



# ISWNE

THE INTERNATIONAL SOCIETY  
of WEEKLY NEWSPAPER EDITORS

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

Volume 39, No. 1 • February 2014

## Durango or bust!

### ISWNE to gather June 25-29 at Fort Lewis College

By **Marcia Wood**  
Co-Coordinator  
2014 ISWNE Conference

Durango. The narrow gauge whistle echoes through town morning and evening. Its silver mining glory days are over, but the train lives on thrilling tourists.

On Main Street, grand Victorian hotels, dowagers of the past, mingle with modern micro-breweries.

The towering San Juan peaks beckon.

Durango. It's a special place. It's the city chosen for the 2014 conference of the International Society of Weekly Newspaper Editors (ISWNE) this summer, June 25-29.

You'll meet old friends and make new ones, hear interesting speakers, enhance your newspaper skills and do some area exploring.

The scenic Fort Lewis College campus, on a mesa overlooking the Animas River Valley and Durango, is conference headquarters.

Sculptures on campus pay homage to the area's Native American presence.

A bit of history about the college. In 1911, the federal government deeded the property of the Fort Lewis Indian School to the state of Colorado. It stipulated that eligible Native students could attend Fort Lewis College free of charge. That promise has been kept.

Our conference lodging will be at the Miers Apartments, two-person units with a kitchen and en suite bath.

Opening day is Wednesday, June 25. Check-in hours are 8 a.m. to noon in the Student Union. After lunch in the Student Union, we'll head to the Center for Southwest Studies' (CSWS) Lyceum Lecture Hall for afternoon speakers.

Tentatively, in late afternoon an opening reception and barbecue is planned on Hermosa Terrace atop the Student Union. We'll welcome the Greenslade Bursar and hear about his/her British Isles newspaper.

Ellen Albanese, an award-winning writer and

editor, has offered to coach attendees on better editorial writing. A former ISWNE president, Ellen earned the Golden Quill in 1987. During her 40-year career, Ellen has been a book editor, newspaper editor, and columnist. She spent 10 years as a copy editor at *The Boston Globe* and currently writes about travel and food on a freelance basis.

She will provide one-on-one coaching. Space is limited, so sign up now by email: [ellen.albanese@gmail.com](mailto:ellen.albanese@gmail.com). She requests par-



**Marcia Wood**

*continued on page 4*



*Fort Lewis College*

# 2014 ISWNE Conference Registration

*Ride the narrow gauge! Join Editorial Critiques! Hear great speakers! Meet peers!*



60<sup>TH</sup> ANNUAL  
ISWNE CONFERENCE  
June 25- 29, 2014  
Durango, Colorado  
Fort Lewis College

**Registration DEADLINE: Wednesday • May 14, 2014**

*Late registration fees of \$150 will be added after May 15*

Questions? Contact Marcia Wood, [mtwood@newmex.com](mailto:mtwood@newmex.com) or 575-377-6354

**CONFERENCE FEE:** \$525, adults • \$280, ages 4 to 17 • \$150, 3 & under

Name (s) for each adult \_\_\_\_\_

Cell phone \_\_\_\_\_ Work phone \_\_\_\_\_ Email \_\_\_\_\_

Name of newspaper or other professional affiliation: \_\_\_\_\_

Name(s) and age(s) of children attending \_\_\_\_\_

Work mailing address \_\_\_\_\_

Home mailing address \_\_\_\_\_

BRIEF bio: Your name and newspaper, your title, and a few words about the paper. (Email to: [mtwood@newmex.com](mailto:mtwood@newmex.com))

FIRST CONFERENCE? Yes\_\_ No\_\_ Participating in Editorial Critique? Yes\_\_ No\_\_ *If yes, complete gray box below!*

Meal preference (number of registrants) Vegetarian \_\_\_\_\_ No preference \_\_\_\_\_

## LODGING

2-person apartment with spouse: Names \_\_\_\_\_

Single in 2-person apartment: Name \_\_\_\_\_

Sharing 2-person apartment with friend:

Names \_\_\_\_\_

## PAYMENT INFORMATION

Conference: Adult \_\_\_\_\_ number @ \$525 each \$ \_\_\_\_\_

Conference: Ages 4 to 17 \_\_\_\_\_ number @ \$280 each \$ \_\_\_\_\_

Conference: Ages 3 & under \_\_\_\_\_ number @ \$150 each \$ \_\_\_\_\_

Single room surcharge \_\_\_\_\_ number @ \$120 each \$ \_\_\_\_\_

**TOTAL REGISTRATION \$ \_\_\_\_\_**

(Includes meals, housing, admission & transportation to all events)

**Make CHECKS payable in U.S. funds to: ISWNE 2014**

Mail to: Guy Wood, P.O. Box 215, Angel Fire, NM 87710

**CREDIT CARDS: ADD \$15 per person registering to registration total**

• Master Card / Visa ONLY •

Cardholder name \_\_\_\_\_

Card No. \_\_\_\_\_ Code \_\_\_\_\_ Exp \_\_\_\_\_

**Early arrival and departure rooms: \$58/night, single or double**

**For reservations, call Greg Weiss, Conference Services,**

**920-247-7372 or [weiss@fortlewis.edu](mailto:weiss@fortlewis.edu)**

**Early arrival or late departure meals: (cash in dining room)**

Breakfast \$7.00 • Lunch \$8.50 • Dinner \$10.00

## EDITORIAL CRITIQUE: June 27

Have your editorials and editorial page(s) critiqued by your peers and mentors.

**ONLY complete this form if participating in the critique. If more than one person is listed below, indicate if they want to be in the same or different groups.**

NAME \_\_\_\_\_

PAPER \_\_\_\_\_

Email (print) \_\_\_\_\_

Same \_\_\_\_\_ Different \_\_\_\_\_

NAME \_\_\_\_\_

PAPER \_\_\_\_\_

Email (print) \_\_\_\_\_

Same \_\_\_\_\_ Different \_\_\_\_\_

**Don't have a newspaper but want to participate?**

NAME \_\_\_\_\_

Email \_\_\_\_\_

More details will be emailed closer to conference. Group assignments & leaders will be assigned by June 10.

**LATE CANCELLATION POLICY:** Refund of 75% of conference fee for cancellations between May 14 - June 11. **NO REFUND AFTER JUNE 11.** Scholarship recipients are responsible for 25% of conference fee with cancellation before June 11. After June 11, full conference fee must be paid.

# All aboard the Durango & Silverton Narrow Gauge!

Visiting Durango without riding the train is like visiting Green Bay without touring the Packers' Lambeau Field.

So, on Thursday, June 26, we'll ride motor coaches and wind up breathtaking Coal Bank and Molas passes to Silverton, a lofty 9,308 feet. We'll brush shoulders with the lofty San Juans.

After admiring Silverton's Victorian splendor, we'll picnic in the park.

Mark Esper, editor of *The Silverton Standard & the Miner*, will recount how the historic newspaper, published since 1889, almost perished but was saved by the county Historical Society. The paper is unique in another way. In May 2012, the Society of Professional Journalists named it a National Historic Site in Journalism. Esper will share today's business challenges as well as community efforts to keep the paper afloat.

Early afternoon, we'll board the Durango and Silverton narrow gauge. We'll depart with belching clouds of coal-fired smoke and shrieking whistles. We'll take turns riding in an open car for spectacular viewing and a warmer closed car. Dress warmly; bring a jacket and a stocking cap if your ears get cold!

Winding down into Durango will be hours of eye candy. Don't miss it!



**Officers of the International Society of Weekly Newspaper Editors:**

**President:** Kelly Clemmer  
Star News Inc.  
Wainwright, Albert

**Vice President:** Gary Sosniecki  
TownNews.com  
Moline, Illinois

**Executive Director:**  
Dr. Chad Stebbins, Director, Institute of International Studies, Missouri Southern State University, 3950 E. Newman Road, Joplin, MO 64801-1595  
Phone: (417) 625-9736  
Fax: (417) 659-4445  
E-mail: [stebbins-c@mssu.edu](mailto:stebbins-c@mssu.edu)

**Board of Directors:**  
Steve Bonspiel  
*The Eastern Door*  
Kahnawake, Quebec  
Dave Gordon  
Professor Emeritus,  
University of Wisconsin - Eau Claire

Jan Haupt  
Lodi, Wisconsin  
Andy Schotz  
*The Gazette*  
Washington, D.C.

Barry Wilson  
Asset Media Services  
Kiama, NSW, Australia

**Immediate Past President:**  
Cheryl Wormley  
*The Woodstock Independent*  
Woodstock, Illinois



## How will you get to Durango?

It's not too early to be checking travel options for the 2014 ISWNE conference in Durango, Colorado.

If flying, the Durango-La Plata County Airport is about 19 miles southeast of town. Both Frontier Airlines and United Express have flights there from Denver. U.S. Airways flies from Phoenix and American Airlines via Dallas.

If you fly into the Albuquerque International Sunport and rent a car, the drive is about 3 hours and 45 minutes.

If you fly into Denver, the drive is about six to seven hours.

It may be most affordable to fly into Durango. We'll provide airport pick-up and return delivery when the conference ends Sunday. No cars to rent.

For more Durango-La Plata County Airport information: <http://www.durangogov.org/index.aspx?nid=202>

However you travel, we're looking forward to seeing you in Durango, June 25-29!



# ISWNE original member Edith Boys Enos dies at 108

Edith A. Boys Enos, 108, the last surviving ISWNE original member, passed away in her home in Plymouth, Indiana, at 9:07 a.m. on Saturday, June 29, 2013.

Word was not received of her death until ISWNE member Mary Jane Lentz, from Allentown, Pennsylvania, received a letter from her son in early January.

Born on April 26, 1905, in Plymouth, Enos graduated in 1926 from the University of Wisconsin with a B.S. degree from the School of Education, Department of Physical Education. She then was employed at Texas University to teach women's physical training. She taught there for three years then took a position as instructor of physical education at the University of California, Berkeley, where she taught for two years. In 1931 she journeyed to Europe for nine months where she studied dancing then returned to the U.S. where she obtained a master's degree in dance from the University of Wisconsin.

She married Bertram Enos in 1933 and had four children: Matthew, Jo Ann, Timothy and Catherine.

She began her newspaper career in 1949 when Frank Stegman sold the *Mishawaka* (Indiana) *Enterprise* to Bertram and Edith Enos and Samuel E. Boys. Edith Boys Enos then took control of the paper in 1951.

Enos was one of 13 weekly newspaper editors

from around the country, and the only woman, who gathered around H.R. Long at Southern Illinois University in 1955 for the first conference of what was to become the ISWNE.

"I was thrilled to go to that conference," she said in a 2006 interview with Don Brod. "I was such a greenhorn, and most of them didn't know how little my paper was. I almost felt like falling on my knees, I was so thankful to find such a group of people who were interested in weeklies, interested in having a voice in the community."

"When I started to attend the conferences in the 1960s at Pere Marquette [State Park in Illinois], she and I were the only women in the group for several years," Lentz said.

After 28 years in the newspaper business Enos retired and built a home on 40 acres in West Township near Ancilla Domini. Every Wednesday she would walk from her home to Ancilla and visited with the Sisters at the Mother House for a while then walk back home. While taking these walks she would carry a pair of binoculars with her as she was an avid bird watcher. Once a year she would travel, visiting her son in California and her remaining two sisters in New Mexico and Indianapolis.

She is survived by her son Matthew Enos of Glenview, Illinois, and her daughter, Catherine Mandt of Madison, Wisconsin. Preceding her



**Edith A. Boys Enos**

in death were her parents, Samuel E. and Florence R. Boys; a brother, Alfred R. Boys; three sisters, Beatrice Boys Rinde, Eleanor Boys Blank and Elizabeth Boys Ellis; a daughter, JoAnn Enos Stone; and a son, Timothy Enos.

She had 11 grandchildren, five great-grandchildren and two nieces and five nephews.

---

## Durango or Bust *from page 1*

ticipants email PDFs of two favorite editorials. Or mail them to Ellen Albanese, 133 Red Brook Road, East Falmouth, MA 02536.

ISWNE board member Andy Schotz, assistant managing editor at the *Gazette* in Gaithersburg, Maryland, is planning a thought-provoking ethics session titled "Contrarian Thought." A Region 2 director of the Society for Professional Journalists, Andy will speak about ethics at SPJ's spring conference.

Those aspiring to win a Pulitzer will want to hear Dave Mitchell. In 1979 Mitchell's paper, *The Point Reyes Light*, won the Pulitzer Prize for Meritorious Public Service. Mitchell, editor and publisher emeritus of *The Light*, will talk to our group and has titled his presentation, "Country editors are specialists in town." He plans to use material from his new book, *The Light on the Coast: 65 Years of News Big and Small as Reported in The Point Reyes Light*, to illustrate his talk.

Always a premier conference event, a half-day editorial critique session organized by former ISWNE president Tim Waltner will guide new or seasoned editorial writers on ways to develop or improve their editorial page(s).

Even more is promised at the conference.

Durango or bust!

*Marcia Wood can be contacted at [mtwood@newmex.com](mailto:mtwood@newmex.com).*

President Kelly Clemmer called the meeting to order at 9:04 a.m.

