



ISWNE

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The costs of patronizing Costco will be felt here

By **Tim L. Waltner**

Publisher

Freeman Courier

Freeman, South Dakota

Oct. 2, 2013

The invitation to shop at the Costco store opening in Sioux Falls Oct. 3 arrived in mailboxes last week. The promotional piece promises savings of more than \$7,100. Of course you'd have to use all the coupons – purchase all the goods and pay the annual membership fee, but there's no denying that it's an attractive offer.

It's all good for Costco, of course. And it's all good for Sioux Falls, which gets 2 percent of every sale in municipal sales tax revenue to help fund Sioux Falls infrastructure and Sioux Falls services.

But it's not so good for small towns like Freeman.

In fact, it's really bad for small towns like Freeman.

Assume the \$7,100 in savings reflects an average 20 percent discount. That means you'd spend \$28,400 at Costco to get the deal. That would not only support Costco but also put \$568 into Sioux Falls' city coffers. Spending \$28,400 in Freeman would not only support those local businesses but it would also put \$568 into Freeman's city coffers through sales tax.

Of course it's unlikely any single person will spend \$28,400 at Costco this week. But if you spend \$284 there, that's \$5.68 for Sioux Falls' general fund. Ten people doing that would be \$56.80. One hundred would be \$568...you get the picture.

The real issue, however, is that every dollar spent at a business in Sioux Falls – or Mitchell or Yankton – bolsters that out-of-town business.

On the other hand, every dollar spent at a Freeman business bolsters one of our local businesses.

The bottom line *is* the bottom line; without regular patronage, our local stores can't carry the products and provide the services the local consumers want. Unless we support our local stores, we're doomed to see them close their doors. And then, there won't be any option *but* to head out of town.

We enjoy a vibrant local retail community – two full-service grocery stores, for example – because we support it by purchasing our goods there.

Of course there are products and services you can't buy in Freeman; we don't have a new car dealership, a new shoe store or a place to buy a new men's suit. But the overwhelming majority of all our basic needs can be filled with purchases in Freeman.

Buy them here and support our local busi-

nesses and our local economy.

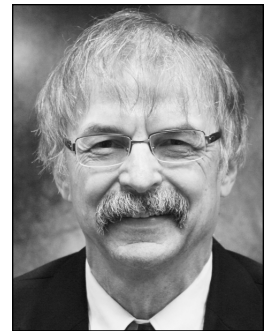
Buy them in Sioux Falls and support the Sioux Falls businesses and the Sioux Falls economy (or Mitchell's or Yankton's). It's really that simple.

This message isn't new with Costco's opening this week. It's been an issue for decades. It's also been the subject of *Courier* editorials urging support of local businesses going back decades.

But Costco's opening is just one more example of what the stakes are – what the costs of patronizing that new store will be here in Freeman.

And this message has never been more important to heed than now.

Tim L. Waltner can be contacted at timlwaltner@gmail.com.



Tim L. Waltner



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

President's Report



By Kelly Clemmer
Star News Inc., Wainwright, Alberta.

Small-town politics

Here in Alberta, we recently held our municipal elections, where town and village councils, school boards and county councils were elected. There will be a few new faces and some promises of change and quite a bit of the same old, same old.

In one race, a county council seat, there was a tie, 78 votes each. So, in accordance with Section 99 of the Local Election Authorities Act, the way to break a tie is to put both names into a hat and the name drawn gets an extra vote.

Yep, democracy at work. Might as well flip a coin.

The rural councillor was decided by a name pulled out of a hat. No lawsuit, just one recount and the name of the hat won the seat and about a \$40,000-a-year gig.

I wonder if they should do that in larger elections? Imagine a tie between George W. and Gore a few years back being decided by a name out of a hat instead of all the legal maneuvering and threats of lawsuits? Hanging Chad? Who cares? We have a hat!

