter. About 45 minutes later appeared similar-sized platters of mussels and clams, in their shells, on beds of rice. An hour and a half later these platters were replaced with others containing grilled fish. There were four or five kinds of fish, none familiar to me, ranging from mild to sharp in taste. Some were presented as filleted halves, others as fish steaks, others as mere pieces of fish, and yet others as whole fish. These platters were accompanied by bowls of boiled new potatoes, and by bowls of lettuce, tomato, and cucumber salad. And an hour later came platters of crepes — strawberry, peach, and chocolate, one of each for each diner — and platters of cookies. With the meal, of course, were bottles of a dry, white Croatian wine, bottled on the island from grapes grown on the island.

Across from me during the meal sat Gordana Vilovic of the Freedom Forum News Library in Zagreb. On my left was a free-lance correspondent for *Time Magazine* and for Reuters News Service, who had covered Kosovo and was leaving the next day for Albania. Across from him was Dr. Sherry Ricchiardi of *American Journalism Review* and winner of “the courage award” from the Society of Professional Journalists. Dr. Malovic was next to her, and on down the table were fascinating journalists of every ilk, including the spokesperson for Croatian Radio-Television, Kresimir Macan.

One observation I am forced to make is that it seems almost everyone in Croatia smokes, and for me, a non-smoker, dinner was often seen only in a haze of bluish-white and often very thick smoke. I was later told that one Croatian student had said that Croatians excelled at smoking cigarettes, drinking coffee, and drinking beer. Certainly many of my Croatian colleagues demonstrated

during dinner their adeptness at smoking.

Conversation during the convention covered many topics. Only once, I believe, was the NATO action in Kosovo mentioned, but I participated in or listened in on conversations concerning the covering of war, Croatia's dream as a nation, its dreams for the media and a free press, what had been accomplished in education, and occasionally some discussion of

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continued on page 18

ISWNEWS



Send your ISWNews to Chad Stebbins at stebbins-c@mail.mssc.edu or to Missouri Southern State College, 3950 E. Newman Road, Joplin, MO 64801-1595 by December 17, 1999 for next month's newsletter.

- **Ellen Albanese**, veteran ISWNE member and former president, is now a documentation manager with Putnam Investments, a mutual fund firm. She supervises a staff of six technical writers creating documentation for print and for the Web. She still misses journalism, but is getting to like 35-hour work weeks. She hopes to catch up with everyone at next summer's conference.
- **Dick Drysdale**, editor and publisher of *The Herald of Randolph* (VT), won twin first-place awards from the **Vermont Press Association** at its annual meeting in September. He won awards for the best news story in a weekly in Vermont and also for the best editorial in either a weekly or daily. It was the first time that someone has won a top award for newswriting and for editorial writing in a single year. He also just had his photographs developed from Halifax this summer and is gratefully remembering those four days, and wishing it were still that hot.
- **Elliott Freireich** is fully recovered from recent surgery to repair a detached retina. The injury was received when he fouled a 6'6" center's elbow with his eye socket.
- The *West Valley View* won second place overall in its division in the 1999 **Arizona Newspapers Association** Better Newspapers Contest. The General Excellence category is based on the total points a newspaper receives in the categories of: General and departmental news coverage, news writing excellence, page design, editorial page excellence and best use of photography. The *View* won a first place award for Community Service/Journalistic Achievement for its series on the community's uproar over an Avondale policy requiring police officers to live within city limits. It won second place in Editorial Excellence, third place in General & Departmental News Coverage and third place in Typographical Page Design Excellence.

Reporter **Erin Seligman** was a double winner. She took second place for Best News Story for her coverage about increased property tax rates in Avondale's Garden Lakes subdivision and second place for Best Feature Story about the closing of the Litchfield Park Drug store, a community fixture for years. Photographer **Kevin J. Wolfson** won second place for Best Sports Photograph. His picture captured an anguished Stef Salcido, a Buckeye High School basketball player who was upset during a game against Apollo High School. **Stacy Mann Pearson** received an honorable mention for Best News Story for her article on the death of Tolleson High School student Christina Yniguez. **Amy Campbell** took second for Best News Feature about an investigation into a teen's death, and third for Best Lifestyle Feature about a teen-age boy's military school experiences. Pearson and Campbell are former *View* staff members. The *View* is published by ISWNE president **Elliott Freireich** and edited by **John Conway**. The *View* competes in the Arizona Newspaper Association's largest weekly category for newspapers with more than 10,000 circulation.

- **SW MO PRO**, the Ozarks professional chapter of the **Society of Professional Journalists**, has been named 1998 "outstanding small chapter" in SPJ's Region 7, a multi-state area in the Midwest. The award was announced at SPJ's October 1999 national convention in Indianapolis. Awards are given for the previous year's work.

The SPJ chapter formed an alliance with **Ozark Press Association** in providing programs for area journalists on topics including photojournalism and privacy issues, and information-access guidelines for federal and state courts. One program, jointly sponsored by the chapter, OPA and Drury College in Springfield, involved **Goodloe Sutton**, an Alabama weekly newspaper editor whose investigations resulted in the imprisonment of a corrupt county sheriff. The chapter also involved OPA in an essay contest for southwest Missouri high school students.

The SPJ/OPA link was brought about by 1997-98 chapter president **Jim Sawyer** and current president **Kim McCully**, editor of the *Aurora Advertiser* and OPA president at the time. Sawyer is a freelance journalist and editor of University of Missouri Outreach and Extension's Southwest Region News Service. Also involved was former *Springfield News-Leader* reporter **Roz Hutchinson**, chapter president succeeding Sawyer.

From Arizona Newspapers Association

The *Bisbee News* (Mary Ellen Corbett, publisher), *The Journal, Camp Verde* (Robert Larson, publisher) and *The Northwest Explorer*, Oro Valley (Melanie Larson, publisher) picked up awards at the 1999 Better Newspaper Contest held during the National Newspaper Association's 114th Annual Convention & Trade Show in Boston.