1. The minutes of the July 10, 2013, meeting in De Pere, Wisconsin, were approved (Cheryl Wormley/David Gordon).

2. Chad Stebbins reported ISWNE had \$15,876.77 in its checking account and three CDs totaling \$28,000 for a net worth of \$43,876.77 as of Dec. 31, 2013. On Dec. 31, 2012, ISWNE had a net worth of \$40,351.11. ISWNE had income of \$23,207.89 and expenses of \$19,682.23 in 2013, for a total "profit" of \$3,525.66. Stebbins reported that the ISWNE Foundation had \$29,011.95 in its checking account and two CDs totaling \$33,000 for a net worth of \$62,011.95 as of Dec. 31, 2013. The financial statement was approved (Jan Haupt/Gordon).

3. Stebbins reported ISWNE had 270 paid members in 2013, an increase of 16 from 2012. He said he was allowing editors and publishers to add additional members of their newsrooms to the ISWNE Hotline at no charge. Gordon suggested creating an "institutional membership" category where an editor or publisher could add a certain number of staffers for an additional fee. The board approved a motion to create a "Newsroom membership," for up to four people, for \$150 per year (Gary Sosniecki/Gordon). The board also considered a "University membership" category, where a journalism professor could add his or her students to the Hotline listserv but took no action.

4. Marcia Wood updated the board on her plans for the 2014 conference in Durango, Colorado. She asked the board to contact the 2013 scholarship recipients and invite them back. Stebbins said he would give everyone a person to call. Wood said conference attendees would stay in graduate housing (The Miers) at Fort Lewis College and that the hospitality suite would be located in a small building and adjoining tent. President Dene Kay Thomas will give the welcoming address. The ISWNE board will meet at 6:30 p.m. on Wednesday, June 25. Following a talk by John Hatcher on Veda Ponikvar and how far community journalists should go in being advocates for their communities, attendees will board buses at 9 a.m. Thursday for a "day out," including a picnic in the Silverton Town Park and a ride down to Durango on the Durango & Silverton Narrow Gauge Railroad.

## Minutes

### International Society of Weekly Newspaper Editors

Board of Directors Meeting,  
January 18, 2014  
Goodyear, Arizona

#### In Attendance:

Kelly Clemmer	Guy & Marcia Wood*
Chad Stebbins	Elliott Freireich*
Gary Sosniecki	Andy Schotz**
Cheryl Wormley	Barry Wilson**
David Gordon	Tim Waltner* **
Jan Haupt	Clyde Bentley* **
John Hatcher*	

\*non-board member

\*\*participated via conference call

Friday will feature a day of intensive programming, including a panel discussion on "When the heat is on," led by ISWNE member Marcia Martinek, and an ethics session titled "Contrarian thought" by board member Andy Schotz. Saturday will feature a guided tour of the Southern Ute Indian Reservation's new Cultural Center and Museum and the annual awards banquet.

5. Tim Waltner said the editorial critique format would be very similar to the one used at the 2013 Green Bay conference, which was "as good a setup as we've ever had." Haupt said there was a small problem with a few people wanting to join a critique session at the last minute and not having enough newspapers to go around as a result. "That's always a problem," Waltner said. "We should encourage everyone to print out their own PDFs and bring them to the conference." Cheryl Wormley recommended that "we set our rules and stick to them and share papers if need be."

6. Sosniecki distributed a detailed schedule for the 2015 conference in Columbia, Missouri. The program on Thursday, June 25 will feature a trip to the Harry S. Truman Presidential Library and Museum in Independence, the National World War I Museum in Kansas City, and Fiorella's Jack Stack Barbecue at the Freight House in the Crossroads Art District. Sosniecki said finding a hospitality suite has been the "major problem," but that he will rent a private room with

a patio at a nearby bar. He said planning and hosting a conference requires hundreds of hours of work, and that ISWNE in its long-term planning might want to think about paying a convention planner to do some of the legwork.

7. Sosniecki introduced Clyde Bentley, an associate professor of print and digital news at the Missouri School of Journalism. Bentley will also serve as the 2015 Golden Quill judge. Bentley teaches an editorial writing class every spring and has his students write editorials for the state's community newspapers through a partnership with the Missouri Press Association. Sosniecki suggested that Bentley use ISWNE newspapers in 2014, and he agreed. "Most of the students are from big cities – St. Louis, Chicago, Dallas – and have a hard time grasping Main Street opinions," Bentley said. "They have to do some research before they write the editorials." Bentley said that all 20 students must have at least one editorial published to satisfy the course requirements. "This might convince some of them to go into community journalism and perhaps attend our conference next year and become ISWNE members," Sosniecki said. "And some of the students will get to work with our international members." The board approved a motion allowing the project to proceed as planned (Gordon/Haupt). Stebbins said he would reprint several of the editorials in the newsletter or *Grassroots Editor*.

8. Barry Wilson said he and 2013 Greenslade Bursar Bob Yeates had been talking with the University of Melbourne about hosting the 2016 conference, but that Australian universities "don't want to talk that far ahead." Wilson said he envisioned a "moving" conference, starting in Melbourne, going to Bairnsdale (also in Victoria), and finishing up in Sydney or Wollongong in New South Wales. "This would give people the opportunity to see more of Australia," he said. Wilson said he would give a more detailed presentation at the 2014 Durango conference, and that the 2016 dates would be set around when the accommodations are available, sometime from mid-June to mid-July. He pointed out that the U.S. dollar was now worth \$1.15 to the Australian dollar, "which will help a great deal with conference costs." He said that he and his wife, Jill, along with Bob and Lorraine

*continued on page 6*

# Minutes *from page 5*

Yeates, are hopeful of putting together an unusual but highly exciting conference that will also incorporate a depth of regional Australia not often experienced by tourists. He also said there would be either a pre-conference or post-conference tour of additional sites in Australia.

9. Gordon and John Hatcher, past president of the Community Journalism Interest Group (COMJIG), discussed the ongoing cooperation between ISWNE and COMJIG. ISWNE co-sponsored the screening of "The Sun Never Sets" documentary on Aug. 10 at the AEJMC convention in Washington, D.C., and will co-sponsor a panel discussion on First Nations newspapers at the 2014 convention in Montreal. ISWNE board member Steve Bonspiel will participate on the panel. Hatcher said COMJIG had been renewed by AEJMC for another three years and that strong letters of support were received from Stebbins and ISWNE member Al Cross. Hatcher suggested that a COMJIG member be offered an ISWNE conference scholarship every year and recommended Barbara Selvin from the Stony Brook University School of Journalism for 2014. Stebbins said he would contact Selvin.

10. Stebbins said he would like COMJIG to take on more of a role with ISWNE's quarterly journal, *Grassroots Editor*. He said *Grassroots Editor* had a rich history, dating back to 1960, but that he thought it had languished in recent years as it was difficult to get submissions and that he had put more emphasis on the monthly newsletter. Most of the board members said they seldom read *Grassroots Editor*. Sosniecki noted that only 23 libraries had bought subscriptions last year. Clemmer suggested merging the newsletter and *Grassroots Editor* into a single publication, but Sosniecki thought that move was premature. Stebbins said he had been having ongoing discussions with Hatcher about the professor using his contacts in academic circles and taking on a direct role with *Grassroots Editor*. Hatcher said the journal could have a regular "research you can use" roundup, consisting of a summary of three or four recently published peer-reviewed articles. He also said it might be possible to publish a joint issue with the Texas Center for Community Journalism at Texas Christian

University, which publishes a scholarly journal, *Community Journalism*, once a year. Hatcher and fellow ISWNE members Al Cross, Bill Reader, and Liz Hansen are members of the *Community Journalism* editorial board. The board approved a motion naming Hatcher as associate editor of *Grassroots Editor* for a one-year trial period, and giving him the flexibility to explore ways to revitalize the quarterly journal (Sosniecki/Haupt). Hatcher will receive a \$1,000 stipend and a free ISWNE membership.

11. The board approved a Conference Planning Guide, prepared by Haupt, to help guide future conference hosts. The guide will be updated every year, with suggestions from the most recent conference host(s).

12. The board discussed the need to review and revise the ISWNE Constitution & Bylaws, which were last amended in 1991. Several portions are now out of date. The board approved a motion to appoint an ad-hoc committee of Clemmer, Wormley, Haupt, and Stebbins to review the document and publish suggested changes in the newsletter prior to the Durango conference (Sosniecki/Gordon).

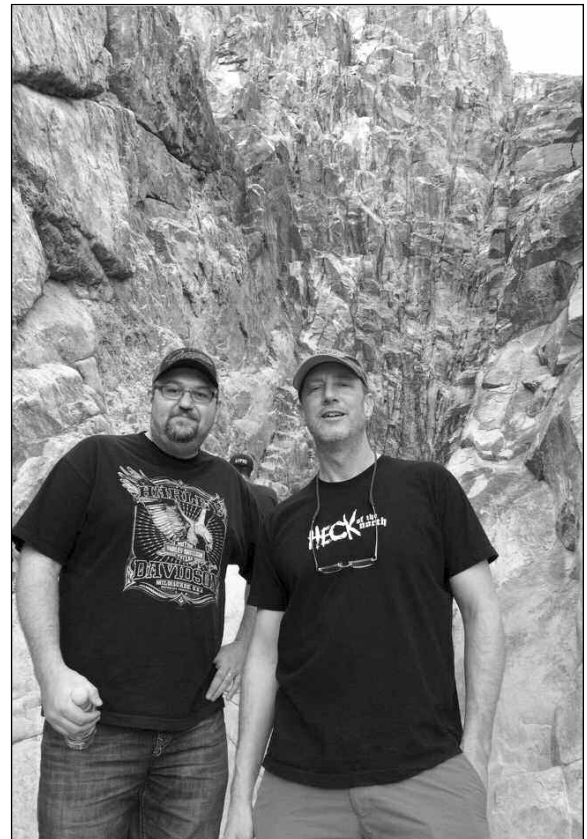
13. In its annual *in camera* review of Stebbins, the board approved a \$450 increase in his annual stipend (Haupt/Schotz). "Due to Chad's exemplary performance with ISWNE, and that his increases have been at \$250 per year for the past four years, which was a smaller and smaller percentage increase, the board wanted to give Chad a 5% increase to help cover all the many hours he spends managing and bettering our organization," Clemmer said. "The board wants to formally recognize Chad for his commitment and passion to the organization."

14. The board discussed the need to create a new ribbon for the ISWNE Chain of Office, which the president wears at official functions. Clemmer said there was room for only six more presidents' nameplates and that it was uncomfort-

able to wear the chain. The board noted that the late Brian Mazza would make repairs to the chain at the annual conferences. Clemmer said he envisioned a new ribbon, in more of a V shape, that would hang differently and provide more longevity. The board approved a motion that Clemmer will have the chain redesigned, by the June conference, to extend its life and maintain its integrity (Wormley/Sosniecki). Clemmer will be reimbursed for any materials he purchases.

15. Schotz updated the board on his efforts to use social media to promote ISWNE. While he hasn't done any tweeting since the 2013 conference, he has been posting editorials on the Facebook page on a weekly basis. Currently, the page has 305 "Likes."

The board adjourned at 1:03 p.m.



ISWNE President Kelly Clemmer (left), and John Hatcher and Gary Sosniecki (not pictured) went hiking on the White Tanks Waterfall Trail after the board meeting.

# What makes winning weeklies? Anticipation

By **Ray Laakaniemi**

True story.

My first boss was buying his first weekly in the 1950s from the classic, old-time printer-owner when they were interrupted by the Linotype operator. Joe, the printer, told the Lino lady "Don't worry, I've got a wedding and two funerals. That ought to take care of Page One."

That is extreme but it illustrates a problem? relying too much on what happened last week as the basis for your news coverage.

And since I brought up the problem, I have a one-word solution: Anticipation.

Let me give you some examples.

One of the surveys I did on weeklies got this response from the then-publisher in Omak-Okanogan, Washington: "We run the news before it is street talk." In other words, they bring up ideas before the man on the street even starts talking about them.

In a business often welded fast to a weekly production routine, where we react to what has happened, habits are hard to change.

Start with what Don Smith used to do when he ran the *Times* in Monticello, Minnesota. Plan ahead. Way ahead. Don and his staff took two days in January away from phones and distractions to go over all of last year's issues and

see what stories needed follow-ups. His planning document was as thick as the New York phone book, but everyone knew what they were going to cover months in advance.

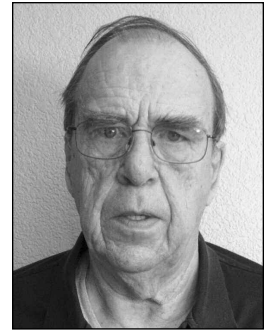
Reporters anticipated major stories they would work on, and they could work on them in what down time they found between weekly editions. They not only reported the news; they developed new story lines in time to lead the community discussion.

You can't write a Memorial Day story the week before Memorial Day. Too many other things happen; you need to reflect, plan, and find just the right person to interview. Laurie Ezzell Brown in Canadian, Texas, did a remarkable story some years ago about a woman whose pilot husband was MIA in Vietnam. Those stories are not done in a day or at the last minute.

You need to keep digging for story ideas, getting them from anywhere. The *Roundup* (love that name) in Payson, Arizona used to do brown bags – bring your bag lunch to meet with the editors. They reported they almost never had a meeting where some interested citizen didn't offer a good story idea. You have to eat anyway; why not get ideas over lunch?

Anticipate issues as they arise and ask people involved for 500-word thoughts on their side of the story, focusing on what the public doesn't know, see or understand.