I wonder if there should be a name out-of-the-hat to determine whether or not the Prime Minister of Canada Stephen Harper and his Conservative Party, or the Liberal Party's new leader, the admittedly pot-

smoking Justin Trudeau, should lead the country? That would make for some interesting national politics. And frankly, probably not that much difference.

Instead, we have record-low turnout of 18% in our town election.

How can a community, a province, or a country make decisions that can affect every person's lives in one way or another when we don't take our responsibilities as a voter in a democratic country seriously?

There are people in countries who line up for hours or days and often die for their right to cast a ballot. Instead, we have apathy.

It could be considered positive, since there's not a whole lot to be up in arms about, the economy is strong here, our little communities are safe and well run without tyrants and dictators vying for control. Oh yeah, and we have universal healthcare. For free.

In my little safe part of the world, we are content, apathetic and perhaps it is the beginning of the end of our society. And to that I say...

Meh.

Kelly Clemmer can be contacted at kelly@starnews.ca.



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NEW

ISWNEWS



Colorado weekly 'couldn't be silenced'

The *Herald Democrat*, Leadville, Colorado, was successful in defending its right to publish information about a sexual-assault case currently making its way through district



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court in Colorado's Fifth Judicial District.

The public defender representing the accused initially tried to obtain a gag order prohibiting law enforcement from speaking to the *Herald* about the case. This was denied in county court on First Amendment grounds; however, the attorney's efforts were successful in district court. She claimed that publicity in the *Herald* would keep her client from a fair trial.

She then filed a motion to keep the *Herald* from publishing "the details of the case."

"We never thought she'd get the gag order," said Marcia Martinek, *Herald* editor. "After she did, we were especially concerned because the same judge would be hearing the second motion."

The *Herald* hired Ashley Kissinger, a First Amendment attorney with the Denver firm of Levine Sullivan Koch & Schulz LLP, to object. The judge ruled in favor of the *Herald* on Aug. 9.

"Our attorney blew the other attorney's arguments out of the water," Martinek said.

"The down side, of course, is that it cost money. When you're a small newspaper with a miniscule staff (where no one has received a raise for five or six years), it's a tough call to go to court. We're fortunate that our publisher (Merle Baranczyk of Arkansas Valley Publishing) agreed that we couldn't be silenced."

Martinek (editor@leadvilleherald.com) is glad to share the documents from the case with fellow ISWNE editors/publishers who might be facing a similar situation.

Nancy Slepicka moves to San Francisco

Nancy Slepicka, former ISWNE president and co-host with Clyde Wills of the 2004 50th anniversary conference at Pere Marquette

State Park Lodge in Illinois, has relocated to San Francisco.

Nancy and her late husband, Richard, owned and published *The Montgomery County News* in Hillsboro, Illinois, for more than 30 years and were senior editors of *The Journal-News* until retiring at the end of 2007. They traveled extensively in their Harvey the RV prior to and during his three years with cancer. Richard died in July 2012.

Their son, Pavel, is a writer/photographer for *The Journal-News*, and daughter, Kate, works for rock musician Amanda Palmer and also performs/teaches belly dance. Kate lives in Brooklyn, New York.

Nancy is seeking part- or full-time work, but says she'll always have time to welcome ISWNE friends. She lives in the Bernal Heights district at 608 Peralta Ave., San Francisco, CA 94110. Mobile: 217-556-9449.

Newspaper celebrating '20 years of survival'

The *Nation*, the only independent Aboriginal news publication in northern Quebec and Ontario, is celebrating "20 years of survival" in November.

"The *Nation* started 20 years ago on a hope and little money," said Will Nicholls, editor in chief. "For the first 10 months no one received any salary. Basically there was no business plan or model. We basically had the attitude of let's see how long we can last. Slowly we grew and expanded our readership to include all of James Bay."

The *Nation* covers more than 345,000 square miles in Quebec alone, and its readership is at 105,000. During the past 20 years the newspaper has won more than 100 awards for its editorial and advertising content.

