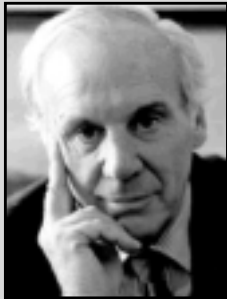


QUOTE OF THE MONTH



“People may expect too much of journalism. Not only do they expect it to be entertaining, they expect it to be true.”

— Lewis H. Lapham, editor of *Harper's Magazine* from 1976 until 1981, and from 1983 until 2006

The International Society of Weekly Newspaper Editors

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

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This is for the cowards

By **Ronald Dupont Jr.**
Editor and publisher
North Florida Herald
High Springs, Fla.
Aug. 27, 2009

Editor's note: Ronald says he received more comments about this editorial than any other he has written in several years.

Cowards.

Not often do we get to use that word. It's a very strong word that elicits strong emotions. But oftentimes, calling somebody a coward gets a strong emotional response because, well, the person is, indeed, a coward.

Cowards are the people who hit you when you're not looking. They're the people who say untruthful things about you behind your back but never to your face.

Cowards are people who are full of opinion and bluster but who have no spine.

The *North Florida Herald* created on its Website a way for cowards to come crawling out of their holes. And the cowards are now out in full force.

When *The Herald's* Website debuted years

ago, the news media company allowed people to leave comments online at the end of each story. The editor made the decision to allow people to post anonymous comments if they so wished.

The reasoning is simple — anonymity allows whistle-blowers to do their job. Anonymity allows somebody who truly fears for their job or well-being to expose a wrong. Anonymity also frees up people to speak their mind, to get to the heart of an issue instead of tiptoeing around it.

And to be sure, thousands of people over the years have left meaningful and insightful comments. Many comments are made by angry people — but people who kept their anger on the argument and not on personal attacks. Some anonymous people use humor or sarcasm.

All of this adds to the great debate that usually results in a better solution.

But allowing people to post anonymous comments also allows the cowards of the area to come crawling out of their holes. These are people who spout racist comments that would ordinarily get them punched in the face.

These are cowards who hurl false, sometimes horrific, claims at people — claims

they would never make in public because they would get sued into the next century.

These online cowards are so spineless that they sometimes leave comments again and again online, each time posting under a different name. *The Herald* is even aware of one local coward — you'd probably know him if we gave his name because he's well-known — who signed on to the Website and pretended to be a man and a woman, again and again, all agreeing with his original, hurtful views.

Interestingly, as soon as this editorial is placed on *The Herald's* Website by Friday morning, the anonymous cowards will come crawling out of their pathetic, dark holes and attack again. The *Herald's* favorite cowards are the ones who say they never read *The Herald*, yet they leave comments under the stories they just read. The cowards aren't too smart.



Ronald Dupont Jr.

continued on page 3

President's Report

By Jim Painter
Avondale, Ariz.



Check out the ISWNE Facebook page

In my last column, I tried to spark a discussion among ISWNE members about whether the organization should try to devote more annual conference time to the newspaper-related issues that most working publishers and editors are facing these days because of declining ad revenue and changing technology. Judging by the feedback I got — zilch — I guess this is not a topic of great interest to our members, so I'll move on to other items.

Those of you who have a Facebook account might want to check out the ISWNE Facebook page if you haven't already done so. It's fairly new and so far, it has a few comments and lots of pictures from the Prince Edward Island conference.

If you haven't tried Facebook yet, I recommend it. Since starting my own page a few months ago, I've reconnected with old friends I haven't communicated with since Nixon was president. In some ways, it's like that game Six Degrees of Separation. Recently, a former co-worker recommended a friend whom she thought I knew. When he was a journalism student at Arizona State University some 30 years ago, he did his internship at the *Daily News-Sun*, where I was a photographer at the time. So we Facebook "friended" each other (yep, it's a verb now) and when I checked out his list of Facebook friends, I found the name of a former neighbor of mine in a city I used to live in a long time ago. I wouldn't be surprised to find Kevin Bacon among the friends of friends of friends.

The social networking phenomenon is an

example of the way new technology is changing the way we communicate with each other. As professional communicators, we can either embrace it and learn to use it to our advantage, or be left in the dust of history. Just a thought.

Dealing with a quirky language

The verb "friended," which has popped into the language since social networking Internet sites have become the rage, makes me think of the difficulty newspaper editors sometimes have with the ever-evolving English language.

Our lives aren't *always* excitement and glamour. After a few years of covering thrilling sports and dangerous car chases or rubbing shoulders with the rich and famous, they promote you to an editor position, strap you to a desk and let you answer such momentous questions as: "Where should I put the commas?" "How many dots in an ellipsis?" "Isn't this gerund a possessive modifier?" "What the heck is a gerund and what the heck is a possessive modifier?"

A newspaper has many elements — stories, photos, advertisements, headlines, captions, graphics — and each one is important to the whole product. However, the most important element, and the most important tool of a print journalist, is the language itself.

I've been an editor for 18 years, and over those 18 years, I've edited literally thousands of stories. I, like the other *West Valley View* editors who read and edit each

story that goes into the paper, try to ensure that the language not only is interesting and easy to read, but also grammatically correct.

After all these years, that's still not an easy task. English is a quirky language, to put it mildly. In many cases, we have no hard-and-fast rules regarding grammar, punctuation or even spelling (is it *adviser* or *advisor*? Both are correct, according to dictionaries).

Current events sometimes add foreign words to our language faster than dictionaries and style manuals can keep up. After Sept. 11, 2001, Americans suddenly heard about a terrorist organization called Al-Qaeda — or is it Al Quada, al-Quaida, al Queda, al Qa'ida or al Qa'idah? It's a conundrum.

We use style guides to help us out, but even the various style guides don't agree on everything. Take computer terms, for example. Should *Internet* be capitalized or not? The Associated Press Stylebook says capitalize it. Is *Web site* one word or two and should *Web* be capitalized (AP says two words and capitalize *Web*, but other style guides insist it should be *website* — one word, lower case).

A couple of other common style manuals are the *Chicago Manual of Style* and the *Webster's Standard American Style Manual*. While they all agree on certain aspects of grammar (everyone concurs that sentences should begin with a capital letter and end with some sort of punctuation mark, for example), they disagree on some

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This is for the cowards from page 1

You might think *The Herald* would just go ahead and force people to register to leave comments. Well, we're not going to do that. We still believe that the good that

can come from serious anonymous online commentators outweighs the comments of cowardly idiots.

Do you know how to get a coward to shut up? Don't respond to their comments.

When they start spewing their hate and their vile lies, just ignore them.