From Canadian Community Newspapers Association:

A four-day visit to New York by community newspaper journalists from Quebec wrapped up on Friday, Sept. 24, with a press briefing by Canada's Foreign Affairs minister, Lloyd Axworthy. Ten community journalists from Quebec, including five from CCNA-member newspapers and five from French-language *Les Hebdomas du Québec* publications, were in New York as guests of the Department of Foreign Affairs and International Trade. The project, designed to provide the journalists with an overview of Canada's foreign missions in the United States, was coordinated by the department though CCNA.

From the Idaho Press Association:

Newest Idaho weekly newspapers to produce online electronic news/information sites on the World Wide Web are the *Adams County Record*, the *Montpelier News-Examiner* and the *Clearwater Tribune* at Orofino. The site addresses are: *Adams County Record* at www.cyberhighway.net/~record; the *News-Examiner* at www.news-examiner.net; *Latah Eagle* at www.The-Boomerang.com and the *Clearwater Tribune* at www.valley-internet.net/cleartrib/clearwatertribune.

From Alberta Weekly Newspaper Association:

AWNA, in cooperation with other Weekly Newspapers Associations across Canada, has produced a new Corporate Movie titled "Community Newspapers: We're at the Heart of Things." This five-minute film tells the story of who the community newspapers are. To get a copy of this film on CD-ROM or VHS videotape, contact Jay Wilson of AWNA at jay_wilson@awna.com.

Pinder receives NNA's top award

AJ. Pinder, publisher of *The Grinnell Herald-Register*, received the prestigious **National Newspaper Association's Amos Award** during the President's Banquet at the NNA's 114th annual convention Oct. 1 in Boston. The Amos Award is recognized as the highest tribute in community journalism and is presented to individuals "who have provided distinguished service to the community press and their community," according to the association. The Amos Award was established in 1938 in honor of **Gen. James O. Amos**, a pioneer Ohio journalist and early-day member of the National Editorial Association, now the NNA. Pinder has been involved with *The Herald-Register* as publisher, managing editor, and reporter since March 1949. "However, his sphere of influence has extended far beyond Grinnell," the NNA notes in a press release regarding the award. "His professionalism has been heightened and shared through participation in the **National Newspaper Association, Society of Professional Journalists, International Society of Weekly Newspaper Editors**, and service as president of the **Iowa Newspaper Association**."

Editor's Note: A.J. Pinder is a "silent" member of the ISWNE. He explains: "Silent? Yes, because I haven't made a single annual meeting. The excuse is simple – I'm a baseball nut and have been fortunate to attend some 17 or 18 All-Star games which are played on the second Tuesday in July. Obviously, this is almost a direct conflict with the ISWNE annual meetings so I have to make a choice. And baseball wins, even though the annual programs are very, very tempting."

Clear Creek Courant sold to Golden publisher

Carol Wilcox and Cary Stiff have sold their weekly newspaper, *The Clear Creek Courant* of Idaho Springs, Colo., to **Craig S. McMullin** of Golden. The sale was arranged by Stephen C. Klinger of W.B. Grimes & Co., Las Cruces, N.M. The purchase price was not disclosed.

Wilcox and Stiff, both of whom are former *Denver Post* reporters, founded the paper in Georgetown, Colo., on Aug. 24, 1973, and later moved it to Idaho Springs. In the past 26 years it has received numerous awards, including the **Eugene Cervi Memorial Award** of the **International Society of Weekly Newspaper Editors**. Both Wilcox and Stiff are former ISWNE presidents. McMullin is the former president of Midwest Newspapers and Ames, IA-based newspaper group. Before that, he was chief financial officer of *The Denver Post* and former assistant treasurer of *The Des Moines Register*.

"*The Clear Creek Courant* is a highly honored and well respected newspaper, and I am honored to have the opportunity to continue publishing it in the fine tradition that Cary and Carol have established," said McMullin, who plans to move to Clear Creek County with his family soon. Stiff said, "My wife and I feel we are fortunate to have found a new owner who believes, as we do, that every community deserves — and needs — a strong newspaper with an independent voice. We are confident *The Courant* will be in good hands in the years ahead."

Stiff will continue to edit the 2,100-circulation weekly during the transition period. Wilcox currently holds a Park Fellowship in the graduate program at the University of North Carolina's School of Journalism and Mass Communication.

continued on page 8 

College Media Association honors Stebbins with Distinguished Adviser Award

Chad Stebbins, executive secretary-treasurer of the **International Society of Weekly Newspaper Editors**, was honored October 30 in Atlanta with college newspapers' highest award for advisers — the **Distinguished Adviser Award** of the **College Media Association**.

Stebbins has been adviser of *The Chart* since 1984. During his tenure as adviser, *The Chart* twice has been named the nation's best college or university newspaper by the **Society of Professional Journalists**. *The Chart* has won one national Pacemaker and 10 Pacemaker finalist awards from the Associated Collegiate Press. Four of his students have been named Missouri Collegiate Journalist of the Year, and one was first runner up in national competition as collegiate journalist of the year. One student has received first place in Picture of the Year competition sponsored by the **Associated Collegiate Press**, and one received first place in a College Media Association-sponsored competition in Business and Economic Reporting. *The Chart* received second place in the *Los Angeles Times* Story of the Year competition in 1995, third place in 1992, and second place in 1986.

The Chart recently celebrated the 60th anniversary of its founding, and his former department head at a banquet honoring the newspaper, saluted Stebbins by saying: "He is the person who has given *The Chart* impressive national honors and an international reputation and who has brought *The Chart* to all its greatest and highest honors. He began doing that as editor of *The Chart*; he continued as adviser. It is he who has produced in numbers and in percentages the most professional journalists of any adviser to *The Chart*. It is he who has brought international as well as national fame to the journalism program at Missouri Southern. It is he in whose work I take immense personal pride."

The citation for the award praised Stebbins for his "courage, his ethics, and his unflinching professionalism."

Institute of International Studies, University of Vienna, Austria to sponsor conference on multicultural journalism

Missouri Southern State College and the **University of Vienna, Austria**, are collaborating in the presentation of a June 5-9, 2000, conference on the campus of Missouri Southern in Joplin. The conference, the first such, is called "An International Conference on Multicultural Journalism" and is designed for collegiate journalists from around the world. Weekly newspaper editors, however, may also find the conference of interest.