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Ledbetter ends 24-year journalism career

George Ledbetter, editor/publisher of *The Chadron Record* in Chadron, Nebraska, retired from his position at the end of September, closing out a 24-year career in community journalism.

Ledbetter started as a reporter at the *Lawrence County Centennial* in Deadwood, South Dakota, in 1989, and later became editor and publisher there. He took over at the Chadron paper, a weekly that traces its roots back to 1885, in December 2000.

"In Deadwood I learned very quickly that small-town community journalism is more than just bridge club news and high school sports scores. My second day on the job we had a shotgun murder in one of the casinos that had just opened in town, only a block away from our office," he said.

The opportunity to cover stories about a wide variety of topics, and to have a ring-side seat at almost every community event, large or small, have made the job always interesting, he said.

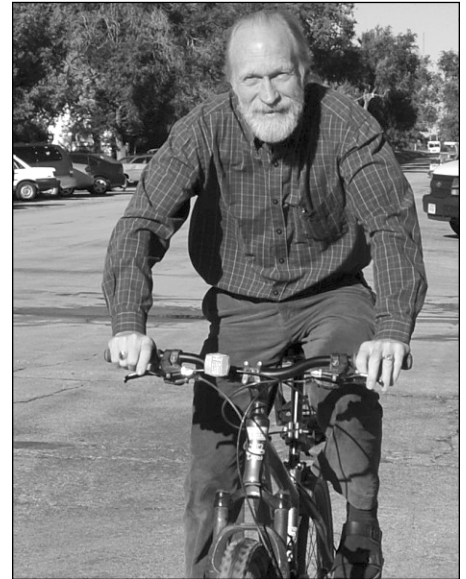
Under Ledbetter's direction, *The Chadron Record* has attracted national attention on a couple of occasions. The paper's long-run-

ning police log column, "Police Beat," was the subject of a *New York Times* feature by Dan Barry on Sept. 2, 2007, and also mentioned in Judy Muller's book on community newspapers, *Emus Loose in Egnar*.

More recently Ledbetter is one of the characters in Poe Ballentine's just-released book *Love and Terror on the Howling Plains of Nowhere*, an account of the mysterious disappearance and death of a Chadron State College math professor in 2006. Ledbetter also is interviewed extensively in a soon-to-be-released documentary film about the case.

Ledbetter started in journalism as a carrier for the *Daily Capitol Journal* in Pierre, South Dakota, where he grew up. He was editor of his high school newspaper there and worked briefly on the student paper at the University of Denver, before leaving school to travel. He spent several years living with a traditional Hindu guru on the banks of the Ganges, imported and sold gems, jewelry and handcrafts, guided foreign and domestic tours and worked as a beekeeper before entering the newspaper business.

Ledbetter and his wife, Elizabeth, who is an administrator at the local college, have three



George Ledbetter

children. They plan to remain in Chadron and are looking forward to more time for riding their tandem bicycle and for the travel adventures that have been put off by the demands of raising a family and running a community newspaper.

ISWNEWS *from page 3*

Kim McCully-Mobley presents on Ozark history

Kim McCully-Mobley was selected as part of a group of scholars/presenters to participate in the 7th Annual Ozarks Studies Symposium for Missouri State University's West Plains campus Sept. 19-21. The emphasis this year was on themes and concepts of survival.

Introduced by Dr. Phil Howerton, an MSU colleague and fellow Ozark history buff, her presentation was called: *Double, Double, Toil and Trouble: Hill Folks – A Resourceful People*.

McCully-Mobley focused on stories of local characters, involving witches and fortune tellers, caldrons and William Shakespeare, to home remedies of the Depression era to the

mode of "going green" with today's Pinterest passions.

"Ozarkers have always been resourceful, creative, innovative and tenacious," she explained. Her presentation took a closer look at one of those colorful characters in Ozarkian history – the witch of Paxton Mountain in Carroll County, Arkansas.