Remember, cowards do what they do in order to inflict hurt. When we respond to their evil, that makes them feel good and makes them feel powerful. Feeling empowered, they try to hurt some more.

Trust us. You can't win an argument against an idiot.

So whether you're at *The Herald's* Website or any others on the Internet, if you come across these spineless creatures, just ignore them. Feel free to carry on your own conversations with the sane people.

If you want to see the underlings of the community, sign on to *The Herald's* Website on Friday and watch for the cockroaches who will leave comments underneath this editorial. Trust us, you'll shake

your head at their bullying, pathetic, racist, piggish ways.

We have some news for the cowards, by the way. You're not truly anonymous. If somebody really wanted to figure out who you are, all they'd have to do is get a court order for the IP address (Internet address) of what e-mail account left the comment. From there, figuring out who left the comment is pretty easy.

But most cowards aren't smart enough to realize that. But one day, somebody will make the wrong comment against the wrong person. And as Federal law clearly outlines, that anonymous person can be sought out and sued.

And when that happens, we'll cover that lawsuit. We'll shine the light on that cockroach and watch him run away.

That is one thing cowards do well — run away.

Ronald Dupont Jr. can be contacted at rdupont@NorthFloridaHerald.com.



The International Society of Weekly Newspaper Editors

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Check out ISWNE Facebook from page 2

of the finer points of the English language. For example, the Associated Press seems to be at odds with all other style experts over the use of brackets [these things]. Webster's has this to say about brackets: "Sometimes an author wishes to insert into a quotation a brief explanation, clarification, summary of omitted material, or correction. These insertions (called *interpolations*) are enclosed in square brackets."

AP, on the other hand, has this to say: "**brackets** They cannot be transmitted over news wires. Use parentheses or recast the material." Which is odd, because AP has been transmitting stories over the Internet — not news wires — for years. The last I checked, the Internet can handle brackets just fine.

When I was in high school, I was taught that you should always place a comma between a man's name and a Jr. if he's a junior (Frank Sinatra, Jr.). But AP says get rid of the commas before Jr., Sr. and Inc. It's a great idea; the comma in this case doesn't really do anything useful and we probably save a pound of ink every year by eliminating the pesky devils.

Anyway, many of the high school grammar teachers out there who read the *West Valley View* think I don't know what I'm doing.

They might be right.

Jim Painter can be contacted at editor@westvalleyview.com.

ISWNEWS



Mac McKinnon first VP of press association

Mac B. McKinnon, publisher of the *Dublin (Texas) Citizen*, has been named first vice president of the West Texas Press Association and is also a member of the Texas Press Association Board of Directors.

Dublin is located in central Texas near Fort Worth and is the home of the oldest Dr Pepper bottling plant in the world and it still uses the original formula with pure cane sugar.

The *Citizen* is an award-winning weekly publication with a circulation of 2,100.



Leslie O'Donnell receives editing award

Leslie O'Donnell received a first-place award in the category of weekly publications edited by entrant from the National Federation of Press Women for her editing of the *Nutfield News*, Derry, N.H.

O'Donnell is editor of three weekly newspapers in southern New Hampshire. She planned to attend the conference Sept. 12 in San Antonio to receive the award.

MSSU honors Chad Stebbins for service

ISWNE Executive Director **Chad Stebbins** was honored by Missouri Southern State University on Aug. 21 for 25 years of service to the university.

Stebbins, a 1982 MSSU graduate, was hired by the university two years later to teach journalism and advise the yearbook and weekly student newspaper. He became director of MSSU's Institute of International Studies in 1999.

"It's rather sobering to realize that I have spent more than half my life at the same place," Stebbins said.

ISWNE directors to meet in Orlando

The ISWNE board of directors will hold its winter meeting in Orlando on Saturday, Jan. 9. As customary, non-board members are invited to attend as well.

The group will be staying at the Courtyard by Marriott — Orlando/Lake Buena Vista at Vista Centre. Rooms are available at \$109 per night plus tax. To make reservations, call 407-239-6900 and mention ISWNE.

Most board members will arrive on Thursday, Jan. 7 and depart on Sunday, Jan. 10.

Getting ourselves back to the garden

By **David Giffey**
Home News
Spring Green, Wis.
Aug. 12, 2009

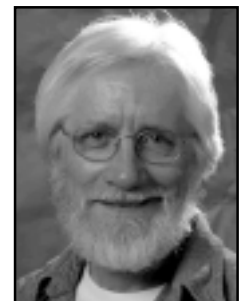
It's impossible for me to ignore the 40th anniversary, August 15-18, of the Woodstock Music and Art Fair. The truth about that rain-drenched concert on a farm in New York in 1969 is probably as muddled by time and legend as are the truths about the entire 1960s decade.

In 1994, the 25th Woodstock anniversary, I wrote a story for the *Home News* about three River Valley friends who lived in a Corvair for a couple of weeks on a concert pilgrimage. They found themselves among about half a million people gathered for an Aquarian exposition in the Catskills to be entertained by an epic lineup of 32 of the finest rock and roll and folk artists ever assembled.

Although the Woodstock festival dates were on my calendar during the summer of 1969, I wasn't there in person. In spirit? Absolutely. This was, after all, the culminating year of a decade filled with serious, life changing — too often death dealing — consequences for people of my generation. News about important events, beginning with but not limited to issues of war, peace, and justice, traveled quickly and accurately through the '60s culture.

Last weekend, driving to and from my 50th high school class reunion in Fond du Lac, the air was filled with memories and wonder.

Graduating from high school in 1959 launched us headlong into the 1960s, a time that would become as controversial and misin



David Giffey

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Was Ted Kennedy a PEI fill in?

By **Paul MacNeill**
 Publisher
Island Press Limited
 Montague, Prince Edward Island
 Sept. 2, 2009

The death last week of American political icon Ted Kennedy evoked many memories on PEI, including his convocation address at Saint Dunstan's University in 1964. What many don't know is the story that some believe led to Kennedy arriving in Charlottetown just six months after his brother President John F. Kennedy was assassinated.

It starts back in 1775 when a band of American privateers arrived in Charlottetown and kidnapped the Provincial Secretary and stole our Great Seal. It was an action that drew an angry rebuke from none other than George Washington.

Unfortunately the Seal, imparted on important government documents, has never been found. We've been using a replica ever since.

Fast forward to the 1950s when a young JFK was running for United States Senate. A man named Hartwell Daley worked on the campaign. The two became friends. Eventually Kennedy went onto the presidency. Daley came to PEI where he practiced journalism for both the *Journal-Pioneer* and private radio. For a period he worked for the provincial government. In 1977 he was named instructor for the Journalism

Program at Holland College.