The conference will discuss how to attain communicative efficiency in considering multicultural societies. Conference participants will meet with and learn from professional and academic journalists who have expertise in multicultural and intercultural journalism and who will help participants gain the intercultural communication skills necessary for future work in the news media or in public relations. The conference is based on the theme that multicultural or intercultural journalism means communication efforts working toward understanding among cultures of the world.

Chad Stebbins, executive secretary-treasurer of the **International Society of Weekly Newspaper Editors**, director of the **Institute of International Studies** at Missouri Southern, and a 15-year faculty member in journalism, is one of the co-directors of the conference.

The other co-director is **Thomas A. Bauer**, professor of audio-visual media at the University of Vienna, and frequent visiting professor at New York University and Stanford University in the United States. Dr. Bauer is one of the five members of the steering committee which manages the European Communication Sciences Network established within the SOCRATES program of the European Commission. Many universities throughout the world have honored him for his pioneering efforts in distance learning through television.

The conference springs from two projects, one that the University of Vienna has undertaken with **Pontifícia Universidade Católica de São Paulo**, Brazil, in media and minorities in multicultural societies. This conference will be a furtherance of that project. The second project is one that the University of Vienna has undertaken with Missouri Southern State College in a general approach to international journalism and the eventual establishment at Missouri Southern of a World Press Center for journalism students. This conference, it is hoped, will be a step in that direction. Missouri Southern, incidentally, has international education as its mission.

In the past three years Stebbins has visited schools and departments of journalism in several European nations as well as in Africa, a tradition of travel he intends to continue. Further information on the conference may be obtained by contacting Stebbins at stebbins-c@mail.mssc.edu.

When someone recently asked why I work in the community newspaper business, I could have launched into a long speech regarding all the things I like about the job.

However, I gave the short version, quickly pointing out the reason I've spent almost 20 years working in weekly newspapers. It's because I appreciate the challenges that come with it and I enjoy the people I meet through the job.

That, in a nutshell, is what makes this line of work so enjoyable. However, when someone asks such a question it often causes me to dig deeper and assess the industry in which I am employed. With this being National Newspaper Week across Canada, it seemed the most opportune time to examine this question even further.

From where I sit, of all the forms of media, including electronic and dailies, the community-based newspaper is perhaps the most gratifying in which to work because it's closer to the people. It has its challenges, to be sure, but it also has its rewards. For example, working for papers like *The Bulletin* and *The Progress Enterprise* means we're reporting about people we know. They could be our family, our neighbour, a co-worker or someone we went to school with.

The gratifying part comes in reporting when these people do something wonderful. Naturally, the challenge comes in writing about them when they do something wrong. It sometimes gets a bit dicey, particularly when you have to eventually face these people, which of course we will. These are small communities and you can't avoid someone forever. Logically, we expect these people to understand that we're only doing our job when we report their indiscretions, but most don't see it that way. My response to these people when they question our judgment in reporting about them is that if they do the crime, they must expect to do the time. And, like it or not, doing the time means having the story aired in the public arena.

If there is one downside to this business, that would be it. Unlike other members of the media who swoop into a community and

make their pre-emptive strike to get the "big" story, we have to exercise more caution and be more aware of the community's response to our work. In the end, though, I think that's another reason I like this business. I enjoy hearing from our readers, and that includes the negative feedback, as well as the positive.

There's an unwritten rule in this business that journalists accept when confronted by an unhappy reader — when you do something good you never hear about it, but when you do something someone considers negative, you can be sure the phone will ring. That's more likely to happen in the offices of a community newspaper than any other type of media where reporters are farther removed from the reader or viewer. That public accessibility makes community newspapers more accountable and, I think, more responsive to readers' input and feedback.

As an editor making decisions about what does and doesn't get into our papers, I value that exchange. That readers feel they can call or drop off a note when they like or dislike something is one of the reasons I enjoy this job. Community newspapers are meant to be what the name suggests. A good, well-rounded community newspaper will not only carry the "major" stories, but will also contain the social and lighter news that readers want. You will not find news about the communi-

ty flea market, card party, local sports scores, school events, your neighbour's unusual hobby or service clubs in any other media except the community newspaper. That's what makes our medium unique and if you look closely, you'll see other media, especially dailies, starting to realize the value of such content and are starting to copy us.

As the public record of a particular community, the local paper has a responsibility to report on these items, and most weekly papers across Canada work hard to meet that mandate. It should be obvious then when we're asked why we do what we do. We do it because it's fun, exciting, challenging and rewarding, but more important, we do it because we like to meet the people and care about the community.

After all, that's what community newspapers are all about.

You will not find news about the community flea market, card party, local sports scores, school events, your neighbour's unusual hobby or service clubs in any other media except the community newspaper.

WHY Do We Do WHAT WE DO ?

**BY
VERNON
OICKLE**

*The Bulletin and
The Progress
Enterprise*

October 13, 1999

The Paddington Rail Crash



By
ANTHONY LONGDEN
Uxbridge Gazette Series, England



Firefighters attend to the smouldering wreck of one of the trains.

ON TUESDAY October 8, at just after 8am, Londoners witnessed possibly the worst rail tragedy the country has seen in modern times. A Great Western express collided with a Thames commuter train on the busy line leading into Paddington Station, leaving more than 35 people dead and many more injured.

The exact death toll is still unknown, thanks to a fireball that engulfed the trains on impact. The tangled wreckage was so unstable it was four days before teams of pathologists were only able to begin the grisly task of searching for bodies in the burned out carriages at the centre of the crash site.

The accident didn't happen on our patch — Ladbroke Grove is about eight miles away — but one of the lines affected runs right through the London Borough of Hillingdon, and I felt sure local people would be involved.

Sadly, my hunch proved correct. The driver of the Great Western train was Brian Cooper, 52, of Hayes — a town covered by one of our main editions, and two of our free papers.