We did a series on what county offices do and what the public does not understand about them. About 300-400 words, we did 15 or so, ran out of time before we ran out of offices.



**Ray Laakaniemi**

Anticipating stories in advance helps reporters, gives your paper a focus and gives readers insights they don't get elsewhere. No one office or group cares for the entire community like a newspaper does, and you can help the community come together by informing them on issues as well as straight news.

Most weeklies can't compete with TV or the Internet on the weather, but you can run a small box on Page One with predicted temperatures for the next several days.

Your reward as editor can be better focused reporters and a clear sense of what you want to accomplish well into the future.

Remember: you edit, they read. Ideas can come from anywhere; you need to develop them.

*Ray Laakaniemi can be contacted at [rlaakan@bgsu.edu](mailto:rlaakan@bgsu.edu).*

## 2014 ISWNE Sustaining Members

In addition to paying their \$60 ISWNE membership dues, these individuals have donated \$40 more to the Society. We appreciate their generosity!

Frank Garred  
Sandra George  
Tom Wills

Jason Jump  
Stephen C. Zender  
John T. Marshall  
Jon Whitney

Jane Steinmetz  
Cheryl Peterson  
Reed Anfinson

Carol O'Leary  
Kris O'Leary  
Albert and Marjorie Scardino  
Donald Brod

William Tubbs  
Derek Sawvell  
Andy Schotz  
Laurie Ezzell Brown  
Cheryl Wormley  
Donald Q. Smith  
David Gordon

Bob Watson  
Gary and Helen Sosniecki  
Bradley A. Martin  
Phoebe Baker  
Robert B. Trapp  
Cecile Krimm



# Buffett and Newspapers

By **Bill Miller Sr.**  
 Editor  
*The Missourian*  
 Washington, Missouri  
 Jan. 4, 2014

Billionaire Warren Buffett is a shrewd businessman. The success of his Berkshire Hathaway Inc. investments is proof of his agility and deftness in sizing up companies and investing in them. His performance as an investor has given him “wise man” status in the business world.

The Nebraska businessman, a former paper-boy, started investing a long time ago and owned a daily, *The Sun*, years ago in Omaha. His fondness for newspapers never left him. He invested in them off and on. In recent years he really has been eyeing and buying newspapers. Berkshire Hathaway now owns about 70 newspapers, including 30 dailies. He doesn’t interfere with the editorial and news content except that he places an emphasis on content that readers want and need in their communities.

*The Wall Street Journal* reported that Buffett’s company has spent about \$400 million for its newspaper purchases. The newspapers account for roughly \$500 million in annual revenue. That’s minor in Berkshire’s \$162 billion annual revenue that comes from various investments, including railroad, insurance, manufacturing, energy and retailing operations, *The Journal* said. His newspapers are profitable.

Buffett cares about the communities his newspapers serve. He said he will only buy a newspaper if the “economics make sense.” He likes newspapers in smaller towns and communities that are near-indispensable to readers because they cover local news that no one else will.

What sets Buffett’s newspaper operations apart from other newspaper conglomerates is that he pumps money into them as needed for equipment and facilities. Too many other newspaper chains dwell only on the bottom line, cut staff, don’t put money into them as needed, and they become bare-bone operations. With cuts made, they can’t serve their communities as a newspaper should. News staffs are cut to the point where there are only a couple of reporters. They have to use “stringers” to cover meetings, sports and other events. News beats are neglected.

Publishers of those newspapers have to meet monthly goals or they are gone. Often a publisher and/or editor lasts only a short time before getting the ax. The key personnel are not around long enough to be active in the community and to get to know the people. Staff morale hits the bottom.

Missouri has a number of newspapers that are owned by chains. Because of the way they are operated, the newspapers are damaged, lose their importance to the community, no longer play a vital role in promoting the community, resources are drained to enrich the bottom line, little is put back into them in the way of equipment, news coverage is weakened, and facilities are neglected. It’s downright shameful – an

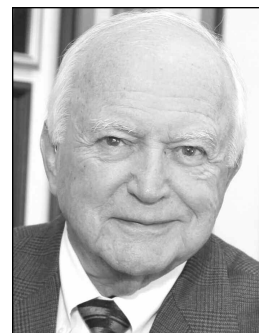
important and respected community asset being driven to the dogs.

This is not an indictment of all chains. Some still care for the communities they serve and are willing to put money back into them.

But we are aware of what has happened in some Missouri towns. What has happened to some newspapers is disgraceful. It’s also harmful to the communities they are supposed to serve. The Internet and other media outlets have not damaged and been threats to newspapers anywhere near what bottom line conglomerates have inflicted in injuries.

The fact that Buffett is investing in newspapers is a positive spark. It has given added value to newspapers in general. There’s been too much said and printed that is negative about the future of newspapers. Buffett recognizes newspapers will live on and on. He’s fresh air to newspapers – a wise investor who cares about communities and values the service of a newspaper.

*Bill Miller Sr. can be contacted at [billmiller@emissourian.com](mailto:billmiller@emissourian.com).*



**Bill Miller Sr.**

## ISWNE Foundation Contributors (since Dec. 1, 2013)

**Stringer (\$10 to \$99)**

William F. and Linda Tubbs  
 David Mitchell  
 Ross Connelly  
 Ellen Albanese  
 Steve Andrist  
 Nancy Slepicka  
 Sarah and Carter Newton

**Cub reporter (\$100 to \$199)**

Mary and Tim L. Waltner

Sue and David Gordon  
 Donald Q. and Nancy R. Smith  
 Jane Steinmetz  
 John T. Marshall  
 Al and Patti Cross  
 Jeanne Pease  
 Robert and Sandra Horowitz  
 Guy and Marcia Wood  
 Anonymous

**Copy editor (\$200 to \$299)**

Vickie Canfield Peters  
 Robert B. Trapp

**Editorial page editor (\$300 to \$399)**

Gary and Helen Sosniecki

**Managing editor (\$400 to \$499)**

Donald and Deborah Brod

**Editor in chief (\$500 to \$999)**

Albert and Marjorie Scardino  
 Carol O’Leary and Kris O’Leary  
 Joyce Webster

**Publisher (\$1,000 to \$9,999)**

**Named scholarship (\$10,000)**

**Total raised: \$4,490**



# Fatal Shooting

By **Dick Drysdale**  
Editor and publisher  
*The Herald of Randolph*  
Randolph, Vermont  
Dec. 19, 2013

Ever since Nov. 6, when a Burlington police officer shot to death a mentally disturbed man who was “armed” with only a shovel, we have been waiting for Vermont Atty. Gen. William Sorrell to exonerate the officer.

Sorrell did not disappoint. This week his office announced that Cpl. Ethan Thibault “was legally justified in the use of deadly force when he discharged his firearm” at Wayne Brunette at point-blank range.

Sorrell’s report, printed in full in this week’s *Herald*, noted that, even though Brunette was close enough that the policeman felt he was in mortal danger from Brunette’s shovel, his first two shots at Brunette didn’t bring him down. So Thibault shot him twice more.

The report also notes that Cpl. Thibault was accompanied by another Burlington police corporal, Brent Navari, who was also apparently

within a few feet of Brunette when the shooting occurred. Navari said he had also been chased by Brunette and had felt endangered.

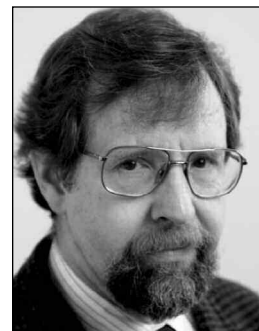
\* \* \*

Actually, we have no quarrel with the notion that Cpl. Thibault should not be criminally charged in this case. We recognize that police are part of a dangerous profession, and that they should be given the benefit of the doubt when involved in a violent situation.

What we find disappointing in Sorrell’s decision is that once again his report fails to state the obvious: that though there may be no legal liability for the policeman, still it was a terrible outcome that should have been handled better. One wonders about the training that police receive at the Vermont Police Academy. Maybe we’re missing something here, but two officers with service revolvers against one man with a shovel doesn’t sound like a fair fight. Wouldn’t good training have avoided a fatality in this case – a fatality played out in front of the mother of the dead man?

The most troubling aspect of Sorrell’s decision

was his implication that the problem resulted, not from poor police response, but from “too much reliance on law enforcement as the first responders to persons experiencing a mental health crisis.”



**Dick Drysdale**

But people ought to be able to call the cops when they’re in trouble; and police themselves ought to know when they need the help of a mental health worker.

To “subdue” a subject shouldn’t mean to shoot him dead. If that happens, regardless of the legalities, police intervention has been a tragic failure.

*Dick Drysdale can be contacted at editor@OurHerald.com.*

## Cross honored for advancing health of Kentucky

Al Cross, director of the Institute for Rural Journalism and Community Issues at the University of Kentucky School of Journalism and Telecommunications, is among several individuals who were recently honored by the Kentucky Psychological Association for their outstanding contributions to the health and mental health of Kentuckians through public service, the media and the profession of psychology.

Cross was honored for his outstanding career in journalism, his work in bringing coverage to every corner of the Commonwealth and for his passion for improving the health of Kentucky, on Friday, Nov. 15 at the Hilton Downtown Hotel in Lexington.

Cross became director of the Institute for

Rural Journalism and Community Issues in August 2004 after more than 26 years as a reporter at *The Courier-Journal* and 15 of those years as the Louisville newspaper’s chief political writer. His coverage ranged from presidential to local elections and included all facets of state government. After serving as interim director, in 2005 he was named permanent director and an assistant professor in the School of Journalism and Telecommunications at UK, where the Institute is based. He is now an associate professor in the Extension Title Series, reflecting what he has long said is his short job description, “extension agent for rural journalists.”

Cross’s work to advance the health of Kentucky is reflected most prominently in Kentucky Health News, which he publishes

online with support from the Foundation for a Healthy Kentucky at kyhealthnews.blogspot.com. Health is also a major topic of coverage on the Institute’s national publication, *The Rural Blog*, at irjci.blogspot.com. He is a member of the Friedell Committee for Health System Transformation, a statewide group working on ways to improve health in Kentucky.



**Al Cross**

# Those Unsettling Electronic Snoopers

By **Don Corrigan**  
Editor-in-chief  
*West End Word*  
St. Louis, Missouri  
Jan. 17, 2014

My December column that took a swipe at Sen. Rand Paul, R-Kentucky, and his plagiarism fiasco touched a nerve. His area supporters took offense. They are all ready to head up to Iowa to help Paul win the 2016 GOP presidential primary sweepstakes.

Paul finds favor with a lot of folks, because of his anger over government snooping. Lots of Americans are upset that the National Security Agency (NSA) has access to our phone calls, e-mail conversations and more.

Well, we asked for it. After 9/11, we retained politicians who spent billions to create the NSA apparatus that has compromised our privacy. We did it in the name of national security – so we could intercept the communication of those devils who might be planning more terrorism.

Now that we have put together the most colossal spy and electronic eavesdropping agency in the world, we are balking. We want it taken apart. We want our privacy rights back – and Sen. Rand Paul has become a national champion of these rights.

Paul has said he plans to sue the U.S. government over all the spy programs exposed by Edward Snowden. He also thinks Snowden, who is now in exile in Russia, should be treated as a whistleblower, not a traitor, in telling the world about our NSA operations.

Paul's actions have outraged other Republicans. Rep. Peter King, R-New York, said Paul "doesn't deserve to be in the United States Senate," because Paul lacks basic common sense about our national security needs.

I suspect West End Word readers are of two minds. If government surveillance operations can stop another 9/11, let them be. On the other hand, many of us from the Vietnam

protest era can remember the FBI snooping on campus, illegal wiretaps on phones, and other privacy violations.

## Wash U. Prof's Take

Big Brother can operate under a corporate logo as well as under an NSA national security symbol. More and more businesses are collecting data on us, aggregating it, and selling it? sometimes to a prying government and sometimes to scheming crooks.

Neil M. Richards, a professor of law at Washington University, recently spoke out about these concerns at the Ethical Society. His book *Intellectual Privacy*, about personal privacy and the First Amendment, is due out this year from Oxford University Press.

Richards has expressed alarm about snooping firms that monitor our reading habits, movie-watching habits, consumer habits and social media exchanges. He believes this personal information deserves special protection.

The films we watch, the books we read, and the websites we visit are essential to the ways we try to make sense of this world and make up our minds about political and non-political issues, according to Richards.

Intellectual privacy protects our right to think for ourselves, without worrying that other people might judge us based on what we read. We can explore ideas that other people might not approve of, and to figure out our politics, our sexuality, and our personal values, among other things.

"It lets us watch or read whatever we want without fear of embarrassment or being outed," Richards declares. "This is the case whether we're reading communist or anti-globalization books; or visiting web sites about abortion, gun control, cancer, or coming out as gay; or watching videos of pornography, or documentaries by Michael Moore..."

I think Richards has it right. The intrusive

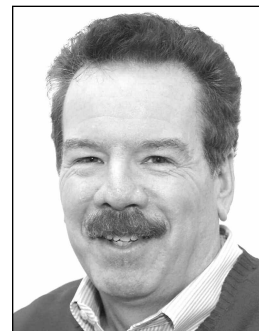
data collection by advertising, marketing and data research firms can be as unsettling as anything the NSA does. Some of the nefarious activities they engage in include:

- "behavioral advertising," which involves tracking Internet users over unrelated sites, noting their assumed interests as disclosed by their Internet viewing, then hammering them with ads based on their assumed interests.
- "data brokerage" which involves marketers who regularly sell information about individuals for marketing, credit or other business purposes, often without the knowledge of the persons to whom the data pertains.
- "trolling shakedowns" which involves monitoring downloads of porn or other suspect materials, then using this information to extract extortion-like settlements.
- "data discrimination" which involves placing people into "customer value segments" and relegating some portions of society as "waste," as undeserving of service or attention.