Daley died in 1984.

As the story goes, it was through his connection with the president that Daley hatched an idea — have his old friend, President John F. Kennedy, visit PEI to personally deliver a replica of our stolen Great Seal.

Many believe it would have happened had not a tragic turn of history intervened on November 22, 1963.

Paper documentation supporting the story has not surfaced. Daley's family, which still has ties to PEI, believes it to be true. The anecdotal evidence is pretty powerful. Why would Ted Kennedy — who flew to PEI in a plane that he would later survive a crash in — choose Saint Dunstan's as one of his first speaking engagements after the assassination of his brother?

The reason he offered was as a means of thanking Islanders — and by extension the thousands of others in Canada — for the outpouring of love, affection and prayers in the wake of the tragedy.

The reality is there would have been plenty of more appropriate stages for such a message.

Those who believe the Great Seal story believe there is more to it. They believe Ted Kennedy's visit is more in keeping with an attempt to, at least in a small way, keep a promise made by his dead brother. He could not bring a Great Seal to PEI, but Ted Kennedy could make sure a Kennedy

showed up.

We'll probably never know for sure if John F. Kennedy would have visited PEI. But the idea of an American president visiting to deliver a new Great Seal replica is one that should be pursued.

We missed a great opportunity a couple of years ago when the New England Governors and Atlantic Premiers met in Charlottetown. That was a perfect time to symbolically correct a wrong while promoting the close ties between our two countries.

We spend millions on tourism marketing. How much free exposure would PEI receive by having Air Force One or Marine One land on our soil? It is incalculable, but wherever Barack Obama goes, so go the cameras of the world.

Maybe it's a pipe dream. But it is worth dreaming. One day almost 50 years ago, a Kennedy dreamed of going to the moon. And we all know how that dream turned out.

Paul MacNeill can be contacted at paul@peicanada.com.



Paul MacNeill

Future Conferences

Save the dates...upcoming ISWNE conferences

2010: June 23-27

Richmond, Kentucky

2011: July 5-10

Coventry, England

2012: June 26-30

Bellingham, Washington

'The most welcoming group we've ever been involved with'

By **Steve Andrist**
Publisher
Journal Publishing
Crosby, N.D.

To tell the truth, our decision to attend the 2009 ISWNE convention was made not so much on professional development as on an opportunity to see a part of the world we'd never seen.

It turned out to be both.

After becoming acquainted a few years back with **Tim Waltner** of our sister Dakota to the south, we began paying dues to ISWNE with no expectation of anything more.

But it was hard to resist the call to Prince Edward Island for the 2009 conference, especially after **Chad Stebbins** offered a first-timer's scholarship covering the registration fees.

Living, as we do, a half dozen miles from the Saskatchewan border, my wife, Barbara, and I, consider ourselves the next best thing to honorary Canadians.

Prince Edward Island, though, a maritime province just 140 miles wide, is a far cry from the massive, 500-mile stretch of land-locked prairie next to us known as Saskatchewan.

So we drove to Regina, the provincial capitol, and boarded a flight for Halifax, Nova Scotia.

Three days there and three more in Charlottetown, PEI, were a land-lovers delight.

So much so that we were expecting a bit of a letdown when it was time to settle into conference mode at the University of PEI.

With just a touch of unsettled nerves we headed to the cafeteria that first morning for breakfast.

All the tables with people at them were full, so we started a new table all to ourselves.

Less than 30 seconds later a jovial, somewhat boisterous woman stood up at another table, grabbed her tray of breakfast and headed our way.

"I'm **Phoebe Baker** and I never let new people sit by themselves," she announced while still several steps afar.

Phoebe may be the self-proclaimed social secretary of ISWNE, but she is by no means the only welcoming member.

We agreed, while sitting at 6 a.m. in the Charlottetown airport to return back to the prairies, that this was the most welcoming, unpretentious group we had ever been involved with.

They were 80-some people from all over the world, each with a passion for community newspapering, each expecting nothing more

than to talk with, learn from and maybe teach a little to others with the same passion.

To be sure, this conference included some engaging presentations by speakers poised at a lectern.

The clearest value, though, was not from sitting in a lecture hall, but in sharing a seat in a bus with an editor from Wisconsin, a beer with an editor from London, or a bucket of mus-sels with an editor from New Brunswick.

The old timers all say the editorial critique is a highlight of the annual conference. It's true. Listening to community newspaper folk talk about your newspaper is both humbling and enlightening.

They also say that most people who try out an ISWNE conference get hooked and come back for many more. No doubt we'll find that's true, too.

Steve Andrist can be contacted at stevea@crosbynd.com.



Steve Andrist

Good police work keeps Talala out of the news

By **John M. Wylie II**
Publisher
Oologah Lake Leader
Oologah, Okla.
Aug. 13, 2009

Talala, Oklahoma could easily have been on CNN, Fox and on the front pages of newspapers across the country starting Sunday night.

Fortunately that didn't happen. Credit the professionalism of the Rogers County Sheriff's Department.

Simply put, a guy got drunk on Sunday, waved around a gun, made threats and repeatedly begged deputies to shoot him.

His gun was silver, had a magazine and a slide clip — which he activated — and was pointed repeatedly in the direction of three Sheriff's deputies.

In many jurisdictions, he would have been cut down in a hail of bullets. The deputies would have been perfectly justified to cut him to shreds.

Instead, they were patient. They used smart tactics on a guy who had been drunk for at least seven hours. He got disgusted and threw his weapon at the officers.

He fought, but they arrested him using only pepper spray — for which the officers also needed first aid — and a retractable baton.

Nobody died. Nobody needed to go the hospital. And a serious threat to public safety

was quelled with no serious impact to the officers, the suspect or the community.

We're honored to join Sheriff Scott Walton and Captain Mike McElhane in honoring Deputies Joe Batt, David Book and Bobby Walker for doing a remarkably good job on Sunday.

John M. Wylie II can be contacted at lakeleader@sbcglobal.net.



John M. Wylie II

Asleep at the Wheel

By **R. Braiden Trapp**
 Managing editor
Rio Grande SUN
 Española, N.M.
 Aug. 20, 2009

People are confused and feel betrayed by Kathy Borrego's ability to blatantly (and still allegedly) steal \$3.3 million from Jemez School District over seven years. Reading the blog, emails and letters everyone is asking how it was done. It's a combination of things: a school board that was not doing its job, some possible protection from some members, poor bookkeeping and accounting, no check and balances and late and poor auditing.

Most importantly, there was no newspaper covering the District in a regular and meaningful way.