His body wasn't identified until Friday, October 11, and after the name was released the media circus rolled into town. Our reporter Polly Catlin found herself surrounded by journalists all intent on knocking on every door in Hayes. In the process, they upset the community, the dead driver's family, and made the job 100 times more difficult for us.

Polly frequently ran into hostility as she tried to talk to Mr Cooper's family. Neighbours threatened her, assuming she was from one of the national papers. I must stress our national tabloids have a ruthless approach to doorstepping, and this is frequently a bone of contention between the regional and weekly journalists and the "big boys and girls."

They descend on our communities using strong arm tactics, upset everyone in sight and then disappear as suddenly as they arrived. We, on the other hand, have to go back to people in our communities week in, week out, and it is very difficult to make them understand the difference between committed local journalists and the indifference of their national counterparts.

Eventually, Polly was able to get a statement from the family; we got a decent photograph of the crash scene from our sister paper, the *Ealing Gazette*, and another of the dead driver from the Press Association (the family were so upset by

the time we got to speak to them that they wouldn't part with any more pictures).

I ran the story on the front of the *Hayes and Harlington Gazette* on Wednesday, October 13, and gave it prominence on the Hayes editions of our free newspapers, the *Leader* and the *Informer*, publishing Wednesday and Friday.

The effects of this tragedy are still being felt. Local papers further down the line carried poignant photographs of cars left uncollected in the car parks of railway stations along the fateful route. Their registration numbers were taken by police and used to help identify bodies.

Reading is a big commuter town about 40 miles from



The crash was caused by a train passing through a red signal.

I must stress our national tabloids have a ruthless approach to doorstepping, and this is frequently a bone of contention between the regional and weekly journalists and the "big boys and girls."

London, and many of the dead and injured caught the Great Western train from there. Its local papers have agreed not to doorstep bereaved families — that is what the nationals have been doing, and the local editors want to treat their communities with respect. As it happens, many bereaved people have decided to contact those papers anyway.

I frequently use the Paddington line when I travel up to London, either to visit our three MPs at the House of Commons at Westminster, or to attend Society of Editors meetings.

I have often stared idly out of the carriage window, noting familiar landmarks here and there. It was deeply shocking to see these same landmarks framing the scene of carnage splashed across every newspaper day after day following the crash. Yes, I suppose it could have been me, couldn't it?

There is much anger surrounding the tragedy, too.

Two years ago, there was another serious accident at Southall, also in west London. Both this crash, and the Paddington one, are believed to have been caused by signalling faults. An inquiry into the Southall collision, which also left passengers dead began just a week before the latest tragedy. Commuters, railway staff and politicians are furious no lessons appear to have been learned; they feel the Paddington crash should never have happened — that it was totally avoidable, yet, for some reason, nothing was done. One rail union is already planning to strike because of its concerns over safety. The BBC's website is an excellent way of keeping track of this terrible disaster and its reverberations. You can find it at www.bbc.co.uk/news.

Local man dies in rail crash

THE driver of one of the trains involved in last week's rail tragedy was a Hayes man, it was revealed on Friday.

Brian Cooper, 52, of Moray Avenue, died at the controls of the Great Western express which crashed into a Thames Turbo commuter train at Ladbroke Grove just after 8am last Tuesday.

The anguish of the devastated family he left behind could be seen in the words left as a tribute near the scene of the crash by his brother Gerald later that fateful day.

"Today is the saddest day of my life," he wrote. "My only wish is that he never suffered."

Mr Cooper leaves his wife of 27 years, Carole, daughters Tracey, 23, Lisa, 20, son Jason, 14, and two grandchildren aged six and three.

A member of the Heathrow Social Club, Printing House Lane, Hayes, Mr Cooper was a real family man. Cllr Lynne Allen (Lab) gasped with shock when she heard the terrible news and said: "I was at Hillingdon Hospital with Carole when I was having my twins and she was having Tracey.

"Brian visited every day during his breaks, bringing her sandwiches because the food was just so bad.

"He was such a lovely man — quiet and unassuming — and obviously very proud of his wife and new daughter.

BY POLLY CATLIN
Hayes and Harlington Gazette, Wednesday, October 13, 1999

"I used to chat to Carol when we were waiting for the kids at Minet School. She was

lovely, and just doted on her husband and children.

"They were a very tight-knit family and very close. This would have just devastated them all. It is just so awful."



Cooper

Mr Cooper began working on the railways at the age of 15, on July 23, 1962, and worked his way up to be a train driver. His brother used to watch out for him passing along the track just yards away from his home in Coronation Road, Hayes, which he shares with his wife Maureen.

A spokeswoman for Great Western said Mr Cooper was a very experienced train driver. She added: "Of course, we would send our sincere condolences to the family at this terrible time.

"We are working very closely with both the family and the crash investigators to keep everyone informed."

The family were too upset to talk to journalists, but issued a statement.

"Brian was a real gentleman, a kind and loving family man. Words are not enough to say how much we will miss him."

I LIKE what I'm READING



BY RICHARD W. MASSA

Retired Communications Department Head
Former Director, Institute of International Studies
Missouri Southern State College

Since I was a young child, I've read newspapers. In fact, bored with the absence of a newspaper in my elementary school, I started one, typing each and every copy on what was even then — in the 1930s — a very old Underwood. I was not yet 10, but I wanted news.

While I was teaching journalism in college, I tried to read at least seven daily newspapers each morning before my first class at 9 o'clock, and read additional newspapers throughout the day as they came in through the mail, or as students might hand them to me.

I'm down to four a day now in my retirement years, but I do read newspapers on the "web" and these give me news, but there is still nothing, no how, no where like holding a newspaper in your hands.

Since my good friend Chad Stebbins, who is also a former student, took over duties with the International Society of Weekly Newspaper Editors, I've started reading stacks of weeklies. I have always "seen" weeklies and occasionally I've read them in the past few years, but not with the frequency I did when I was younger, still in school, and still living at home with my parents.

They subscribed to the weekly *Modern Light* of Columbus, Kansas, and I took some delight in reading the goings on and the activities of Columbus and the even smaller rural communities which surrounded it.