## By the way...

If all of this prompts you to now disengage from social media, to unplug your iPhone, and to quit going digital to get your news, so be it. There's nothing like curling up with a good book or enjoying a dependable print newspaper to stifle these electronic snoopers.

*Don Corrigan can be contacted at [corrigan@timesnewspapers.com](mailto:corrigan@timesnewspapers.com).*



**Don Corrigan**

# From better, to bad, to worse

By **Derek Sawvell**  
 Managing editor  
*Wilton-Durant Advocate News*  
 Wilton, Iowa  
 Sept. 26, 2013

In a matter of 24 hours last week, my faith in the greater good, love thy neighbor, etc. went from better, to bad, to worse.

It all began Sept. 19, when I was visiting my parents, and my father and I were watching the Channel 8 ABC news (WQAD). The station did a story on Cory Dilts, a Kewanee, Ill., man whose only claim to fame was that he, like millions of other Americans, had lost his job.

He turned to the Illinois Department of Employment Security (IDES) website, <http://ides.illinois.gov/>, for help.

What he found instead was what he called a “slap in the face” when he discovered that there was an option for “Klingon” under languages.

I’ll admit that I’m not a Trekkie, which apparently are die-hard fans of the Star Trek franchise. Klingon is the language spoken by Star Trek villains (Klingons) – again I admit I never watched the show nor have I watched the films.

Regardless, it’s a fictional language shown as a legitimate option on a very important website. A website that is not greeting its viewers at their best. These are individuals who are already feeling embarrassed, hopeless, upset, frustrated etc. The last thing they need is to be kicked while they’re down.

Of course there should be language options. The ability to turn the site to Chinese, Maltese, Polish, Russian and Spanish is certainly a big help.

But Klingon! Wow.

My father Stan and I both just looked at each other while the report was happening and I’ll bet my face looked as blank as his. He chuckled (probably to break the silence). His chuckle was just a non-verbal cue for what were the first words out of my mouth.

“Unbelievable” I said as I shook my head. We were both in awe.

According to the WQAD report, the IDES apparently uses a free Microsoft service for the Klingon language and got what was reported as a positive response and increased website traffic.

Could the increased traffic be from people like me who had to check the site out for himself to make sure this wasn’t a bad joke?

Nope. It’s there. And for those of you who are fluent in Trekkie talk, apparently the phrase *Federal unemployment insurance benefits will continue to be sequestered in the new federal fiscal year that begins Oct. 1.*

Looks like this in Klingon *federal unemployment, sequestered chu’ federal fiscal DIS oct. 1 tagh taH nov quchuI’pu’mo’ chepmoH.*

I’d like to think I have a pretty good sense of humor – you have to with this job! Yet I just don’t see it. What I see is a lack of empathy. I do see a slap in the face. Obviously the people making the executive decisions about the IDES website have never been fired or laid off, and God bless them.

I do know what it feels like to lose a job. I do know what it’s like to go from making something to nothing. I was laid off from the former Rural Housing Institute in Wilton in December 2001, a mere five months before the place went out of business and closed its doors for good.

My Christmas gift that year was having no job. Thankfully for me, I was 19 years old and still living at home. I wasn’t married, didn’t have children, nor any real debt to speak of. I was able to land on my feet as I began college within 30 days of taking the layoff.

Yet there were several others who were not as fortunate as I. They had real worries. Their lives had been turned upside down. The last thing they would have wanted to face when visiting the unemployment office (in Muscatine at the time) is one of the clerks there asking if they would like to hear their options in Klingon.

\*\*\*

The next head shaking moment came the following morning, Sept. 20, when I read a report online about the words “YOU RETARD” being printed on a Vitaminwater bottle cap. According

to a “Good Morning, America” report, which also included a photo of one of the caps, Blake Loates of Edmonton in Alberta, Canada – who has a younger sister with cerebral palsy and autism – opened her Vitaminwater only to see the words on her bottle cap.



**Derek Sawvell**

Infuriated, Loates’ father wrote a letter to Coca-Cola, Vitaminwater’s parent company. According to a spokesperson, the words on the bottle cap represented a competition done by Vitaminwater Canada which included pairing one random English word (like the word “you”) with one random French word (like the word “retard,” which means late or delayed).

When I look it up, it looks like the French version is the expression “en retard,” which means late or delayed.

Apparently the English connotation of the word was missed in the review process and the promotion has been cancelled immediately by Coca-Cola.

Vitaminwater Canada posted the following to its Twitter account: “We apologize that words printed under Canadian Vitaminwater caps have unintentionally caused offense.” There was also a link to a full statement noting that it was a “genuine mistake” and the word “should have been removed” from the promotion.

I’m glad they acted swiftly but it’s quite hard to imagine that of all the “movers and shakers” involved, not one brought that word up as one to stay away from.

I would direct Vitaminwater Canada to [www.r-word.org](http://www.r-word.org), where one can make a “pledge” to use respectful language or as the site calls it, “spread the word to end the word.”

*Derek Sawvell can be contacted at [dsawvell@netwtc.net](mailto:dsawvell@netwtc.net).*

# The Eddie Potocnik Story

## Part 1: The plane goes down

By **Travis Rogers Jr.**  
Editor  
*O-W Enterprise*  
Owen, Wisconsin  
Dec. 4, 2013

*Editor's note: The O-W Enterprise is a small-town weekly with a circulation of approximately 1,150. This two-part story was wildly popular, even in Germany.*

The Battle of the Bulge was the final offensive staged by the Germans against the Allies on the Western Front. The D-Day campaign had resulted in driving the German forces out of France and back into Germany and occupied Belgium.

The Germans had launched their last assault through the Ardennes Forest and had created a salient or "bulge" in the Allied lines, thus the name of the campaign. That was launched on December 16, 1944.

Months before, six airmen from Wisconsin and Illinois had been assembled as a crew for a Martin B-26 "Marauder." Included in the crew were radioman and waist-gunner Corporal Edward L. Potocnik of Owen and engineer and waist-gunner Private Joseph W. Kowalski from Illinois.

They were part of the 391st bomber group and departed Maine for the European Theater of Operations August 17, 1944. After stops in Labrador, Greenland, Iceland and Ireland they finally flew their B-26 to their new base in Roy Arhmede, France on October 1 whence they would fly missions against German targets along the Mosel River.

After five recorded bombing missions, the 574th bomber squadron of the 391st bomber group was ordered into the Battle of the Bulge with the primary target of the railway bridge at Ahrweiler near Eifel, Germany. This was a key factor in the German supply line for the Ardennes front. Both sides knew the value of the target.

There were 30 Allied planes in the raid. Fourteen made it back to base.

The German air defense strategy was effectively simple: anti-aircraft ("flak") guns would rake the fuselage and engines of the Allied aircraft from the ground, thus "softening them up" for the fighter pilots of the German Luftwaffe. In this raid, in particular, it was terrifyingly efficient. Adding to the chaos in the air, an unusually large fighter group – numbering 60 - jumped the wounded 574th squadron.

Eddie Potocnik's friend, Joe Kowalski, was the first crewmember wounded. According to an interview once given by Potocnik, "the planes were so confined that it was not uncommon for the airmen to not wear parachutes during flights."

As a result, Kowalski was injured and losing blood so rapidly that he could not don his own parachute. In addition, if the plane were to return to base, Kowalski could not survive the flight. Potocnik buckled on Kowalski's parachute and pushed him from the waist window at 8,000 feet.

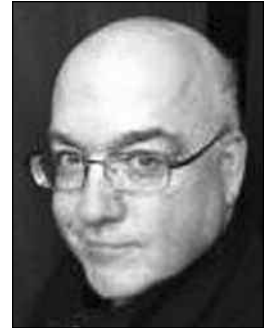
The B-29 was then hit by enemy aircraft fire as a mixed group of Me-109s and FW-190s who caught the bomber group by surprise, coming out of the sun.

According to Potocnik, all of the remaining crew were in their positions but the plane had taken far too much damage to survive. The pilot, Lt. Dale Detjens of Wausau, tried to maintain control of the plane and would not leave his seat.

It should be remembered that when a plane is going down and spins out of control, gravitational forces (G-force) increase due to effects of centrifugal force. It becomes impossible to move as the G-force increases. Potocnik knew that his time to act was limited.

Potocnik and tail-gunner staff-sergeant Joseph J. Miller were trying to make it to the waist window. Again Potocnik recalls, Miller "who was not wounded, tried to come to the waist to bail out but didn't get to the window in time when the plane suddenly went out of control. I looked down at the tail-gunner and

made eye contact with him, and we both knew that I was going to survive and he would not. We both knew that he would not make it to the waist in time to bail out because of the G-force of the plane. The image of his eyes is, and has always been, forever imprinted in my mind. That image is what I have always carried with me throughout my life."



**Travis Rogers Jr.**

In what must have seemed an eternity, Potocnik jumped from the plane only 30 seconds after he had pushed Kowalski out. He barely had time to open the parachute before he was on the ground.

"I landed so close to the plane," he remembered, "that the explosion and concussion of the plane helped slow the speed of my fall." The B-29 hit the ground 200 yards west of a farm and went nose-first into a wetland cow pasture, near the small hamlet of Bauler.

In a field, an 11-year-old German boy watched the plane go down.

### Part 2: Surviving the crash and the war

When Edward Potocnik's parachute settled, he was immediately surrounded by a group of young German boys, probably the Hitler Youth, who had only one weapon between them. They had been told to keep watch and to capture any enemy fliers or soldiers. What Potocnik could not have known was that Joe Kowalski, the wounded waist-gunner whose life Potocnik had saved, was also taken prisoner by a lone German soldier where Kowalski came to earth. The soldier took him to the nearby village of Bauler where his wounds could be tended quickly.

*continued on page 13*

# Eddie Potocnik *from page 12*

Earlier in the war, Luise Vetter moved her family out of the city of Dusseldorf which was suffering from the heavy and repeated bombing from the British and Americans. Her daughter had become a nurse and was away working at a hospital in Adenau, Germany. Frau Vetter had moved her family to the old family hunting cottage at Bauler.

When Kowalski was taken to Bauler, villagers took him to the home of the only woman in the village who could speak English, Luise Vetter. In her diary, Frau Vetter said that she "first soothed him, then dressed his wounds while he lay on our kitchen table which was under the Advent wreath the family had made from berries and vines from the garden."

She recalled looking down and thinking "this boy is some mother's son." Instead of seeing him as an enemy soldier, she saw him as a son. That day, Luise Vetter reached beyond nationality and into humanity.

When Kowalski was stabilized, he was then able to be moved to a hospital. He was taken to Adenau Hospital where he was treated by Luise's daughter, Freya Vetter. When Kowalski opened his eyes to see his nurse, he said "All German women seem to look alike." Of course, the only two German women he had met were mother and daughter.

Eddie Potocnik was taken by his captors to a Prisoner-of-War (POW) camp. He was given a small tin for his rations and each prisoner was given additional rations of cigarettes and chocolate. Potocnik claimed that he was kept alive by not smoking. He would trade his rations of cigarettes for chocolates which gave him needed calories. Instead of sleeping on cots in the POW barracks, Potocnik would sleep in slit-trenches outdoors to avoid the dangers of bombing.

Shortly after the events of December 1944, Luise Vetter wrote a poem describing her experience with the wounded airman. It is a telling description of doubt in the face of an enemy that is overcome by human compassion.

The war in Europe ended May 8, 1945. It was Eddie's birthday.



*The crew of the doomed B-29 Marauder. Joe Kowalski is third from the right with Eddie Potocnik second from the right.*

Potocnik and Kowalski made it back to the United States. Kowalski was sent to a Chicago hospital where a finger was amputated and he suffered pains in his leg. Potocnik suffered from shrapnel wounds that caused him great distress. Their four crewmates were buried in Germany.

Eddie came back to Owen-Withee where he married Berniece in 1947 and raised turkeys. Joe married and moved to California.

Planning a trip to see Joe in the early 1952, Eddie and Berniece Potocnik were preparing for their trip when they received a call from Joe's wife. They were told not to come. Joe Kowalski had died.

In 2010, Freya Vetter, former nurse and daughter of Luise Vetter, contacted the Bauler village historian Hermann Bierschbach with the poem composed by her mother. She was 92 years old and wanted to fulfill her mother's wish that the poem somehow make it into the hands of the young soldier she tended.



*Eddie Potocnik*

*continued on page 14*

# Eddie Potocnik *from page 13*

Bierschbach immediately agreed. After all, it was an 11-year-old Hermann who witnessed the falling of the B-29 near Bauler. Freya Vetter died five weeks later, having passed the poem to the next leg of the race.

Three Wisconsin travelers fulfilled the quest, as far as was possible. Dale and Kathy Bartz with Rosemary Berchem had traveled to Germany where they met Arnhild Wöste who introduced them to Hermann Bierschbach. Herr Bierschbach passed the poem on to the three travelers who, with Frau Wöste's help, translated the poem into English.