The *Rio Grande SUN* has been taken to task in some anonymous letters and emails and that means there are other readers who may feel the same way but haven't bothered to write. In the Kathy Borrego embezzlement case, we are guilty of not fully and regularly covering the District, looking at vouchers or attending school board meetings.

Jemez enjoys the rural autonomy and

anonymity that comes to most small school districts. Its remoteness and diminutive size, coupled with our small budget paying reporters to cover a county the size of New Hampshire allowed Borrego to go unchecked in her endeavors.

The *SUN* has one education reporter. Lou Mattei is tasked with trying to keep Española School District straight, as well as Mesa Vista and to a lesser extent, Chama and Pojoaque. To a much lesser extent he must cover Jemez' school board elections and try to figure out what McCurdy (a private school not accountable to the public) is doing.

We regularly get calls and letters from Peñasco parents encouraging us to look at that school's finances, hiring practices, athletic program and transportation. Fortunately for Peñasco, Chama, Pojoaque and Jemez districts, the *SUN* doesn't have the manpower. They operate unchecked. We would love to put a reporter on each school full-time. It would give parents and taxpayers an idea of what their district is really doing financially, educationally, nutritionally and extracurricular and after-school activities.

We just had to hire a lawyer and threaten legal action to force all the school districts in our readership area to follow state law

and publish their accountability reports. Jemez still has not responded.

Readers can rest assured what happened at Jemez would be tough to pull off in Española School District because we look at all the vouchers, payroll, contracts and we're in the administration building daily. Several of us have contacts throughout the District who call us. We know few people in the aforementioned districts and most calls we get are parents complaining about their darlings not getting enough playing time on the field or court. So you know where parents' priorities lie.

Readers can also rest assured no one is more angry about the *SUN* not knowing about the theft than our newsroom. We pride ourselves on breaking these types of stories while dailies follow us. We also know our limitations.

We were the newspaper pushing for over a month for all the information state auditor Hector Balderas handed to all media last Friday. That was political grandstanding at its New Mexico finest.

Those who feel we let them down, please accept our limitations in size and our meager budget's ability to keep track of all the politicians and those who would steal from the public. And perhaps those who complained about our poor performance might help us out by speaking aloud and signing your name to a letter without fear of repercussions. Many folks at Jemez School District claim to have known what was going on for years but would not speak up out of fear. No matter how hard we work, we can't change people's inaction, which really is complicity.

R. Braiden Trapp can be contacted at rgsunedited@cybermesa.com.



R. Braiden Trapp

2009 Sustaining Members

In addition to paying their \$50 ISWNE membership dues, these individuals have donated \$50 more to the Society. We appreciate their generosity!

Larry Atkinson
 Phoebe Baker
 Donald Smith
 Robert Estabrook
 Frank Garred
 Barbara Mussman
 Christopher B. Wood
 Jeremy Condliffe
 Steve Thurston
 Elizabeth Laden

Brad Martin
 Robert E. Trapp
 Robert B. Trapp
 Tom Geoghegan
 David Burke
 David Sommerlad
 Dick & Mary Jo Lee
 Paul MacNeill
 Lori Evans

Energize editorial pages with point/counterpoint

By **Jim Pumarlo**

Timid editorial pages unfortunately are becoming the norm in far too many community newspapers. Even more disconcerting are those newspapers where editorial pages are largely nonexistent.

Many editors and publishers are so preoccupied with directing their print and online operations that editorial pages take the back seat. A common complaint is that they don't have time to develop, research and produce thoughtful opinions on important issues facing their communities.

Here's an idea to jump-start that discussion. Develop a regular point/counterpoint series. These features will not overnight result in an ability to produce regular commentary, but they are a good sparkplug along that path. And it's one strategy to elevate editorial pages to a must-read section of your newspaper.

To be certain, many newspapers carry a page labeled "Viewpoint" or "Opinion" or "Community Forum." But look closely at the content.

A publisher muses about a weekend outing. A letter to the editor extends a special invitation to a family reunion. A column reprints the latest Ole and Lena jokes and other light-hearted fare heard on the street. A minister delivers a Bible lesson.

These items may indeed deserve space in community newspapers, but they're not the type of material that prompts discussion of important community issues. A page void of ideas is the biggest deterrent to a vibrant exchange of ideas.

Point/counterpoint features, if organized and focused, can be an asset in advancing substantive discussion on issues at top of mind.

They can localize the impact of national and state public policy. What does a

national health care program really mean for local health-care providers and the citizenry? What is the impact of the proposed overhaul of a state's property tax system?

They can educate. What are the dynamics behind a proposed cap-and-trade system on carbon emissions, and what are the ramifications of a federal vs. regional system? What is the history behind a community's weak mayor/strong council governance and does the structure still serve the city's best interests?

They can advocate. What are the pros and cons of a proposed highway bypass, land annexation or feedlot ordinance? Why should citizens support or oppose a proposed school referendum, a reorganization of a public safety department, a riverfront development or an expanded commercial district?

They can entertain. A community narrows its choices for a school name or an inaugural festival or a memorial bridge. Let the proponents of the finalists from which a name will be chosen put forth their best arguments.

These examples are a starting point. A brainstorming session can produce numerous opportunities worth exploring in a point/counterpoint. Broaden the discussion beyond the newsroom. Individuals from other departments and even the community at-large will enrich the conversation.

The biggest byproduct of these commentaries is that they can supplement news coverage. That's especially important in newsrooms strapped with resources to cover all the angles and complexities of many issues. That underscores why editorial pages should be a routine consideration — a vital element — in planning news coverage of specific and ongoing events.

Remember, a point/counterpoint feature must be managed. Otherwise, despite the best intentions, these commentaries can

become non-descript and provide little value to the newspaper or, more importantly, the community.

If the topics explored are the subject of a vote by a governing body, then make certain the commentaries are published well in advance of that decision to allow ample time for reader exchange. Display these features with prominence. Publish photos of the authors and short biographies. Round out the package with graphics or photos that illustrate the topic.

Then invite readers to comment in the print and online editions.

A stellar lineup of these commentaries on a regular basis — for example, every month for starters — can provide a solid foundation to generating reader involvement. If topics are chosen carefully, readers will respond. And soon individuals will advance their own topics to be explored in a point/counterpoint.

These exchanges have another benefit. Publishers and editors have the opportunity to evaluate the opposing arguments and the reader feedback, then weigh in with a local editorial. The result is win-win for the newspaper and the community.

Jim Pumarlo regularly writes, speaks and provides training on Community Newsroom Success Strategies. He is author of "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper." He can be contacted at www.pumarlo.com.