Now I sit and read weeklies and I'm gaining a whole new perspective on what I had forgotten: They are good newspapers!

I have to explain that when I taught journalism I taught a broad range of courses but not community journalism. Because of various projects, I became an administrator, was taken away from teaching

journalism because of time demands, and ended up in a totally different (at least some people think so) field.

As I read these newspapers I have begun subconsciously making comparisons with dailies I read. And the biggest shocker I've had is this: Weekly newspapers apologize for their errors! Dailies may retract and correct, but seldom do they make a big deal about the mistakes. Weekly editors actually apologize, and it's almost as if you hear them speaking to you.

They apologize for making a comment in a cutline that offended someone they didn't mean to offend—even though the statement itself was true. They apologize for not having a flash to take a picture of firefighters who deserved to be featured on page one. They apologize for not giving in their story about a child's death all the details that dailies and the electronic media were giving because "we don't know the truth yet." And they were right; the other media were wrong! And they apologize for being later this week than they should be.

When my daily is delivered late, it's all I can do to get the newspaper to admit that 11 a.m. is late for a morning newspaper.

But I also see in these weeklies a courage I sometimes miss in the dailies; and the most striking courage of all is to apologize.

I was tempted to write a piece in which I said "Never apologize. Just go on with your work." That's the advice we teach students to give in some speech-making situations, but you know, it doesn't work in newspapers.

I like what I'm reading.

**I'm down to four
a day now in my
retirement years,
but I do read
newspapers
on the "web" and
these give me news,
but there is still
nothing, no how,
no where like holding
a newspaper
in your hands.**

The wail of a steam whistle, once quite common in Hillsboro, is long gone. Industries and railroad locomotives powered by coal-fired boilers used the toot of steam whistles to sound time of shift changes, and trains sounded long and short blasts for warnings before arrival at highway and street crossings.

Electricity power replaced steam power early in this century, and the last regular steam whistle sounds, I remember, came from a boiler at Central Heating Co. plant located on Broad Street, north of Seward street, across from the Hillsboro Hotel, now Red Rooster Inn.

That steam boiler was first installed at the electric power generating plant on East Seward St. operated by Southern Illinois Electric Co. That was late in the 19th century (1893-94). At that time the power company provided electricity for lighting in industries, residences, business buildings and streets.

Coal-fired boilers provided the steam power to operate the electric generators. Surplus steam heat was piped into most buildings in the three-block business district replacing heating and cooking stoves. Electric power also operated the early refrigeration unit needed to produce manufactured ice.

The ice plant was in a building adjoining the generating building north of Central Park. Power company employees used horse-drawn wagons and early trucks to make ice deliveries to stores and residences throughout the Hillsboro community.

The ice plant had a large tank filled with brine chilled by the refrigerating equipment to temperatures far below freezing. Lowered into the brine tank were dozens of large metal containers filled with water to provide 300-pound blocks of ice. Operators of the ice wagons were equipped with scoring and chipping tools to cut the large blocks into smaller blocks weighing 25, 50, 75 and 100 pounds. Householders posted in a kitchen window a card printed with four numerals to alert the iceman the size of block of ice needed for the kitchen ice chest.



When & Steam & Ice Ruled

**By
BOB
BLISS**

From the
*Montgomery
County News,*
Hillsboro, Illinois,
Oct. 2, 1999

Early in the century the power company decided to discontinue the business district steam heating system. At that time Central Heating Co. was organized to continue providing steam for heating and the power plant boilers were moved to the brick building on North Broad St.

For decades coal from Hillsboro Coal Co. provided fuel to fire the boilers during the six-month heating season. The non-profit cooperative experienced loss of a local coal source when the mine was abandoned in 1941. Deterioration of the extended piping system and ever-increasing shipped-in fuel and labor costs grew until the service was discontinued in the mid-1950s. Most users installed their own natural gas or oil-fired furnaces and other space heating equipment.

The building housing the boilers and the real estate were acquired early in the 1960s by Ivan Lingle, Sr., long-time automobile dealer, and the brick structure was razed. A used car storage and display structure were erected on that site.

On one of the boilers was attached a brass steam whistle which was salvaged when the boilers in the early 1960s were sold to Fred Hudson, an East St. Louis junk dealer. Ivan and Lyn Lingle had the 18-inch tall brass whistle restored to its original luster. Harvey Glunz, local cabinet maker, mounted the whistle on a solid oak wood block for display at the Lingle home as a conversation piece.

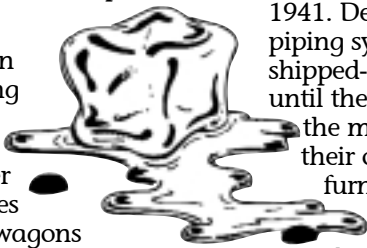
Lyn said she was told at the close of World War I, one of the plant employees with whistle-blowing prowess announced the armistice by tooting the whistle to the tune of our national anthem.

As an aside, I remember a summer when the Southern Illinois orchards produced a bumper crop of peaches. Quantities of ice were needed to refrigerate fruit storage facilities. The Hillsboro ice plant was an ice supplier by shipping by rail refrigerated carloads of ice for southern storage and shipping.

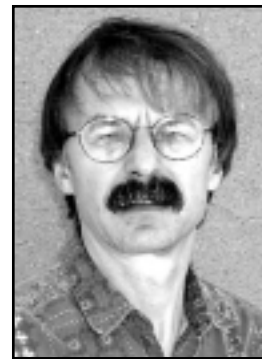
I was one hired to load those big 300-pound blocks in a refrigerated rail car. While sliding on its narrow side, each block of ice emerged from the storeroom and a team of us young men with strong backs (and weak minds) dragged the ice blocks into the rail car, parked on a siding off the ice building's porch. Teams of two loaders upended the blocks with ice tongs and packed them standing tightly side by side until the rail car was filled.

After a shift of hoisting those big blocks from side to standing end, hour after hour, I decided I would forego a future in the ice business. Easier on my low back pain was handling 25-pound pig bars of lead type metal.