Joe Kowalski was long dead and he left no heirs. They did, however, find Eddie Potocnik. They were able to meet with Eddie and Berniece and bring the poem to the United States – a poem of great beauty and compassion.

All but one of the B-29 crewmates are gone. Luise and Freya Vetter have passed, as well. One opposite sides of the Atlantic, Hermann Bierschbach and Eddie Potocnik sit and remember the events of December 23, 1944.

*Travis Rogers Jr. can be contacted at sales@O-Wenterprise.com.*

*Editor's note: The following letter was sent to Mr. & Mrs. Edward Potocnik from a translator in Germany.*

## A letter from Germany

Dear Mr. and Mrs. Potocnik,

It means a lot to me to write this letter to you today but let me introduce myself first. My name is Arnhild Wöste. You may have heard of me by my American friends Rosemary Berchem and Kathy and Dale Bartz who visited with you last year.

Together we had done a trip to the area where you, Mr. Potocnik, crashed with a warplane on December 23, 1944. During our visit we learned about you, Mr. Joseph Kowalski and the other members of the crew who unfortunately didn't survive. Your terrible



*Frau Luise Vetter, circa 1940*

fate moved us very much when Hermann Bierschbach, the elderly man pictured in the newspaper article, told us about it and showed to us the photos and the documents he had collected.

The villagers never forgot about the tragedy of December 23, 1944, and they still talk about it today.

Please know that people here in Germany are very grateful for what you Americans have done for us and our country. We are aware that our situation would be very poor and bad if you and others wouldn't have risked and often even given your lives to free Germany. We are trying hard to keep these memories alive with the young ones. I'm a teacher of history myself.

Thus, this newspaper article attracted a lot of attention. People got in touch with Hermann Bierschbach, the journalist and the newspaper to thank them for the information and to let them know how much they had been moved by it.

Hermann Bierschbach gave me the photos that show the place where you landed with your parachute. Peter Schmitz, who, at the age of nine, witnessed the scene, showed the exact spot.

It's my hope that your fate and the tragedy of December 23, 1944, together with the poem, will help to make people aware that we are all brothers and sisters and how terrible wars are. I have experienced that it does work – and not only in Eifel area but also further north where I live. My students were very touched when I told them about you, Mr. Joseph Kowalski, the other crew members and the poem.

Thank you for risking your life and bearing the horrors of war in order to save Germany. Herman Bierschbach and other people in Eifel area asked me to send you their greetings, thanks and best wishes.

Wishing you and your family all the best,  
*Arnhild Wöste*

# Strive to write at a 7th-grade reading level

By **Douglas Perret Starr**

Professor Emeritus of Agricultural Journalism  
Texas A&M University-College Station

As is widely known, the reading ability of the general public, on paper or on the Web, is deteriorating, down from an eighth-grade reading level to no more than a seventh-grade level.

So, regardless of what medium you write for, paper or Web, you should set your sights on the seventh-grade reading level. What's more, you can set that level in Microsoft Word. It's relatively easy. It won't correct your writing, but it will tell you at what reading grade level your writing is.

Remember, if you write for the seventh-grade, every reader from that grade level to the highest will understand what you write.

Here's how you set it up.

- Open a file.
- Click on "Word" at the top of the screen.
- Open "Preferences."
- Click on "Spelling and Grammar."
- Under "Grammar," click on "Show Readability Statistics."
- To begin "Spelling and Grammar" check of your writing.
- Click on "Tools" at the top of the screen.
- Click on "Spelling and Grammar."

To ensure readability of your copy, use simple sentences of 25 words or less; short words that are concrete rather than abstract, and the active voice (subject, predicate, object).

To make reading copy in a narrow newspaper or magazine column easier, no paragraph longer than one or two sentences; onscreen, no paragraph longer than five lines and a blank line between paragraphs. That design provides a lot of white space in your copy, which attracts readers.

My students have told me that their English teachers want them to varying their word use and their sentence structure "to keep readers from getting bored." No student ever explained why using proper words and writing parallel sentences would bore readers.

Anyway, my suggestion is that you not change

words merely for the sake of change. For example, if you are writing about reporters, use "reporters" throughout the story. Don't change to "journalist," because "journalist" includes editors, photographers, copyeditors, almost everybody in the city room except the custodian.

As for sentence structure, this graf was in a national newspaper story listing the runner-ups in a Miss Mississippi contest:

They were first runner-up Miss University of southern Mississippi Hannah Roberts, second runner-up Miss West Central Mississippi Laura Lee Lewis, third runner-up Miss Leaf River Valley Jordin Johnson and Miss University Caroline Connerly, who was fourth runner-up.

That reads as though Miss Johnson and Miss Connerly were third runner-up.

Be specific of the words you use.

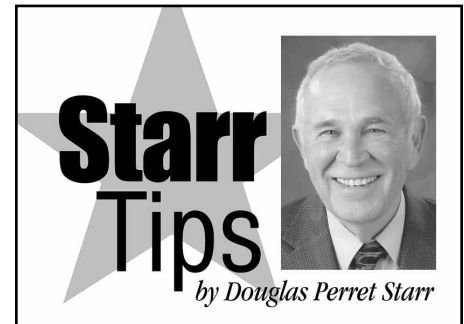
Remember, everything is *local*, to some place. There are no out-of-town police; all police are assigned to a town, making *local police* silly. If the place is necessary to the story, name it: *Springfield police*.

Be careful with *fellow*; it applies to your companions, your associates, your peers, making *fellow classmate*, *fellow shipmate*, and the like redundant.

I keep seeing *enormity* used incorrectly. It has nothing to do with size; it has to do with quality, specifically evil, wickedness: the *enormity* of a crime.

There is a difference between a *lectern* and a *podium*. A *lectern* is what a lecturer stands behind and places lecture notes on. A *podium* is what a lecturer stands on. Frequently, a lectern will be placed on a podium to help the lecturer.

There is a difference between *likely* and *probably*. *Likely* tells readers that whatever follows is to be expected; *probably* designates a chance. In addition, *likely* is followed by a prepositional phrase – He is likely to win – and *probably* is followed by a verb – He probably will win.



*Try* is followed by an infinitive, not by a conjunction. It's *try to win*, not *try and win*. *Try and win* doubles the verb. He will *try and win* means that he will both attempt and be victorious. Try it in the past tense: He *tried to win*, and he *tried and won*.

There is no such college faculty rank as *full professor*, no more than there is *full president*, *full governor*, and the like. College ranks are *assistant professor*, *associate professor*, *professor*.

This may be personal, but there is a major difference between news media: *paper* and *electronic*. Too often, I read that the two media are *print* and *electronic*. As far as I can tell, both paper and electronic media use print.

Finally, for now, don't use *beg the question*, not even in a quotation. Change the sentence to a paraphrase, such as *brings up the question*. *Beg the question* is a phrase that uses an argument that assumes as proved the very thing that one is trying to prove.

If I may, here are some suggestions on how to cover groups. It's really very easy, and the more you cover groups, the easier it becomes. To begin, be professional, be polite, smile, and remember these four important words: please, thank you, sir, ma'am.

All groups, from a 3-member committee to the 435-member United States House of Representatives, operate the same way, under the same rules of order, and each group represents a larger body. All groups have the same charge: to do for the larger group what the larger group – because of its size – can-

*continued on page 16*



## Strive to *from page 15*

not do for itself.

For example, the Congress represents the nation; the state legislature represents the state; the city council represents the city; the board of directors represents the corporation; the board of deacons represents the church.

Groups are made up of elected or appointed officials (state legislature, city council), corporate boards of directors (usually based upon their positions in the corporation), association boards of governors, church boards of deacons, and the like. Groups have committees, and committees have subcommittees. Each group (the main or parent group, the committee, the subcommittee) represents and acts for and in behalf of the next higher group. The subcommittee reports

to the committee; the committee reports to the main or parent group.

All groups do three things and three things only: They meet, they discuss items on the agenda, and they vote on those items. A group cannot vote unless it meets, and whatever the group votes for becomes effective immediately or at a date specified. The vote is the voice of the group, not of the members. Members speak for themselves during discussion, but each member votes as part of the group.

The vote is the way the group speaks; it is the How of the story. The vehicle of speech for the group is what it votes on: resolution, ordinance, bill, statute, proposal, whatever, all merely pieces of paper. To learn what the group vote said, you must read the resolution, ordinance, bill, statute, proposal, whatever,

and write your story on what that piece of paper says.

It is wordy and unnecessary to tell readers that a group met, because groups do not exist until they meet. Thus, when you write "The Springfield City Council," you have told readers that it was a meeting, that the members sat as a group. Until a group meets, its members have no more power, except that of influence, than any other citizen.

Remember that groups represent and act in the best interest of the community, not in the best interest of a petitioner.

*Douglas Perret Starr may be contacted at starr5606@gmail.com.*

## Endowed scholarship to honor Henry Gay

The endowment for an internship scholarship established through the Washington Newspaper Publishers Association Foundation in honor of Bruce Wilson of Omak and Henry Gay of Shelton has been increased to \$15,000 by donations from Gay's family.

Wilson's widow, Merilynn A. Wilson, established the scholarship in December 2012 with a \$10,000 endowment. This January, Gay's widow Fern, his sons Stephen and Charlie and his daughter Julie Orme donated an additional \$5,000 to boost the endowment.

Bruce Wilson and Henry Gay were best friends, journalistic colleagues and business partners in Gay's last newspaper. Gay was a longtime ISWNE member, and Charlie is still active in the Society.

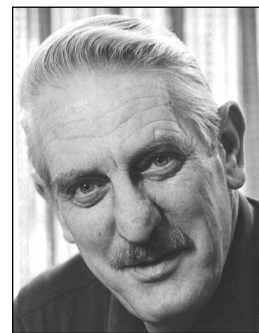
Henry Gay, who died in 1999, first published the *Buckley News Banner* from 1954 to 1964 and then the *Shelton-Mason County Journal*, where he skewered state and national politicians and commented on issues in his editorials for more than 30 years. He published the

*Journal* from 1966 until shortly before he died.

Gay won numerous awards, including the Master Editor/Publisher Award from WNPA in 1996, the William O. Douglas Award from the American Civil Liberties Union of Washington in 1991 for "outstanding contributions to the cause of civil liberties and freedom," the Eugene Cervi Award from the ISWNE in 1991 for "a lifetime of courage in journalism through editorial writing," the 1986 Golden Quill Award (ISWNE's top editorial-writing award) and the *Seattle Post-Intelligencer's* Susan Hutchinson Bosch Memorial Award in 1975 for "exemplary commitment to serving humanity through journalism." His editorials won more than 50 awards from the WNPA, Sigma Delta Chi and ISWNE.

Gay's children continued publishing the *Journal* for almost a decade after his death, with Charlie serving as editor and publisher, Julie as business manager and Stephen as ad manager.

Merilynn Wilson worked alongside her husband, Bruce, during their years with the *Ritzville Journal-Times* from 1947 to 1958 and with the *Omak Chronicle* from 1958 to 1982. She died in 2013 and Bruce Wilson died in 1991.



Henry Gay

The Wilson-Gay scholarship will go annually to a college student who seeks to work with one of WNPA's community newspaper members through a journalism internship.

Further contributions to the Wilson-Gay Scholarship fund are welcomed. Contact Mae Waldron for details: mwaldron@wnpa.com. Donations for WNPA Foundation scholarships are tax-deductible.

# A day made by a simple bucket list item

By **Katie Leb**  
Editor  
*Dodge County Pionier*  
Mayville, Wisconsin  
Sept. 26, 2013

On days when there seems to be nothing special happening, nothing to celebrate, nothing to get me through the day, I love finding that one story that puts a smile on my face.

I had not had one of those make-my-day-so-much-better moments in a while, but a lady named Maude Harlow changed that. I was sitting in Starbucks, as I do more often than not when I have a few hours to do whatever I choose, when I found a link to a story on DNAinfo.com Chicago's website.

The story, "103-year-old Downstater Completes Her Bucket List by Shopping on State St.," is about Harlow, who had never been to Chicago despite living only 60 miles from the big city. Through her hospice care service and the company's philanthropic arm, Harlow was able to cross off the item on her bucket list. Not only did she get to go shopping on State Street to find a new purse, her original goal, she was surprised with a free handbag from Calvin Klein and then met Mayor Rahm Emmanuel, who welcomed her to the city.

A story like this warms my heart and sometimes can make a so-so day much brighter. It also allows me to reflect on some of the most fulfilling interviews I have done.

I have had the honor and pleasure of conducting several interviews with some community members who have hit the fleeting triple-digit birthday. These interviews rank among the top for interviews I have been most excited to conduct. For someone to have 100 years of experience to discuss is monumental and such a rare feat.

At the same time I am excited for these interviews, I am almost equally confounded by the task ahead of me. While I would love to sit and talk with these people for hours, asking them everything I can about their lives and the changes in society and then go home and reflect, I have the burden of putting 100 years of life into just several hundred words. As hard as I try to portray the lives of these individuals, I know that there is so much more to tell.

But there is one thing I make sure to include in every story. For each interview I have but one question that must be answered: What is the secret to your longevity? As profound as the question may be to someone as young as most of us (yes, I am talking to you 75-year-olds), there are answers for each of the centenarians I interviewed. It had nothing to do with making the most money, having the biggest and best material goods, or being known for any special achievement.