Jim Pumarlo

My son, the junior reporter

By **Gail Martin**
Editor
Elmira Independent Weekender
Elmira, Ontario
Aug. 8, 2009

I have been having a great deal of fun in recent weeks, enjoying the experience of bringing my son to work with me.

On occasion, I have been faced with the following situation — my husband isn't home from work yet, I have an event to cover, and there's no one available to look after my son.

The first time this happened, about a month ago, I was filled with some trepidation.

After all, Samuel was not yet four years old. How would he cope?

We were heading towards the Elmira Maple Syrup Festival dispersal of funds — an annual event that takes approximately an hour, as community organizations enjoy a chance to say how they will be using the money.

In short, it means sitting through a series of speeches that, while of interest to a journalist serving the community, would be of absolutely no interest to a young boy.

There would be no toys, no other children to play with, and mommy would not be able to give her undivided attention to Samuel.

What to do?

Well, I am very fortunate in one way. My son enjoys colouring and drawing pictures. Actually, to say he enjoys it is a bit of an understatement. He simply thrives when he is producing art, something he will do for hours at a time.

So, I brought a pad of paper, some crayons,

and told Samuel to draw some pictures of Larry the Cucumber and Bob the Tomato.

He complied.

He sat for the entire hour, drawing picture after picture for me, only asking the occasional question about why I forgot to bring the colour orange (a major oversight on my part, I know).

Since then, Samuel has travelled with me to the Canada Day Lawn Bowling Tournament, also with paper and crayons, and to some noticeably more fun events — the Canada Day festivities themselves, as well as the Cruise Night at Elmira Pentecostal Assembly.

I'm very fortunate, I think.

While I do have a very demanding job, one that requires me to work some evenings and weekends, I still get the chance to find ways to make it work, as a working mom.

I have to be creative, to be sure, but now that my son is older, he can come with me to a variety of events and enjoy spending some special time with mommy, missing the fact that mommy is actually working at the time.

I'm sure other parents find equally creative ways of getting some extra time with their children, whether it is occasionally working from home, or leaving work early some days, catching up on their work late at night.

It's a sacrifice, I know, to spend time with loved ones, when work is calling our name.

There is always more that can, and probably should be done. After all, this is the digital age, where so much is expected by so few in so many workplaces.

But any sacrifice we make is well worth it.

On the occasions where Samuel comes along to events I cover, it usually takes me twice as long to get the pictures and information I need, because I am usually fielding questions from him at the same time I am asking questions of others.

I don't always get everything I need, and sometimes I have to leave it at that.

And, sometimes, I can't complete conversations with some of our readers about mistakes in the paper, or stories we missed, because Samuel has reached the limits of his patience.

Still, even with all of that juggling, even in those moments where I think it might have been easier to leave Samuel at home, I get a glimpse of his smile, or a hug from nowhere that reminds me that every moment with him is a blessing.

And so, I bring along Samuel, my junior reporter, every chance I get. It's a small thing, I know, but I suspect it will mean a lot to him as he grows, to know his mommy likes spending time with him, as much as he likes spending time with mommy.

I don't think I'll ever regret him knowing that.

Gail Martin can be contacted at GMartin@elmiraindependent.com.



Gail Martin

Need Answers to Tough Questions?

Do you have a tough question about editorial policy or journalism ethics? If so, send it to ISWNE executive director **Chad Stebbins** at stebbins-c@mssu.edu, and he'll email all ISWNE members. You can expect a quick and informed response from your colleagues, who may have encountered a similar situation at their newspaper.

Thanks to a stalwart PR man, paper covered college

By **Byron Brewer**
Frankfort, Ky.

During the first few years I worked at *The Graphic*, there might as well have not been a college in the town. And that was a shame, because Georgetown College added so much to the community and Mr. Frye, our publisher, seemed well aware of its unique place in Scott County history.

I do not know if there was some type of political breakdown between him and the college from a business standpoint — the college ran its own printing shop, as we did, so we were, in a sense, competitors — or whether there was some deeper chasm from his past, but my mentor just refused to cover almost anything having to do with the college.

"They are not local people," was the argument I heard constantly. "They are not Scott Countians and they do not read this paper, nor do their parents."

I countered that they both might start if we put both their activities and their names in the paper, most especially their sporting events. (Now think how this would have looked for our paper if this had been the case when Georgetown won the NAIA football championship and the local paper didn't cover the college! Luckily by then, I was editor and had changed this policy, one of the very few of Mr. Frye's policies I disagreed with.)

Fortunately for the college, even in its days of non-coverage by *The Graphic*, they had a stalwart PR man who refused to give in to Mr. Frye. By hook or crook, he got the college ink in the town's rogue paper as well as the larger *News & Times* and he did it with a smile on his lips, a song in his heart and God perched eagle-like on his shoulder.

Few could say no to Kenneth C. Fendley; even the blustery, stubborn arguments of

Archie S. Frye fell quiet before this gentle Baptist carrying the programs of the college like it was scripture. It was Ken's charge under many college presidents to get the programs of the institution into the paper, and he convinced Mr. Frye of their value to the populace at large. And so Mr. Frye would print an item about a college program taking place at Hill Chapel even though it had nothing to do with the community and Ken would shake his hand that next Thursday after it was published and bring him two or three more items.

Ken had a complex history with Georgetown College that I cannot even begin to touch. I know he did quite a bit of work outside his area of public relations for various college administrations. He also, in addition to working with the local press and other media, put out the alumni newsletter *Insights* and worked closely with each college president up to and including my friend, Bill Crouch — the mover and shaker who came to Georgetown College in 1991 and prepared it for its role in the 21st century!

No, I cannot tell you much about Ken's role at the college beyond his PR office, but I can tell you what a great friend and trustworthy companion he was to me in the 19 years we knew each other. Ken was a man of strong faith, and there was many a time I needed that, what with all the changes that happened during the life of the various papers I worked for.

At one point in the early 1990s, I found myself and my friends working for a newspaper that had been abandoned by its owner, forcing our publisher, Bob Scott, to borrow money to keep it publishing. Thanks to the Lancasters, that newspaper and its rival were later purchased and merged into one newspaper, *this* newspaper. But for weeks, there were few checks, and fewer guarantees, about a future.

During that time, Ken and I had coffee — maybe tea? — at Fava's one rainy day.

"Brother," as he always said, "there is a light at the end of this tunnel." This was no platitude. Ken meant what he said. "You have to look to what is in your heart, at what you hope to be doing with your actions (building a newspaper for the community) and not what is happening now (problem after problem). Keep looking up!" In later years, after he left the college, Ken and his wife D.J. came and worked in the back of the *News-Graphic*. They helped fold the newspaper, stuff advertisements and a number of other chores I could not even guess at, all tasks that got your community paper to you more quickly and efficiently once it had left the newsroom's confines. Despite failing health, Ken did his part, and was doing so when I left in 1999.