Like the Lingles' steam whistle's inability to toot, my own inability to function at the office is equally toothless!



REFLECTIONS FROM BOSTON



By
**TIM
WALTNER**

The word is "Connected."

In April, I was asked to speak on the topic "the relationship of a newspaper to its community" at a Publishers Boot Camp sponsored by the Montana Newspaper Association. It was a good experience, for it prompted me to take a serious, analytical look at what we do as community journalists. In my remarks, I noted:

"There is little that I'm going to share with you that's new to you. I expect you've probably heard, read, discussed and experienced firsthand, much of what we're going to be exploring this afternoon. But, and this is the important part, this exercise is valuable because most of us get so caught up in the day-to-day and week-to-week effort it takes to put out our papers that we lose sight of many of the basics."

I confess that it took the invitation to come to Montana for me to dust off some of my books and journals. And it prompted me to take some time to think seriously about what we do at our paper. It's been stimulating. It's been reinforcing. It's been sobering. It's been a reaffirmation of our mission.

Ken Allen, CEO of the National Newspaper Association, was on the program in Montana and in late August invited me to share some of my comments at the 1999 NNA convention in Boston Sept. 29-Oct. 2. A week before the convention, I called Ken to confirm some details when I was most surprised to learn that I would be giving the keynote address at the opening session.

My 30-minute speech, a condensed version of what I shared in Montana, was well-received. I was overwhelmed, not only by the standing ovation, but by the number of people

who came to me immediately following my Thursday morning presentation; that response continued throughout the convention and until I left Boston Saturday afternoon.

I am gratified that my comments struck such a responsive chord because that says to me there is genuine interest in the ideals of community journalism. That interest in community journalism is something I immediately felt the very first time I attended an ISWNE conference. It is what drew me to the organization... and keeps me there.

Quite frankly, I haven't had that same sense at most NNA gatherings I've attended, largely because the focus of NNA is so much broader. Because NNA deals with legislation and postal issues and technology and revenue and marketing and a host of things that are important to newspapers, it has a different feel than ISWNE.

But the very positive response from the NNA members to my presentation affirmed my belief that community journalism in America is alive and well. It is also a reminder that we all need to continue striving to do a better job in serving our communities.

The theme of my comments centered around the concept of being connected to our communities. Here are some examples of what I shared with the group.

IN THE LARGER SCHEME OF THINGS, WE'RE A MINORITY.

In an era of instant, on-demand 24-hour news, with the Internet, cable and newsrooms linked to presses by satellites, our community newspapers are an increasingly rare breed.

We live in a media environment that South Dakota native and NBC anchor Tom Brokaw has described as "drive-by journalism."

The push for continuous news — CNN and MSNBC, for example — means media — and the public — have adopted a "get it on the air now — get it in print now" philosophy that should concern all of us.

The rush to report something — report anything — has cheapened the news and the way an increasing number in the media go about gathering and reporting it.

Of course, coming out once or twice a week — or even once a day — is a far cry from constantly being on the air. Those of us in the weekly field rarely break stories, even in our own communities. As one spry senior citizen told a weekly editor, "I know all the news, I just buy the paper to see who gets caught!"

The current "drive-by journalism" mentality only proves how out of step we appear to be from the rest of the media. But — and this is a big but — that's a good thing. It's good because it reminds us of our mission as community newspapers. Because of the schedule we follow, we have the luxury of time. We rarely have to approach the still-shaken victim of an accident with that insensitive "microphone in your face 'how do you feel'" line. Because of our more relaxed deadlines — relatively speaking — we can take a more reasoned, more thoughtful approach to journalism.

At least we should.

Those of us in print are in a

medium that has historically provided far more perspective than what is offered by most of the "sound-bite driven" electronic media.

At least we should.

And for those of us who have chosen to live in small communities — because of the clean air, the small town values, the slower pace or the big sky — journalism has a feel that is far more different from what we see in the explosion of news/entertainment in other segments of the media, print and electronic alike.

At least we should.

We're talking about the relationship between the newspaper and its community.

The word is "connected."

As community newspapers, our greatest opportunities come from that connected relationship. The connectedness should allow us to write better stories, more human stories, more interesting stories, more insightful stories. The connectedness should allow us to be better reporters, more accurate reporters, more caring reporters, more insightful reporters, more sensitive reporters. And photographers. And ad reps. And publishers.

The strength that comes from being connected to our communities is that it provides insight and understanding and links and perspective that are unrivaled by outside media.

I'm not here to criticize other media, particularly our friends who publish in larger metro areas. We have different markets and different responsibilities. This isn't a matter of right or wrong, good or bad. It's a reality based largely on numbers. By virtue of size, a daily newspaper in a city of 120,000 simply doesn't have the same built-in "connected" relationship to its community as a does a newspaper in a town of 1,200... or 12,000. The larger the community, the harder it is to maintain the connection that offers the personal, human touch.

While we need to pay attention to the reading habits of our readers in how we write and package our reporting, our mission as community newspapers is clear: to provide the news and explain issues in simple, readable, easily accessible terms... unbiased and objective... that we know they will understand.

The word is "connected."

Those of us in print are in a medium that has historically provided far more perspective than what is offered by most of the "sound-bite driven" electronic media. At least we should.

MY MOTHER-IN-LAW IS A WEAVER.

She takes individual spools of thread and uses a loom to bring them together to form unique blankets, rugs, sweaters and wall hangings. The finished product is far stronger, more functional and more interesting than the individual spools of thread.

And the more variety in the spools of the thread — color, texture, weight — the more interesting the finished product. In many ways fabric is a metaphor for community. Weaving the various elements of the community into a cohesive unit provides strength, function and unique character. A community

newspaper is the loom, bringing together the diversity of the community, blending and integrating the elements of the community into a functioning entity.

Think for a moment about the diversity and the natural and divisions and loyalties that exist in our communities. Here are some of them in our community; I expect they're not that different from what you might list in your community.

Those who live in town. Those who live in the country.

Men. Women.

Young. Old.

Students. Teachers.

Rich. Poor.