The women I have interviewed (so far I have interviewed women only), are humble about their lives, commenting more about their family and friends than about themselves. These women, just as my 90-year-old grandfather did

before he passed, spoke of hard work, laughter and never complaining. "You have to have a laugh every day; otherwise it is just not fun," —my grandpa would say.



**Katie Leb**

The same was true about the women I spoke with. They did not take themselves too seriously, except when it came to making sure they did all they could to support their family. And they did not feel like the world owed them anything. Everything they had they worked for, and everything else was just a pleasant surprise, not an expectation.

As many times as these simple ideas have been told to us, we still seem to forget sometimes that life does not have to be that complicated. Sometimes the simplicity in things makes life that much richer. And who better than to reiterate these thoughts than people who have been through a range of the good, bad, and the ugly?

Thank you, Maude, for bringing back these memories and small nuggets of life's wisdom. It brought a smile to my face.

*Katie Leb can be contacted at editor@dodgecountypionier.com.*

## ISWNE new member

**Rollie Atkinson** is owner/publisher of Sonoma West Publishers, publishers of four community weeklies in Northern California's wine country of northern and western Sonoma County. The four newspapers, three over a century old, are *The Healdsburg Tribune*, *Cloverdale Reveille*, *Sonoma West Times & News* and *The Windsor Times*.

Atkinson began his journalism career 38 years ago on the East Coast as a daily

newspaper reporter for the *Frederick (Maryland) News-Post*. With his wife, Sarah Bradbury, he moved to Healdsburg, California, in 1981 and found work as the sports editor for *The Healdsburg Tribune*. His gradual, and somewhat accidental, climb to publisher and ownership led him through turns as editor, general manager for a corporate owner, and finally proprietorship in 1995.

Sonoma West Publishers has 29 employ-

ees and a combined weekly circulation of 14,000 paid. Any and all ISWNE members would recognize his daily routine and weekly satisfactions.



**Rollie Atkinson**

# For 2014

By **Bradley A. Martin**  
Editor  
*Hickman County Times*  
Centerville, Tennessee  
Dec. 30, 2014

Two key words on my list for the new year: opportunity and collaboration, for separate reasons.

The opportunity arrives on Aug. 7, when we citizens get to decide who most of our elected leaders – mainly, local ones – will be for the foreseeable future.

Please don't be one of those who cry that "My vote doesn't mean anything," or that "The ballot's too long."

Voting is an opportunity to be involved in your community; folks who don't live in Hickman County can't elect the Legislative Body or the Mayor. Even the longest ballot won't claim more than 10 minutes of your time, and early voting usually offers a chance to vote on a couple of Saturdays.

Candidates may begin to officially file on Jan. 3. I promise to give them the opportunity to speak specifically in these pages about why they are candidates. You should not be shy about asking them for more than "I want your vote."  
It's your chance to weigh in.

Collaboration? Nothing to do with the election; this one is ongoing, with several new possibilities for progress by working together.

A new East Hickman Lions Club is forming; folks affected by drug and alcohol abuse are talking about how to create better possibilities under the Str8nup banner; the East Hickman Sports and Learning Facility offers a long-term building block to help kids grow up.

Those join a set of long-term clubs and initia-

tives, beginning with our volunteer fire departments and including the Banana Pudding Festival, the Civitans (and Junior Civitans), the Chamber of Commerce, veterans, Centerville Lions, Grinders Switch Foundation, Centerville Garden Club, Hickman County Arts and Ag, Boy Scout and Girl Scouts, 4-H, Centerville Woman's Club and a plethora of churches.

They all would like to make this a better, more responsible and more enjoyable place to live, and I think nearly all of them would welcome your involvement.

## Invigoration

Back 18 months ago, when the Town of Centerville Board of Mayor and Aldermen spent \$135,000 to buy Skyview Country Club, there was also an interest in expanding the types of recreational activities available there because there are not enough golfers to reliably cover the cost of running the nine-hole course, unless they buy a lot of beer.

That's worth remembering after this month's decision to spend \$50,000 to purchase new greens and improve the watering system.

Last March, a special committee heard recommendations from a youth group on such expansion, including a skeet/shooting range, a recreation center, camping, a walking trail, outdoor basketball, a zip line and archery. With 80 vacant acres, there's room for growth.

How much would it cost to re-install tennis courts? Should the town reinstall the swimming pool, when it already has one downtown? Worthy topics for a discussion, but there has not been one.

I'm not distressed over the greens project because the course must be maintained. But it's not quite right that the former Skyview stockholders not only were bailed out of debt by

aldermen but also, by all accounts, have a better course to play on, due to the town's additional work. Seems like non-golfing Centervillians – a pretty large majority of the town – have not seen a return on their investment of tax dollars.



**Bradley A. Martin**

The Skyview property offers the possibility of new ways to invigorate the quality of life around here. The new year would be a good time for Centerville's leadership to begin figuring out how to get there.

## Kids?

I don't know what this means, but it's somehow worth knowing: Attendance appeared to be way down at both Christmas parades this year.

Maybe it was too cold for many folks to get out at night for the Centerville Christmas Parade on Dec. 7. And it was traditionally chilly for the East Hickman Christmas Parade, which was postponed a week, until Dec. 15, due to anticipated icy conditions.

Too cold for a Christmas parade? Doesn't seem like the right reason for low attendance. Busy family lives? Maybe.

Hope it wasn't another effect of the electronic texting assault that has captivated young people.

*Bradley A. Martin can be contacted at [bctimes@centerville.net](mailto:bctimes@centerville.net).*



Join us in Durango, Colorado  
June 25-29 for ISWNE's  
annual conference

# It seems like yesterday

By **Kay Wilson**  
 Publisher-owner  
*Nodaway News Leader*  
 Maryville, Missouri  
 Nov. 21, 2013

Yes, that fateful day was 50 years ago this Friday. The world's view of evil changed as that gunshot rang out in Dallas.

Even as a 10-year-old I was quite political and, believe it or not, I and one of my classmates were already thinking about the 1964 presidential campaign. It was time a Republican was back in the White House to settle some of the country's woes. As a side note, the day after the November 1964 election, my mother had to force me to go to school; I really thought Barry had a chance.

So back to Nov. 22, 1963, I remember Mrs. Lola Munshaw, my third grade teacher, telling the class the news and offering a prayer. Most of my class didn't grasp the news at all and definitely not the same way I and Bob did. I gave him a

glance across the room and we knew. What we watched in our family's living room on the TV from that night on has never been the same. I think at that moment I reaffirmed I wanted to be in the news biz.

The death, swearing of a new president, mourning, burial, assassination plot including the killing of the charged shooter was all we consumed within the news media for months. Somehow even though we were not subscribers of the *Look* magazine, we did get our hands on the issue that chronicled Kennedy. It is one of my treasures yet today.

From that event through today, the media have driven the news. The national gurus do not just report the news; they skew the facts, force certain issues to be the main event and many times completely miss the news peg that the story should be hung on. The professional approach that the broadcast newsmen of the 1960s took to every story would be welcomed back into our living rooms today. Yes, the national and global print media has also lost their compass and

instead play much of their reporting to the strengthening of their corporate balance sheet.

So that brings us to the *Nodaway News Leader's* work on the 50th anniversary of JFK's death. Our staff has given the NNL readers a couple of diverse perspectives on the ramifications of that event. Our news plan was simple. Jacki Wood would tell of our neighbors' remembrances and then Kathryn Rice would offer a civic viewpoint from a Northwest Missouri State poli-sci professor.

*Kay Wilson can be contacted at nodawaynews@socket.net.*



**Kay Wilson**

## The AP gig

By **Jeremy Waltner**  
 News editor  
*Freeman Courier*  
 Freeman, South Dakota  
 Jan. 15, 2014

Because news spreads like wildfire, some of you may have heard that I've been hired as a photographer for the Associated Press.

Some of you may be wondering what that means. And some of you may be wondering what that means for my work here at the *Courier*.

Well, here's the skinny.

Yes, last week I was asked to join the AP as a freelance photographer covering various regional assignments here in the Dakotas and anywhere else I may be needed. I'll be working primarily with Dakotas News Editor Carson Walker

out of the Sioux Falls AP office, but my boss is Skip Stewart, the photo editor out of Chicago who manages all things photography in the Midwest region. The frequency with which I'll be asked to take an AP assignment remains to be seen, but I've already had one to accompany a story about the Common Core curriculum that hit the wire early this week and took me to Chris Maske's third-grade classroom at Freeman Elementary.

So what does that mean for me here?

Well, nothing really. I have no plans to leave the *Freeman Courier*, where this May I will mark 15 years as its news editor. It's likely that my gig with the AP may mean a little less time in the office, but churning out news, sports and features for this publication will remain my primary life's work. As excited as I am about uploading my files to the AP server in New York City for worldwide distribution, my heart and

soul remain here, in my home community, working alongside my dad and for all of you.

Someone who had heard the news about the AP job said to me over the weekend, "Don't forget about us."

No sir. You can't get rid of me that easily.

*Jeremy Waltner had his first AP photo published on the cover of the Mitchell Daily Republic on Jan. 13. He can be contacted at jeremywaltner@gmail.com.*



**Jeremy Waltner**

# Freedom of speech should be held over new policy

By **Adam Strunk**

Managing editor

*The Clarion*

Andale, Kansas

Jan. 2, 2014

*“If you are interested in peace through force and without free discussion – that is to say, free utterance decently and in order – your interest in justice is slight. And peace without justice is tyranny, no matter how you may sugarcoat it with expedience.”*

Those words, by one of the most famous Kansans, Editor William Allen White, are bronzed on a plaque at the University of Kansas. Hurrah for free speech.

But if these words were tweeted out by a university employee in reference to the gag order of the social media policy the Kansas Board of Regents implemented last week, the statement could perhaps be a fire-able offense.

In short, the policy written by Kansas Attorney General Derek Schmidt makes any University employee subject to termination for improper use of social media.

It makes sense that the Regents want to look at social media policies in light of the firestorm recently caused by a KU professor's anti-NRA tweet.

What is truly concerning is how broadly written and vague the policy (what looks to be knee jerk reaction) is.

The policy defines social media as “any facility for online publication and commentary.” So this could be Facebook or perhaps even a news article published online.

And improper use includes impairing “harmony among co-workers” or going against

“the best interest of the institution.”

Harmony among co-workers?

If this all seems pretty subjective, it's because it is.

How does one define “the best interest of the institution”?

It once was said that the best interest of an institution of higher learning was to allow the free exchange of ideas and thought.

That is not the case today in Kansas, with a group of motivated legislators willing to withhold funding if a school doesn't kowtow to their narrow worldviews.

And, if we limit our professors to what they say online, what's to stop us from limiting professors' opinions in the classroom or what they study?

What's next, firing every economics professor whose findings show that the state's recent income tax cuts are a flop? Or the scientists who find evidence that the world is older than 6,000 years or isn't the center of the universe? Or the law professors who audibly sigh, knowing that the state is wasting millions of dollars to try to uphold laws that will be deemed unconstitutional?

This is just a continued gutting of a once proud education system. While before administrators had to deal with financial cuts, now the cuts will be intellectual.

This might not seem like a big deal, but free speech is important even when it doesn't involve reality TV show personalities.

Anytime the exchange of thought within our education is limited, it limits our students. We should value critical thinking above creating cubicle and box-ready obedient work-

er drones.

And any attempt of a governing body to chill or reduce speech is cause for concern and something to squawk about.

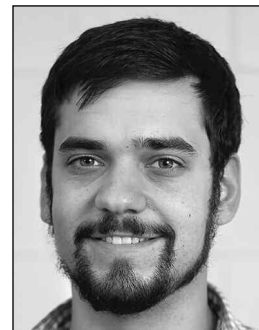
It might seem OK when it limits people we disagree with, but one of these days it could be your speech that is limited.

So all we are saying is that the Board of Regents' social media policy should be revised. They should make the terms much more specific and less subjective so they don't limit speech.

To finish, here's the end of William Allen White's editorial on the importance of free speech. If you are ever in Lawrence, you might want to stop by the journalism school that bares his name and look at it – perhaps soon, before some policy maker has them take a chisel to it.

*“This nation will survive, this state will prosper, the orderly business of life will go forward if only men can speak in whatever way given them to utter what their hearts hold – by voice, by posted card, by letter, or by press. Reason has never failed men. Only force and repression have made the wrecks in the world.”*

*Adam Strunk can be contacted at [Clarionpaper@gmail.com](mailto:Clarionpaper@gmail.com).*



**Adam Strunk**

# Newly published post-WW II history of coastal towns compiled from clips

By **Dave Mitchell**  
*SparselySageAndTimely.com*  
 Point Reyes Station, California  
 Dec. 8, 2013

The April 12, 1956, edition of Point Reyes Station's *Baywood Press* reported: "Mrs. Joe Curtiss' television set caught fire last week, and the wall behind the set began burning. Before the fire department could answer the call, Margie picked up the set, threw it out the window, and proceeded to extinguish the blaze." That was the entire report, but Margie must have been a hardy soul because that early TV would have been big and heavy as well as hot.

The *Baywood Press*, as *The Point Reyes Light* was called for its first 18 years, began publication on March 1, 1948. The newspaper's coverage of the past 65 years of West Marin news, big and small, is the focus of a book its publisher, the Tomales Regional History Center, has just released.

I'm particularly interested in the book, *The Light on the Coast*, because I, along with Jacoba Charles, authored it. The graphic artist was Dewey Livingston, formerly production manager at *The Light*. He is now the historian at the Jack Mason Museum of West Marin History and is an historian for the National Park Service.