Not too long after I had relocated to Frankfort and was working at the state Department of Agriculture, Ken fell somewhere and I came to visit him in the Georgetown hospital. We had the nicest visit, he and I. We talked of the days of small college items, of Mr. Frye and of our coffee — or was it tea? And before I left, I told him: "Ken, keep looking up!"

My dear friend passed away March 14, 2005. Now I hope he is looking down, and smiling — on me.

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Byron Brewer

A publisher of different sorts

By **Chris Wood**
Green Bay, Wis.

It seemed like a good enough idea on the surface.

Since I had been licensing the rights to manufacture a CD containing a collection of songs about The Green Bay Packers — including three of my own — for several years, why not offer to buy out the Nashville-based label?

After all, they were of the opinion that it had pretty much run its course some time ago and the previous year's sales figures seemed to support that position.

So, my thought was instead of shelling out nearly \$2,000 for the privilege of manufacturing a limited quantity for the upcoming season, I would offer to buy them out. The worst they could do was say no.

When their response was “make us an offer,” I did a month later and they accepted.

I insisted on having an attorney who specialized in such matters do all of the paperwork and make it 100% legal. This took many months and ran up thousands of dollars in legal bills, but I felt it was absolutely necessary.

Having set up an LLC to prepare for this new venture, nine months later, we — since my wife, Judy, was an equal partner — were the proud, new owners of a record label with a music publishing division.

While I had plenty of experience as a newspaper publisher, this was something completely new and different.

I — er, we — were also well over ten thousand dollars in debt; so of course, there was only one thing to do — release another album!

We now had the infrastructure in place to do so and it was a matter of finding the material and getting it done.

Having an extensive collection of several hundred songs about The Packers dating back to the 60s, I began going through them and



choosing a few that we could use. I also got the word out in area songwriting circles and the music community at large that we were looking for songs for the CD.

Next, I secured a listing with TAXI, which is “The World’s Leading Independent Artist & Repertoire Company.” Their monthly listings soliciting specific material for upcoming releases go out to thousands of songwriters, publishers and people in the music business.

Our listing appeared a few weeks later, spelling out exactly what we were looking for. The recordings would have to be of “master quality” and “release-ready” with the caveat of “no profanity, please.”

They received over 30 songs, of which they deemed about a third worthy of our consideration for making the album. Ultimately, five of those songs made the final cut.

We received numerous submissions as a result of getting the word out locally and regionally, several of which were of excellent quality and suitable for our purposes.

And finally, I had gleaned over 10 songs from my collection to round things out that were either of recent vintage or timeless. They would be nice additions to the album; if I could get permission to make minor modifications in some cases and secure the rights to release them on “Tailgate Tunes II.”

What follows is the “final roster” of songs appearing on the CD and a little more information about where they came from and the process of how they got there:

1. “Armed And Ready”

I had always liked this song, which is a country-rocker that had been written by Terrance Alan, a friend of mine, over 10 years ago. When I gave him a call to ask if he would mind re-recording the vocal track to reflect the current situation (of “Lombardi’s trophy’s coming back to where it belongs”), he said he would gladly do so and was elated to get it included on the album.

2. “Face To Face”

With one of its members having had a Bart Starr toybox as a kid growing up in northern Wisconsin and knowing what it really meant to “back the Pack,” this Wisconsin band was inspired to come up with a heartfelt Packers’ tribute. By the way, the line about “Lambeau Field lightin’ up the town” on game day is fair, accurate and objective!

3. “The Cheesehead Special”

When this one came out a few short years ago, I loved it at first! However, I had copyright infringement concerns with Elvis Presley’s Sun rockabilly recording of “Mystery Train.”

As it turned out, at first it didn’t really matter anyway; since the



Chris Wood

writer/artist was unwilling to give me permission to use it or a second cut of his I wanted to secure for "Tailgate Tunes II." However, he managed to convince me there was no infringement issue and after several more phone calls and some creative financing, I managed to convince him to license the two cuts for use on the album.

4. "The Packers Lost Favre"

As the Favre fiasco unfolded last year, it split the Packer Nation right down the middle. People were passionate in their feelings about it either way and I witnessed some very spirited arguments amongst numerous parties who were close friends. When this song was submitted by TAXI, I knew it had to be included on the album! It sprinkled a little humor on a subject that was being taken entirely too seriously. However, I also knew that the song's inclusion would in and of itself prevent us from getting distribution in The Packers Pro Shop at Lambeau Field, which is the best outlet for this type of product in Green Bay. Oh well, I chalk it up to there being a price to be paid for what needed to be said...Track #4 indeed!

5. "Tittletown (aka Funkytown)"

We needed to have at least two or three parodies — or "derivative works" as they're sometimes referred to — on the album because there are so many good ones about the Packers out there and people just love them! I mean, who can't relate to an old favorite with new lyrics about their favorite football team? This one had come out about 10 years ago and was controlled by a company in Washington state. It took a long time and a lot of negotiating to get the rights to license the master recording with the "Tittletown" lyrics because they were initially asking for an arm and a leg. Ultimately, I was able to talk them into accepting just an arm...

6. "It's The Pack (Hands Down)"

The sheer existence of this song demonstrates the nationwide appeal of The Packers, having been written by someone who was a Jets fan as a boy growing up in New York. America's team? Why, The Green Bay Packers, of course!

7. "I'm A Packer Backer"

This was another Terrance Alan song, along with co-writer Russ Reiser. I especially enjoyed

the comments by the announcer during the break in the song about the game being "so much fun to watch, it's a shame we can't have a beer vendor here in the booth!" What — no beer in the booth?!

We can only conclude they weren't watching the game at Lambeau Field!

8. "Lambeau Leap"

The biggest challenge with this one was locating the publisher who currently holds the rights to the song. I first heard it when it came out in the late 90s on a release by The Packer Maniacs and felt it would be a "sound calypso addition" to the album. After determining that Karen Angela Moore who had been in the original group was the person to talk to, a Web search led down a couple of dead ends. However, she turned out to be on the board of directors of "Just Plain Folks," a music organization, along with the president of TAXI, which was how we made the connection. She was overjoyed to have the song get a second wind and find new life on "Tailgate Tunes II."

9. "Tailgate Boogie"

This was another song from Elroy and the Diehards written by Tom Sumner and Mike O'Neill. It came out with "The Cheesehead Special" a few years ago, which they had also penned and seemed perfect for an album called "Tailgate Tunes II."