Main Street business owners. Highway business owners.

Lutherans. Mennonites. Catholics.

Public school constituents. Private school constituents.

Republicans. Democrats. Independents.

First National Bank customers. Merchants State Bank customers. Home Federal Savings Bank customers.

Employers. Employees.

Farmers. Lawyers.

Sports fans. Opera lovers.

I don't know of any other institution in a community that cuts across the arbitrary divisions than our newspaper. And as I was reviewing this presentation earlier this week, I realized that in every single case, I had identified the diversity of the community in human terms. It wasn't by design. It's just the way we think of community... in human terms. A newspaper should be the lowest common denominator for a

continued on page 16

Reflections from Boston

continued from page 15

community, accessible to anyone, an advocate for anyone, a forum for anyone.

THE REGIONAL DAILY AND ELECTRONIC MEDIA SHOW UP IN OUR COMMUNITIES FOR THE BIG STUFF.

They are there for the disasters, the controversies and the occasional celebrations. They'll likely run a photo of the leading scorer or rebounder on the championship basketball team.

But when have you seen the eighth, ninth or tenth man (or woman) from your high school basketball team pictured in the regional daily? Chances are, you've run that photo. Simple truth is, by its very nature, regional media coverage of small communities catches only the big stuff. That's not an indictment; it's the way it is. And that means the responsibility of reporting the day-to-day, week-to-week stuff — discussion about streets and class size and zoning and changes in the business community — belongs to the community newspaper.

And there's more.

Some might call it the boring stuff.

Some might call it the little stuff.

It's little stuff unless it's yours.

And in a small community, you realize that little stuff matters.

It matters at least as much as the big stuff.

And sometimes more.

You know the little stuff:

Birth announcements, honor roll lists, declaim and music contest winners, pictures of the school graduates, engagements, weddings, anniversaries, retirements, obituaries. It's the little stuff that keeps us connected.

SO WHAT REALLY MATTERS IN OUR LIVES?

In the final analysis it's not the money or the status or the awards or the things we've accumulated. It's personal relationships, the links with people we know and people we

care about. And when you boil it all down, that's what people in our communities really care about. They care about their families, their neighbors, their friends.

Throughout our discussion, I have used the word "connected" as a description of the essence of the relationship between newspapers and the communities we serve. But the connotation goes beyond that relationship.

It includes the connectedness between all the elements in the community. That is really at the heart of our mission. There is nothing more important for community newspapers than maintaining and promoting that sense of community which is based on what matters to our readers, the human dimension.

If we pay attention, if we really pay attention to that truth, we'll always have a role to play in our communities.

The word is "connected."

ISWNEWS

continued from page 8

From the New England Newspaper Association

The first issue of the *Portland (Maine) Phoenix*, an alternative weekly, was published Sept. 16. It had 68 pages and two sections. The new paper is in head-to-head competition with the *Casco Bay Weekly*, the city's home-grown alternative newspaper. The *Portland Phoenix* is owned by Boston-based Phoenix Media Communications Group, which owns four weeklies in different cities. The company also owns three radio stations, a printing company, an online legislative tracking company and a company that provides telephone services for personal ads for 600 publications nationwide. It has 550 employees.

By launching a new paper in Portland, Phoenix Media expands the circulation of its weeklies to nearly 260,000. That number provides a solid foundation from which to attract national advertisers. It also has the luxury of sharing editorial resources among its papers. For instance, reviews of movies, CDs, and books are likely to be written in Boston and then published in all of the Phoenix newspapers. Each newspaper then focuses on local entertainment and news to develop its own identity. The *Casco Bay Weekly*, in contrast, is strictly a local newspaper. It has no sideline business. It has 17 full-time and three part-time employees. Both are free newspapers.



John Glenn

shouldn't have had to orbit alone

By
JIM
SAWYER



A development that will go down as a bit of late-breaking 1990s history to carry into the next millennium is that **U.S. Sen. John Glenn** from Ohio finally got the chance in 1998 to go back home to outer space, which he helped start in 1962. A NASA doctor said the orbit guru, 77 at the time, took with him the body of a 60-year-old man. I presume the police are looking into this, because from all accounts Glenn returned alone.

Whatever the case, Glenn was undoubtedly a bit more comfortable this time. The last time, he had been in a space capsule barely the size of a VW Beetle luggage compartment.

This time he was in a fancy space shuttle equipped with a \$1.5 million Pentagon-bid outhouse, plus he got three hot meals a day. And with his AARP card, Glenn was eligible for 10 percent off on any space junk he wanted to bring home.

But I don't think Glenn should have gone alone in the first place. Judging from the sorry performances of many elected officials of the same rank, the idea of sending gobs of U.S. senators into outer space has lots of merit, in my

opinion. An early launch next year could be NASA's blast-off into Y2K, and it could save the taxpayers lots of money by taking them all at once — with one-way tickets, of course.

But I don't think Glenn should have gone alone in the first place. Judging from the sorry performances of many elected officials of the same rank, the idea of sending gobs of U.S. senators into outer space has lots of merit, in my opinion.

I certainly agree that because of his previous achievements John Glenn should have been the first U.S. senator to go, just for old time's sake.

But my guess is that if NASA had really wanted to see the relationships between age and space travel, as it said it did, the space agency should have taken **Sen. Strom Thurmond** from South Carolina, the only man in Washington who remembers what woolly mammoths actually tasted like

and who was 95 when Glenn blasted off.

Some believe Thurmond was the one who started outer space in the first place — and immediately proceeded to politicize it. That's based on a recently uncovered KGB report that gives evidence that Soviet cosmonaut **Yuri Gagarin**, who actually beat Glenn by one year in becoming the first non-monkey to circle the globe at a reasonable altitude, saw Strom Thurmond campaign signs up there.