*The Light* is in its 10th ownership, Marin Media Institute, and the evolution of the newspaper itself is part of the story. As editor and publisher for 27 years, I was responsible for the chapters covering the first eight ownerships. Jacoba, who is on *The Light's* board

of directors and formerly was a reporter for the paper, was responsible for the most recent two.

Highlights of the 354-page book include the evolution of West Marin agriculture; the effects of the arrival of the counterculture on local politics, law enforcement, and the arts; the creation of the Point Reyes National Seashore and the Golden Gate National Recreation Area.

Examples of *The Light's* Pulitzer Prize-winning coverage of violence and other illegal activities by the Synanon cult are, of course, included in *The Light on the Coast*.

The newspaper's complete series on the five historic waves of immigration to West Marin during the past 150 years is also a central chapter.

The forefathers of many longtime families in West Marin arrived in immigrations from specific locales in: Ireland, Switzerland's Italian-speaking Canton of Ticino, Croatia, and Portugal's mid-Atlantic Azores. Researching their journeys to West Marin, as well as the more-recent immigration from Mexico, involved sending *Light* reporters abroad four times between 1988 and 1997.

*The Light on the Coast* features, along with a variety of news and commentary, a sampling of cartoons, advertising, and photography (including 10 documentary portraits by Art Rogers). My partner Lynn Axelrod and I reviewed almost 3,000 back issues of *The Point Reyes Light/Baywood Press* in compiling the book. Jacoba reviewed more than

400. After making our selections, she and I wrote background narratives for many of them.

Those who've read the book have had good things to say about this approach of presenting West Marin's history through the pages of *The Light*. Commenting on the book, *San Francisco Chronicle* reporter and history columnist Carl Nolte writes: "*The Point Reyes Light* is a great window into a fabulous small world."

Dr. Chad Stebbins, executive director of the International Society of Weekly Newspaper Editors, is likewise enthusiastic: "Dave Mitchell and *The Point Reyes Light* are synonymous with top-shelf newspapering. Dave is one of the few small-town editors ever to win a Pulitzer Prize; his investigation of the Synanon cult is a textbook example of tenacious reporting. His witty and colorful anecdotes always make for good reading."

***The Light on the Coast: 65 Years of News Big and Small as Reported in The Point Reyes Light*** is available online from the Tomales Regional History Center Bookstore for \$29.95 including tax and shipping.

Dave Mitchell can be contacted at [davemi@horizoncable.com](mailto:davemi@horizoncable.com).



**Dave Mitchell**

**ISWNE**  
**hotline**  
 Help is just a click away:  
[stebbins-c@mssu.edu](mailto:stebbins-c@mssu.edu)

## Need Answers to Tough Questions?

Do you have a tough question about editorial policy or journalism ethics? If so, sign up for the ISWNE Hotline listserv by contacting ISWNE executive director Chad Stebbins at [stebbins-c@mssu.edu](mailto:stebbins-c@mssu.edu). You can expect a quick and informed response from your colleagues, who may have encountered a similar situation at their newspaper.

# An old friend and his tragedy

By **John Marshall**  
*Lindsborg News-Record*  
Lindsborg, Kansas  
Dec. 19, 2013

We called him Hoppy, a name he picked up from his dad. He was part of our gang in the old days, a cluster of neighborhood kids, mostly boys, who for that brief, sweet moment known as childhood, did almost everything fun together, growing up in a small town. Age would get the better of us and eventually we would go away, elsewhere – to school, to jobs and careers, to other lives. And, eventually, we would forget about each other.

Until now.

Our pal Larry Hopkins, the Hoppy we knew from long ago, is in jail. The police say he murdered his wife with a handgun on Nov. 5 at their home in Lawrence.

There have been stories about this in the local paper, most of them sympathetic in an odd way. It is apparent that Larry and Margaret Hopkins had fallen prey to multiple curses – harsh economic times, ill health, the indifference of government regulations, the cold politics in lancing help for the poor and the sick. Pride, too, had a role.

Reporters have talked to their family, friends and neighbors. Not one of them had anything critical or unkind to say. Larry, 67, and Margaret, 61, were good, polite people who mostly kept to themselves. Before poor health crippled them both, they were avid gardeners, generous neighbors, kind to visitors. (“He was the nicest, sweetest man,” Dayna Lee told a reporter, “sweet as all could be.”)

Margaret was a heavy woman and suffered arthritis, diabetes, nerve damage, bad knees. Larry, 67, is thin and fair-skinned, and like his father has a history of heart trouble, including at least one stroke. Larry was in college when his dad, Leon, dropped dead while bowling in Salina with friends; he was 39. It was his heart.

The stories about Larry and Margaret are less about a murder and more about the pitiless circumstance that led to her death.

Larry used a walker. About a year ago he suffered a stroke and was hospitalized. Neighbors took Margaret, confined to a wheelchair, to see him in the hospital. They also helped him tend to Margaret at home. “He couldn’t care for her,” a neighbor told a reporter. “He had trouble caring for himself.”

As their health continued to decline, their home fell into disrepair. The couple was caught in what bureaucrats call a “resource gap.” Larry was Margaret’s primary caregiver in spite of his own health trouble. The couple fit the profile of a caregiver reluctant to ask for help and a patient in an age gap, which kept her from receiving some services; more, they joined the ranks of growing waiting lists, due to depleted funding. Age and income requirements were obstacles. Margaret was not 65. They were poor, but not poor enough. Or old enough.

\*\*\*

Lincoln, Kansas, the town where we grew up in the 1950s and early 1960s, was like most other river towns in those days – unhurried, somewhat isolated, a quiet, sly place. Busy, too. The Interstate highways were on the drawing boards and in some states construction had begun. Kansas would wait. Lincoln, 45 miles north and west of Salina, was at the intersection of major state highways, east-west K-14 and north-south K-18, and traffic through town in those days was often heavy, and lessened only slightly after the K-18 bypass was built in the early 1960s.

About 2,000 people lived there, in the Saline Valley, where the river and its tributaries cut through the northern Smoky Hills. The town’s main intersection included banks on opposite corners, and Snyder’s Drug Store; Snyder’s and Frevelle’s Rexall Drug, with their shelves of goodies, were a hop and a skip from the Roach Theater, which served only popcorn. A large public drinking fountain at the north-west corner of the intersection marked the spot where most of us left our bikes when we went to the movies.

Larry lived across the street on our hill, next to the Millers (our pals Bobby and John George) and not far from the Smiths and

Jensens. He was part of our “gang” – boys and, occasionally, girls, who rode bikes together and played Army and Cowboys and Indians, and who split into two- or three-member teams for ball games in someone’s front yard.



**John Marshall**

Larry’s dad, Leon, was the game warden, and one of the nicest men I ever knew. He and Larry did a lot of hunting and fishing, and they were very good at it. Leon also was a superb golfer who won more than his share of local and regional tournaments. Larry had a younger sister, Melissa (Missy).

In school, Larry was brilliant. He enrolled in the college prep curriculum and made straight As. An A-minus was rare for him.

\*\*\*

He was Hoppy to all of us close to him. In the earliest years I remember, when we were 8 to 10, we did almost everything together outside school. He wasn’t a great athlete – too skinny –but he was active in pee wee and little league baseball, and we played sandlot ball and backyard football and basketball.

Hoppy excelled in the outdoorsman stuff – especially hunting and fishing. There he had an advantage because his dad started him earlier than I can remember. By the time we were old enough to start with a .22 rifle and .410 shotgun, Hoppy was already a skilled shooter and loading his own 20-gauge shells. He taught us a lot about wing shooting, how to lean into the shot, move with the wind, lead the target, even how to walk on certain terrain – “...Heel first, like this...” he’d say – to make the least noise. His dad was a Boy Scout troop leader, and Hoppy and I camped with him, usually in the woods by the river. It was on one of those campouts that I first fired a .38 revolver, and felt the difference – the double action, the recoil –

*continued on page 23*



# An old friend *from page 22*

compared to a .22. Hoppy was also an expert with a fly rod, when all the rest of us could only look at the thing.

One afternoon we were walking home from school when, not far from the Methodist Church, Hoppy groaned loudly and fell to the sidewalk. An arrow was stuck in the back of his parka.

While Hoppy moaned and reached for the arrow in his back I took cover behind a nearby tree, looked around, and then heard a noise overhead. There was Paul Peters, grinning down at us. By the time he hit the ground, Hoppy was up holding the arrow and cursing his (former?) pal. I don't remember the terms, but I think Paul owed Hoppy all the sodas he could drink for a month at Snyder's Drug.

We kicked around as boys, built forts using old sawhorses with roofs of scrap planks and weed clods, rode bikes at night and looked in windows of unsuspecting neighbors; we swam in the creek (in spite of parents' cries that the town had a perfectly safe swimming pool); we built camps in the woods and thickets east of our house, and occasionally camped there overnight. We were pals, solid pals in those days.

\*\*\*

As all boys will, we ultimately suffered the curse of growing up. The pals became buddies. Because Hoppy was a year older we had no classes together, but somehow landed in the same German class in high school. At the time, German instruction began in 7th grade, and by grades 11 and 12 we were in classes that forbade spoken English. Hoppy and I took great delight honing our skills in hurling German insults – at each other in class. It may have been good, in a way, for our language development, but our teacher, Herr Schmidt, found it less than amusing. (At times, though, we could see just the slightest twitch of a smile behind those enormous eyeglasses of his.)

They were creative insults, nothing profane, but they did disrupt the class and for that Herr Schmidt would pronounce penalty: a 100-word theme of apology, in German of

course, due at the beginning of class the next day. But because one insult always begat a response, and so forth, usually muttered but easily heard by Herr Schmidt, the 100-word punishment could quickly become 200, 300 or more.

“Aber Herr Schmidt, Ich habe nichts getan!” I would whine, insisting I had done nothing, trying not to laugh.

Often we'd wind up at one or the other's house that night, working on our German punishment and laughing as we thumbed through our German dictionaries, reference books and private catalogues of creative insults.

\*\*\*

Hoppy, a brain, had made the best grades – or nearly the best – in school, and headed to Kansas University with a full academic scholarship. A year later I was there, and we saw each other occasionally, but we could never manage our way into the same German class.

I heard nothing from Hoppy after his dad died, and then I learned he had dropped out of school and joined the Army – stunning news. He'd been a brilliant student, burning through some of the most difficult coursework at the university. And he left to join the Army?

\*\*\*

Three years later, in late 1970, I heard from him. He was in town – Salina – and wanted to have a drink, catch up. I'd just returned to Kansas from a couple of years in New York and was a reporter at *The Salina Journal*. Hoppy came to the house with a couple of bottles of his favorite Hungarian wine, Tokay.

He seemed happy. He loved the Army. He was to specialize in weapons systems and weapons research, and had continued studying German. As I recall, he said he expected a posting soon in Eastern Europe, for him an exciting prospect with a cold war then showing little signs of a thaw.

He had a lot to say about the political tensions in Eastern Europe, the development and

deployment of Soviet weapons there, the dangers looming for that region and what might be done to avoid escalating tensions. I was vacant through most of his lecture. Hoppy seemed intent on convincing me that he was still brilliant (I needed no convincing), that he had important work to do, and that he intended to advance his career as quickly as possible.

I wanted, ultimately, to write the great American novel, I told him. What did he want to do? A distant look fell across his face. He wanted to put in 20 or 25 Army years and retire. Then he would buy a piece of the best land in Montana, build a home on it, and there he would enjoy the best hunting and fishing in the country. That's what he would do.

I never saw him again.

\*\*\*

The stories about Margaret's murder note that she and Larry were married in 1989. She had grown up in Overland Park, graduated from Shawnee Mission North High School, left home for KU and settled in Lawrence, “where she would spend the rest of her life and, for a time, serve as a social worker,” one of the stories said.

Details about Larry are sketchy, but include that after their marriage he had begun a 19-year career at the Spencer Research Library at KU. There is, so far, no mention of his service in the Army, or for how long.

Their garden in Lawrence was apparently a source of great pride and, in 1989, the subject of a feature story in the *Journal-World*. There were hundreds of bulbs, heritage plants, sculptures.

Margaret's health declined. Margaret had fallen and was hurt several times. A wheelchair ramp was built at their house. Neighbors told reporters that Margaret hadn't been in her garden for many years. The home was deteriorating. Ambulance visits became more frequent. As the neighbors had said, Larry could not even care for himself, let alone Margaret.

*continued on page 26*

# Past month has been a whirlwind

By **Tim Evans**  
General manager  
*News-Gazette Community Newspapers*  
Rantoul, Illinois  
December 19, 2013

It was almost exactly a month ago. I was lying on my bed, watching some NFL football when an annoying weather guy popped into the picture, all concerned for everyone's safety. He made things sound pretty bad, but I thought, "They all do."

But for some reason, this one was a little different. This guy sounded like he'd just got out of an Alfred Hitchcock thriller and had some scary concern to his voice. I watched. Listened. Then I heard a weird noise outside.

They say tornadoes sound a lot like freight trains, and that's exactly what this sounded like as I went out onto my back patio in my neighborhood on the north side of Champaign. But it blew over, and I thought, let's go back to the ball game.

A while later I got a text message from my *Rantoul Press* editor, Dave Hinton, saying Gifford has been hit. He was on his way to cover it.