10. "Simply The Best"

When it comes to The Packers having the special distinction of being owned by the people in the smallest city in the league, these three words say it all! It will never happen again.

11. "The Ballad of The Green Bay Pack"

Like many others, I had loved "The Ballad of The Green Berets" when it came out in 1966. Upon hearing this rendition with the Packer lyrics a few years ago, I was fortunate enough to be able to track down the Wisconsin band who recorded it in time to get it on the CD. The Music Venders were happy to give their permission to license the master recording in return for a case of CDs, and the Nashville publisher who owned the rights to it was willing to go along with the standard royalty agreement. Upon getting the deal done on this one, I was elated!

12. "Mr. Rodgers' Neighborhood"

James Kocian agreed to make a recording of the original, oldest Packers fight song from 1931 entitled "Go! You Packers Go!" Since there is no recording of the song with the lyrics included known to exist, we wanted to do one and have it on the album. James recorded it in return for assurances of getting another song on the release and a case of CDs. Unfortunately, we were unable to include it when the finished recording was rejected by the family. When he brought us this one as the "other song," it turned out to be a wonderful consolation prize!

13. "Go, Pack!"

A real rocker, this one was written by Wisconsin band Sunspot for this album with the idea of expressing the wishes of all the Packer faithful throughout the season.

Available at the following retailers.

CD or downloads; CD Baby Downloads only, plus PDF booklet; Digstation

cdbaby.com | digstation.com

For more information visit gbtailgatetunes.com

14. "That's Our Pack"

At first, the song lyric was historically inaccurate in saying that after The Packers won the first two Super Bowls: "and ever since — the Super Bowl trophy's been named after Vince!"

(It was actually several years later.) When I pointed this out to the writer, he agreed to do a quick fix and redid the vocal track. It had already been mastered and sent to the pressing plant, so I had to call them up and say: "Hold the (CD) presses!" They did and we got it right.

15. "Scatter My Ashes"

This song had come out some years ago and received substantial airplay at the time but

had never been on an album. I called John Harmon, the talented jazz musician from Appleton who wrote it, to get permission for including it, if only we could make a couple of adjustments.

The first was bringing some of the cheering from the end of the song up to the beginning, which really fleshed it out nicely. But more importantly was the second, of doing away with the hokey disclaimer tacked on to the end of the song. It was about checking with county officials on "local ordinances concerning the scattering of ashes," as intoned by a very serious-sounding announcer.

I'm sure John would agree that it's amazing what a good sound technician can do...

16. "Girls Up North"

This was a song that wasn't real Packeresque but so-o-o-o Wisconsinese! For that reason and that reason only, it made the cut as a "buried, bonus track."

And one final note: the most enjoyable part of the whole process was writing the liner notes for the eight-page booklet that comes with the CD. Additionally, for better or worse, the album has been welcomed into The Library of Congress in Washington, D.C. to join the rest of The Green Bay Packer song collection that resides there.

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Total raised: \$4,889

Stitching generations

By **Van Tyson**

Editor and publisher

The Atkins Chronicle and *The Dover Times*
Atkins, Ark.

Sept. 3, 2008

Editor's note: The following won second place in general columns for medium-sized weeklies in the Arkansas Press Association contest.

The needle pokes through the cloth, pulling the thread through cloth, batting and another layer of cloth. Then it comes back through.

Moving quickly through the layers again and again, it magically creates a work of art. Some fingers pushing the needle are more experienced but less nimble. The more nimble fingers are less experienced and less precise.

Four generations gathered around the frame to make the quilt. It was an old-fashioned quilting bee, organized by one of the youngest generation, Moira Murdoch, whose quilt was being stitched.

Moira's generation included her first cousins, Olivia and Abigail Molitor and Ragin Purtle. The next generation was her mother, Gail Murdoch, and her aunts, Emory Molitor and Ryna Purtle. The next generation was her grandmothers, Ginnie and Beckie Tyson and Kathy Murdoch. The oldest generation was her great-grandmothers, Lucille Tyson, Bonnie Sommers and her great aunt, Ila Catherine "Kack" (Tyson) Cains.

It was more than a quilting. It was generational rite of passage. There was talk of learning the stitching from a fifth generation, so the passage went back beyond living fingers to fingers present in spirit.

Stitches varied from close stokes to wider

strokes, and from straight lines to less straight lines.

Techniques varied from gathering three strokes on a needle to one stroke all the way through then back up. Speed varied from slow and deliberate to rapid, repeater strokes.

The process started at 11 a.m. and stopped at noon, where the men were allowed to share the delicious meal of lasagna, two kinds of salad, fresh fruit cut up in a watermelon hull, and two kinds of cake.

Then the process resumed for several more hours until the quilt was finished.

Moira planned the event, preparing letters to the invitees, and her great-grandmother Lucille provided the quilting frame and house. Moira pieced the quilt.

It was inspiring and made me think of the tradition continuing here at *The Chronicle*.

My grandfather, Ardis Tyson, and my Uncle LeRoy Tyson taught me the rudiments of putting out a weekly newspaper, beginning with the dirty work in the print shop. I began as a printer's devil at 11 years old, cleaning off type with gasoline, melting the lead and pouring it into the molds to make pigs for the Linotype.

Gradually, I learning to feed paper into the Chandler and Price press, to print circulars and letterheads and pickle labels. Then I learned to operate the Linotype, occasionally feeling the molten lead of a squirt on my left ankle, and the new automatic Heidelberg press. Then I learned to feed the big Cranston flatbed news press and Mentges folder.

I first learned to read proof and then to begin to write stories, after gathering the news. At first it was just the locals — who visited who — then the more complicated stories, announcing meetings.

Later, after a year of college, I moved on to the more difficult stories, covering meetings and reporting speeches at the Lions Club.

Eventually, after editing the *Arka Tech*, the school newspaper and writing sports for the *Arkansas Democrat* and *The Chronicle*, I took

over as publisher, after Uncle LeRoy left to run a paper at Augusta.

Then my daughter Emory edited *The Dover Times*, and my daughter Gail took over as managing editor of *The Chronicle* for 12 years. Later, my sister, Beckie, was editor of *The Dover Times*, after Emory and Jason left for seminary.

Only after I had a granddaughter, Moira, did I understand what my grandfather was doing, bringing me up in the newspaper office and also teaching me about nature, walking in the woods and going camping.

With my granddaughter Moira, I feel the continued stitching together of the generations, as she occasionally writes things for the newspaper and learns to lay out pages and fix pictures on the computer.

The thread passes through layers of experience and provides seamed connection with the past, just as the quilts made by our grandmothers and great-grandmothers make our beds a spiritual continuum.