But back to my idea of sending several U.S. senators into outer space together, here are a few people I'd nominate for that Y2K launch I mentioned:

To supply some laughs during the voyage, it might be well to include former **Sen. Alfonse D'Amato** from New York. He could pop his ethnic-humor jokes on any space aliens they might encounter. And forget the piped-in, musical wake-up calls from Mother Earth. Let's take along silver-haired, fiddle-playing **Sen. Richard Byrd**. Now there's a guy who, if they had sent him up instead of Glenn, could have put closure to that pesky non-working Russian MIR space station if anyone ever could. He would have somehow managed to get federal dollars to bring it back home with him to West Virginia as a money-making tourist attraction.

And an absolute must for inclusion in the launch would be **Sen. Jesse Helms**, the distinguished gentleman from North Carolina with such lung capacity that in comparison the movie "Twister" seems like a gentle breeze. A real bonus with Helms on board is that expensive rocket fuel wouldn't be needed for lift-off. We even could end up with a patriotic saying out of this for next century's children to remember into adulthood from their early history lessons.

In 1775 at Lexington it was "The Shot Heard Around the World."

In 2000, Cape Canaveral could claim title to "The Herd Shot Around the World."

A Beautiful Friendship

continued from page 5

American Indians and of high school exchange programs.

All over Hvar, hotels and restaurants were closing for the season, and souvenir stands were shutting down. The tourist season which, I was told, brought 9,000 tourists a day was over for another year.

The weather was still lovely, though, with daytime temperatures in the low 80s and nighttime temperatures in the low 60s. It will remain that way for most of the fall and the winter, I was told, and there might be snowfall that will last no more than two hours on the ground. Everyone described the weather on this island as Edenic. In fact, it is said that Hvar bathes in more sunshine than any other place in the region. The weather is so reliable that one brochure says hotels give a discount on cloudy days and a free stay if a tourist ever sees snow.

I don't believe I would want to live there, but I do look forward to the possibility of returning for future conferences of the Student Voice. It is, I believe, a valuable way of taking our experiences with college newspapers and sharing our techniques, our goals, and our freedoms with students elsewhere who seek to gain their voice through a free press. Because the conference is Croatian-based, it likely will continue to draw largely participants from nations where press freedoms were long repressed.

Some of these students, I hope, will eventually find their way to Missouri Southern for a semester or for a conference or for a workshop, to learn about our student press, to work on *The Chart* and to share with our readers their dreams and aspirations.

In this way, the concepts of a free and responsible press will begin to permeate more nations.

I was proud to be able to give the closing speech of this year's conference. I was pleased to be able to speak about the role our media play in a free and open society.

I also was greatly impressed by Professor Malovic. He is a man of some size and strength with immense hands and a face he described as being at an age where makeup would help. (The comment came when a lecturer handed him a supply of makeup as a gift for his

young daughter.) He is pepper-haired but not what I consider old — most likely in his early 50s. He is remarkable for his energy, for his enthusiasm, for his gregariousness and for his ability to express complex ideas clearly and simply. He speaks with a voice of authority and a remarkable fluency in English. He quotes from movies and from much of the world's literature. He told a colleague in my presence that he

had studied in separate university courses Croatian literature, Serbian literature, Macedonian literature, and many other literatures. He writes books and is working urgently to complete in Croatian textbooks in journalism. His voice of authority, incidentally, is clearly compassionate but non-condescending and achieves its authority not through stridency but through careful and precise use of language and through examples.

After Dr. Malovic and I said our goodbyes at the Zagreb Airport and, in essence, recreated the lines from the movie *Casablanca* with its famous song "As Time Goes By," my two students, Richard Massa, and I were then driven to our downtown hotel in a van owned by Croatian Radio-Television. Our gracious host was Kresimir Macan, who explained to us why there was so much police activity at the airport and on the route we would be taking. It seems there had been a triple homicide earlier that evening in Zagreb and routes out of the city were being guarded to prevent escape by the murderer, and, too, that evening in Zagreb in a World Cup preliminary round had been a soccer match between two arch rivals — the Croatian team and the Serbian team. A route from the stadium to the airport had been cleared so the Serbs could leave town without incident. There would, however, be demonstrations

downtown that night.

So while fans gathered in the main city square two blocks from our hotel, we four, tired from travels and from a long day — it was now 9:30 p.m. — and with a 5 a.m. call in the morning to prepare for departure home, looked forward to a late supper and a good night's rest.

We entered the hotel, and from the lounge to our right, we could hear the piano-playing vocalist giving his rendition of "As Time Goes By."

**Only once, I believe,
was the NATO action in
Kosovo mentioned, but I
participated in or listened
in on conversations
concerning the covering
of war, Croatia's dream
as a nation, its dreams
for the media and a
free press, what had
been accomplished in
education, and
occasionally some
discussion of American
Indians and of high school
exchange programs.**

ISWNE 2000 award competition

The 25th 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, 2000, (materials may follow by end of month) to:

Chad Stebbins, Department of Communications, Missouri Southern State College, 3950 E. Newman Road, Joplin, MO 64801-1595. Please mark the envelope: CERVI AWARD ENTRY.

The 40th Annual Golden Quill Award

The first **Golden Quill Award** in 1961 went to Hall DeCell of the *Deer Creek Pilot*, Rolling Fork, Miss. Then as now, the award recognized good opinion writing.

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, 1999.

Entries must be postmarked by Feb. 1, 2000.
Please mark the envelope: GOLDEN QUILL ENTRY.

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

You may also nominate an editorial or signed opinion piece by sending the information above with a copy of the article in the format indicated. Please enclose a letter telling ISWNE that it is a nomination.

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. Please use glue or mounting material that does not bleed through newsprint. Golden Dozen articles (ISWNE selects 12 finalists from which the winner is chosen) will be photocopied in their original form for publication in the **Grassroots Editor**, ISWNE's quarterly journal.

On each page on which the entries are mounted, the following should appear in the upper right-hand corner: Name of newspaper, full mailing address of newspaper, date on which the entry was published, and full name and title of the person who wrote the article. Please mail the entries flat in appropriate envelopes.

GOLDEN QUILL and EUGENE CERVI AWARD winners will be invited guests of ISWNE for a presentation during the Society's annual conference at Victoria, British Columbia. Each award includes a plaque, conference expenses, and travel expenses up to \$500.



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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.

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