That was the start of what may have brought back to me a belief in the Almighty again and week after week of story upon story about a powerful storm system that swept through the area Nov. 17.

That next morning, in traveling to work, I witnessed countless vehicles towing backhoes and all types of construction equipment heading north. I knew we had a big task ahead of us in covering this story and it wasn't going to be easy.

Dave had gathered what he could on that Sunday in the area outside Gifford, but never got into the town itself. Had he known he could have walked from Gordyville a mile or so into town that day, he'd have done it. There were countless vehicles backed up for at least a mile trying to get into Gifford on U.S. 136 that Monday morning.

I didn't have to walk, however. I drove into

town, found a side street where a lot of the devastation had taken place and just started taking photos and talking to people.

Those that were hit were still in shock. You could tell. But they were all willing to tell their story. Some were incredible, but time after time, there were stories that made one believe there definitely is a God out there somewhere if you'd never believed in Him before.

Stories like the Holy Bible that never moved off a dresser and stayed in the same place despite the fact the whole house traveled at least 30 yards. Stories like a wall that was found that used to have dozens of pictures and the only item left was a crucifix. Stories like a statue of the Blessed Virgin Mary that had been in the front yard and still stood up against a house undamaged or the woman who found an angel medal with the word "faith." If that doesn't make one believe in God, then think about the fact about 70 homes were totally destroyed in this little town of Gifford and 200 others damaged, yet no one was killed or even seriously injured.

As a reporter, it was overwhelming. There are 800 stories here – maybe more. EVERYONE has a story to tell, whether their home was wiped out or not, whether they were there to witness it or not, and the stories will continue. I probably talked to 40-50 people, but that was just a start. They all had stories to tell. Great stories. We tried to write about them as best and as accurately as we could, but being a weekly, it took us several weeks.

For Dave and me, we knew we had a paper to get out by Tuesday noon. I spent most of that Monday in Gifford, and when I got back, I had lots of stuff for Dave – photos, stories to write, tears to shed from how courageous these German-blooded Gifford residents were in spite of the tragedy that just hit them – most concerned for their neighbor, their friends and "others that lost more than I did."

I was fortunate. I knew enough people in town to know where to go, who could give me the low-down as the voice of the community. After all, we had helped Gifford set up their chamber of commerce. I ran into Chris

Kaler, a friend of mine who is also the local general manager for Frontier Communications. He offered to put me in their lift truck for some aerial photos just off the main thoroughfare. I was glad he did because I got some incredible shots from every angle of the damage this nasty storm had caused.



**Tim Evans**

I knew one place I needed to stop at was Gifford State Bank. I was glad I did. Tony McLain, the president of the bank, was well on top of things as a community leader should be. He was one of the fortunate ones who didn't get hit by the storm on the south side of town. He told me about the Gifford Tornado Relief Fund and gave us some direction on how it would work, even though it may have been more of an idea at that point than reality.

He was already talking about things like the 2014 Gifford Celebration, an annual event that brings the community together. He talked about having trucks from Frontier, Ameren, the city, the state, the fire department, sheriff's office and other entities and having the community throw one heck of a celebration honoring everyone we came out to help put Gifford back together.

Despite the fact his community was just hit by one of the worst things that could ever happen to it, he was thinking positively – looking at Gifford's future already, even though he knew his community would suffer a major change.

In the days to follow, I would return for more news, more photos, and the cooperation was always there. I can't say enough of the coverage *The News-Gazette* provided. I'm not sure if our coverage enhanced what *The News-Gazette* printed or vice versa, but it was all

*continued on page 26*

# The storm chaser

By **Dave Hinton**  
 Editor  
*Rantoul Press*  
 Rantoul, Illinois  
 Nov. 24, 2013

Jessie Starkey spent part of Sunday morning taking photographs of 1-year-old Henry Buhr in the studio in her rural Flatville home that she shares with her family.

Before Henry left with his parents, Mike and Tina, for church, she urged them to go straight home afterward. Bad weather was brewing as a warm front from the Gulf of Mexico would collide with a cold front approaching from the north. All week on Facebook and even at the grocery store Sunday morning, Starkey told people to stay in their homes.

Starkey admits she's "a weather fanatic." She knew from watching weather reports (she's an avid viewer of The Weather Channel) that Sunday could be a bad day for East Central Illinois.

It turned out to be a very bad day. Her advance knowledge helped Starkey capture the enduring image of the tornado that would cause so much damage to Gifford, an image that has been seen around the world and was featured in such publications as The New York Times.

"I know everyone thinks I'm crazy," Starkey said of her weather warnings.

She ventured outdoors 90 minutes before the storm developed, checking her light settings, taking test shots and just waiting. Many times, Starkey, 39, has seen funnels develop in the area near Thomasboro, east of U.S. 45. But they've always dissipated, causing little or no damage.

This day was different.

When she saw the bad weather developing, she ran inside and got her husband, Chris, to watch it.

At first a little finger of a funnel developed but then went back up.

"Dang, that's it?" Chris muttered. Jessie assured him it was just beginning. What they saw was a tornado that she estimated was a half-mile wide.

Even before the tornado, the sky "sounded kind of like jet planes just circling nonstop," she said.

At 12:48 p.m. they saw the tornado form. While Jessie snapped photos, her husband began calling people to warn them.

When the tornado passed, they couldn't tell it was still formed, because it was rain-wrapped on the back side.

Afterward the Starkeys went to

*continued on page 26*



**Dave Hinton**



## An old friend *from page 23*

\*\*\*

Regulations governing medical help for the poor are matted undergrowth of irony and complexity. The Senior Care Act, for example, is a non-Medicaid program offering in-home care for people 60 or older who have applied for disability. But there are regulations about disability, and applying for it, and waiting lists because of low funding.

It is unclear what resources may have been available to Larry and Margaret. And no one seems to know whether they were eligible for the state's retiree health insurance plan.

None of this matters. Larry and Margaret were poor, and they were sick. Larry could no longer even hope to care for his wife, and now she is dead.

And so, in a way, is Hoppy. On Nov. 6, the day after Margaret's murder, a judge asked if he

had any comment about his bail, set at \$150,000. "Your honor, even if on my own recognizance, I have no place to go," he said.

One thing an old pal knows: Margaret Hopkins is dead and her husband is accused of killing her, but Hoppy is not a murderer. He just isn't.

*John Marshall can be contacted at [jtmarshall@cox.net](mailto:jtmarshall@cox.net).*

---

## Past month *from page 24*

great information. Today, we'd love to hear more stories.

So write to us; jot down those memories of that day and email them to us or write us a letter.

We'd love to share them with our readers. As things happen – as this community is put back together – we want to know what's going on, what we can do to publicize things that are happening – stories that need to be

told.

I'd covered a tornado before in my younger years, but it was nothing like the one that hit Gifford Nov. 17. I've truly never seen anything like it. I felt fortunate it wasn't our house that day because we were right in that storm's path.

I can only salute those who gave their all in those first weeks – whether you were a neighbor, a volunteer or someone who simply gave food, water, money or whatever. It's amazing

how this community – and I'm talking about Champaign County here – came together to share in this rebuilding process. We know Gifford will never be the same, but we do know Gifford's spirit will always be the same. And we promise to keep on telling the stories for as long as it takes us. Onward, upward.

*Tim Evans can be contacted at [tevans@news-gazette.com](mailto:tevans@news-gazette.com).*

---

## The storm *from page 25*

neighbors' houses that were damaged to help where they could.

Jessie Starkey said she has no fear of living where she does. She loves seeing the darker side of the weather. She just wishes it hadn't damaged people's lives.

*Dave Hinton can be contacted at [dbinton@news-gazette.com](mailto:dbinton@news-gazette.com).*



# The St. Vincent story

By **Marcia Martinek**  
Editor  
*Herald Democrat*  
Leadville, Colorado  
Jan. 29, 2014

As our reporter was looking into allegations regarding turnover in the nursing staff at St. Vincent Hospital, one hospital official questioned why the *Herald* was even interested in this issue. She pointed out that the *Denver Post* would never run a story such as the one we are pursuing.

Exactly.

There's community journalism and then there's the kind of journalism practiced by large metro daily newspapers. It's unlikely your child will appear on the front page of the *Denver Post*. It's far more likely that your child will appear on the front page of the *Herald Democrat*. We are focused on this community, providing news you're not likely to obtain elsewhere. Good, bad and indifferent.

We began looking into the turnover situation at St. Vincent Hospital because hospital employees came to us with their concerns last week regarding this issue; however, we first heard of

the issue this past summer. We were unable to deal with it then, as our two-person staff was tied up with other matters. It went on our "to look into" list until the issue reared its head again.

We have and are attempting to get both sides of this story. As is generally the case when employees have issues, employers tend to cite employee privacy issues.

We have attempted to get turnover figures from the hospital to compare with what we've heard from current and former employees. The hospital administration provided a general turnover figure for the entire hospital but refused the information related to the nursing staff. Why?

Because it is difficult to get national percentages for turnover in nursing staff with which to compare St. Vincent, we were told. We didn't ask for a comparison. We asked for the St. Vincent turnover numbers for the nursing staff.

There's an old saying among journalists and public relations practitioners: "Tell your own story or someone else will tell it for you."

If there are 29 nursing positions at St. Vincent and 29 turned over in just over one year, is that

excessive? There are about 29 names of nurses who have left the hospital on a list given us by past and present hospital staffers dating from December 2012 to the present.

One of the purposes of a newspaper is to provide a voice for those who otherwise might not have one. A number of St. Vincent employees have come here to tell their story. Likewise, our reporter met with hospital administration on two occasions to attempt to get some response to the allegations that were made.

Bear in mind that our interest in the goings on at the hospital stems from the fact that it is a tax-supported institution and thus a public entity.

Read our page 1 story and see what you think.

*Marcia Martinek can be contacted at editor@leadvilleberald.com.*



**Marcia Martinek**

## ISWNE new members

**Thomas Miller** is the editor of the *Spruce Grove Examiner* and the *Stony Plain Reporter*, located just west of Edmonton, Alberta.

He is from Richmond, British Columbia, and studied journalism at Kwantlen Polytechnic University. He also studied media at FH Wien in Vienna, Austria as part of his bachelor's degree.

Miller started his journalism career as a reporter/photographer for an independent



**Thomas Miller**

newspaper in Lloydminster, Saskatchewan (the *Source*), and after nearly two years there moved on to the *Airdrie City View* (Great West Newspapers) in Airdrie, Alberta, working in a similar capacity.

With the experience gained in those positions he obtained his first editor position at the *Reporter/Examiner* newspapers in Spruce Grove and Stony Plain.

**Donald Dodd** is president of Salem Publishing Company and publisher of *The Salem News* and *The Licking News*, both Missouri newspapers.

He has been with Salem Publishing Company since 1996. Prior to purchasing the company he was sports editor of the *Jackson* (Mississippi) *Clarion-Ledger* and spent seven years there. He also worked in the sports departments of the *Starkville Daily News*, *West Point Daily-Times*

*Leader* and *Columbus Commercial-Dispatch* for a total of 18 years in the sports writing field.

Dodd is active in the Salem, Missouri community, serving as chairman of the Southwest Baptist University Advisory Committee and president of the Dent County Industrial Development Authority. Salem Publishing not only owns two newspapers, but has a central printing plant that prints eight area newspapers, three shoppers and a free distribution paper.



**Donald Dodd**

# The Herald dominates Vermont competition

*The Herald of Randolph* had its best year ever in this year's newspaper contest organized by the Vermont Press Association.

At the awards ceremony in Montpelier, *The Herald* nabbed eight awards, tops in the state, four of them plaques for first-place achievement. It was the best awards showing of any non-daily newspaper in Vermont.

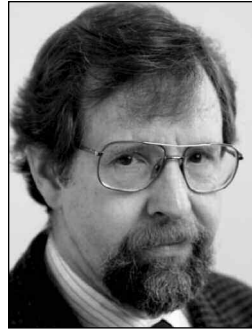
First-place awards for *The Herald* included a win in a special category, coverage of Tropical Storm Irene and its aftermath, the biggest news event in Vermont over the last two years.

Photographer Bob Eddy won a first for a news photograph and Katie Jickling, now at Hamilton College, won the prize for "Best Rookie Reporter."

Eddy also won top prize in the state in the prestigious Donoghue Award for arts criticism.

Both the Donoghue and the Rookie Reporter awards included competition from daily newspapers across the state, not just weeklies.

Tim Calabro won the latest of his many awards, this one a second place in sports photography. Associate Editor Sandy Vondrasek won a second in newswriting for her coverage of a rocky year at Vermont Technical College. Editor-publisher and ISWNE member Dick Drysdale won a second place for an editorial contrasting police action in two dangerous standoffs, one of which ended in a fatal shooting. It was the same editorial that won a "Golden Dozen" award from ISWNE.



**Dick Drysdale**

**NEW**

**ISWNE Navy Polo Shirts with gold logo**

Women's medium and large  
Men's medium, large, extra large, and XX large

**\$25**  
Plus \$3 S&H

Send a check for \$28 made payable to ISWNE to:  
Chad Stebbins  
Missouri Southern State University  
3950 E. Newman Road  
Joplin, MO 64801-1595

## 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**  
Editor & ISWNE Executive Director  
Director, Institute of International Studies

**Produced by the Institute of International Studies**

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

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

stebbins-c@mssu.edu

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

**FIRST CLASS**