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Van Tyson

Real issue is how to replace town manager

By **Carl Conley**
Editor and publisher
Island Sand Paper
Fort Myers Beach, Fla.
July 24, 2009

Editor's note: Fort Myers Beach made national news when its town manager's new wife was "discovered" to be a porn star. Most of the press sensationalized the issue. This is Carl Conley's response.

It's really sad what's going on right now. The Town of Fort Myers Beach has an internal problem with its manager, and the rest of the world descends upon it like vultures feeding upon a carcass. And to add injury to insult, most of the news reports on both broadcast and print media don't have it right. For years we have been saying that newspapers in particular have been losing leadership because of inaccurate local reporting or sensationalizing issues that really aren't even newsworthy.

Our town has its own community standards. In fact, we declare them to the world, "Welcome to Ft. Myers Beach — Your Family Destination." We are not Key West and we are not Hollywood. We hold ourselves out to the world as being a safe and moral place to live and visit, and that, in large part, defines our community standard.

Even cursory research into common law will reveal that community standard is also a legal term to be given great weight when making decisions about a group of people who define themselves as a community.

It is really quite unfortunate that our Town Manager's new wife has turned out to be involved in the pornography industry. But let's not lose sight of the fact that he married her after he was hired.

We don't control the individual decisions that people make about their intimate lives, and thank God we don't! Our elected officials have been receiving hateful emails attacking them, pointing the finger at them, and deriding them for decisions that they didn't make. The only decision they made is to exercise our

rights under an employment contract to terminate Town Manager Scott Janke for the decisions he made after being employed as our manager. And they made their decisions after spending the day on the phone talking with people all up and down the island and considering their feelings on the matter.

I'm not making any judgment here on Scott Janke's wife or Scott. There are a lot of men who probably think, "Hey that's cool! His wife is in the pornography business — how salacious is that." And no doubt, there are some women in our community who think, "Hey, big deal, it's the 21st century. If she wants to sell sex for a living, who cares." But there are a lot of other people who I talked to who said "OK, take the personal judgment out of whether you like pornography or not and then consider what happens when our manager now tries to conduct business in public." The sensible leaders in our community, and this time I believe it applies to both sides of our own fence, acknowledge and agree that it creates an untenable atmosphere for conducting serious town business.

And if anyone wants to feel sorry for Scott Janke or his wife, don't! I don't know if it's coincidence or its not, but we've heard that Scott's wife may be releasing one of her films this week and it's interesting to note that this release will coincide with all this free publicity. They've already been heard on record saying that they're more than willing to move on with their lives, and without any additional fanfare from us we should let them.

This editorial is not meant to disparage Mr. Janke but it needs to be said that if he had told our council, who is after all, his boss, that his wife was involved in the pornography industry, we wouldn't have been blindsided by this disclosure.

Our elected officials don't want to be walking into Council Chambers hearing catcalls and under-the-breath comments — "Hey what's your latest film?" This is why certain types of professions have long applied a criterion for continuation of the position of suitability for that role.

That's why we have "conduct unbecoming an officer." Men are not going to follow a military officer into battle and risk death if he's also an object of derision, or a laughing-stock. The same applies to attorneys and judges, who have to

avoid even the appearance of impropriety. No sir, positions where serious decisions are made and expectations generated that people will follow, those decisions require a more visibly upright stance than most professions.

Public service is a higher standard. And just like in the Westerns of old, islanders need to circle their wagons as a bulwark against outsiders who would take advantage of our Town's current situation.

At this juncture, we particularly need to avoid internal divided politics and come together as a Town to support whatever process is necessary to get a new town manager. We all need to be aware that just the mention of the word pornography brings out the media in a feeding frenzy. We have to expect commentary and letters to the editor and articles trying to play up and exploit the "juicy side" of the story.

But I submit to you that the real meat of this story is not the decision that Scott Janke made when he married a woman that turned out to be a porn star, it's the decisions that we're going to make in the process of replacing him.

So I urge my fellow islanders to take a deep breath, stay calm, and use their energy to become deeply engaged in the public process that will ensue as we look for our next manager and hopefully we will learn from this situation and find someone for the position that more fully fits into our community standards.

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Carl Conley

Getting ourselves back to the garden from page 4

terpreted as it was joyful and enlightening. Who knew that in 1959? Not this teenager of the time. Today's rear view mirror reveals that high school graduates of 1959, depending on the choices they made, directly faced an era of intense communal struggle for an inclusive national identity, and didn't shy away from the challenges. The civil rights and antiwar movements, in all their manifestations, were pivots around which many of our lives revolved. Ever present were the disturbing realities of assassinations, violence, and war. By 1969, it seemed as though a big celebration was due. That was Woodstock, and it served as an emblem of the time even for those of us who didn't get to Max Yasgur's farm.

My class reunion last weekend caused me to spend a rare night in Fond du Lac, at what used to be called the Retlaw Hotel. Memories walked those halls as well. My youthful activism just out of high school made me a (John F.) Kennedy kid. In that

role, I was assigned the happy task of helping Jacqueline Kennedy carry her luggage to the future first couple's fourth floor, as I recall, room just before a public reception. They were on the campaign trail in February 1960 and, even though I was too young to vote, I was helping them. All that remains of that day is a brass plate in the lobby recording the Kennedy's visit, along with those of other notable guests like Eleanor Roosevelt in 1932, Wendell Wilkie in 1944, Gene Autry in 1950, and Jack Dempsey in 1957.

At the Retlaw I was also reminded, thanks to a worn out sign on the bar just across Main Street, that the radical Carry Nation, of the Women's Christian Temperance Union, once attacked whiskey bottles with a hatchet during a visit to that establishment. The sign says: "Historic Schmidt Sample Room, Scene of the Famous Carry Nation Hatchet Swinging Episode, July 18, 1902." Ms. Nation lost that battle, judging

from the beverages flowing at our reunion. Not given to nostalgia, and fully anticipating the future, during the drive home I thought about the garden that was waiting with a lot of broccoli and many green beans. Also waiting was the first crop of wild blackberries hanging heavily from canes too tall for Howard the Dog to reach. I shared.

Joni Mitchell, who also missed Woodstock, wrote a song about the festival while she was watching it unfold on television 40 years ago. To this day, her composition has been covered by artists far and wide with its verses ending with the line: "And we've got to get ourselves back to the garden."

We might need to get ourselves back to the garden even more today than we did in 1969. But that's another story.

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ABOUT THE ISWNE

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

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, and Japan. There are subscribers to *Grassroots Editor*, the society's quarterly journal, in still more countries.

This publication will be made available in alternative formats upon request to Chad Stebbins 417-625-9736.

Dr. Chad Stebbins

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