Brennan Stebbins takes reporting position

Brennan Stebbins, son of ISWNE executive director Chad Stebbins, has accepted a reporting position with the *Miami News-Record*, a 6,000-circulation daily newspaper in northeastern Oklahoma. He will continue to live in Joplin, Missouri.

Stebbins, 25, has served as sports editor of

the *Carthage (Missouri) Press* since July 2011.

The *Miami News-Record* is owned by American Consolidated Media, which publishes approximately 100 local newspapers across Texas, Oklahoma, Kansas, Maryland, Minnesota, Wisconsin, Ohio, Delaware, and Michigan. Rick Rogers, the vice president of operations, is a former student of Chad Stebbins at Missouri Southern State University.

ACM has also hired new ISWNE member T.R. Hanrahan as managing editor of the *Brownwood Bulletin*, a 5,700-circulation daily in central Texas. Hanrahan was adviser to the MSSU student newspaper, *The Chart*, before being fired by President Bruce Speck in 2011. Speck was fired by the university in June 2013.

This must be the place

How I came to love a small town and run a community newspaper

By **Don Nelson**
High Country News
 Oct. 17, 2013

I live in one of those Western dreamscapes that, well, most people dream about. You know the kind of place: You stop, get out of your car, look around and say, "My God, I *have* to live here."

My place is a magically beautiful valley that spills out of the North Cascade Mountains in Washington state. For 20 years, I vacationed here every chance I got. I dreamed, schemed, obsessed, fretted about growing old too soon and never making it happen. Hoping to stay current and feel local, I subscribed to the valley's lively weekly newspaper for years.

And then one day I bought it.

That wasn't entirely whimsical. I've been in the newspaper and magazine business for 40 years, in markets large and small. Still, my experience hardly mitigates the digital-age "you-must-be-out-of-your-mind" challenges of owning a small newspaper in a remote, thinly populated area that lives and dies on tourism dollars.

Don't underestimate mortality as a motivator. After surviving cancer and then a scorched-earth staph infection that almost killed me, and then wallowing through a scary, depressing stretch of prolonged unemployment, I took a now-or-never leap of faith and bought myself a job. It's the hardest thing I've ever done.

So, yes, today I'm living the dream and working the reality. The flinty truth, which everyone here accepts, is that settling in the valley on purpose can be a daunting, edge-of-survival journey if you are a working person who isn't already financially self-sufficient.

In our valley, that typically means you either

own a business (a small one, because there isn't any other kind), work for the government, semi-volunteer for a low-wage nonprofit, or cobble together a bunch of seasonal jobs to make ends meet. There's an old joke here: How do you earn \$1 million in the valley? Show up with \$2 million.

Yet we keep coming. Everyone who is not a native has a story, and often it goes like this: Saw the place. Fell in love with it. Moved here. Finding sustainable employment, though? That may take a while. People who have been all over the world, in exotic and intoxicating outreaches, wander into this place, make a wide-eyed assessment, and start figuring out how they can stay? another day, another month, a year, a lifetime. Then follows a succession of return trips for deeper explorations, of short immersions in search of profound localness, of absurd schemes and dreamy extrapolations, and finally, bedrock commitment, even from a distance and over decades, to *being* here.

We see the look in visitors' eyes, the wondering, the speculating, the plotting, the semi-desperate clawing through real estate ads. What will it take? Can we do it? You will either understand this at a molecular level, or you won't get it at all.

For all of that, some don't stick. They cling and scuffle for a while but then quietly fade away. Nobody judges them.

There are more than a few places like this around the West, each with its entrenched devotees, yearning wannabes and disillusioned expatriates. If you live in such a place or have ever been there, you are already nodding your head in agreement.

Like most idyllic places, we are a long ways from anything urban, meaning that this beautiful seclusion comes with a cost. In your 270-degree-view dream home, whether it's a

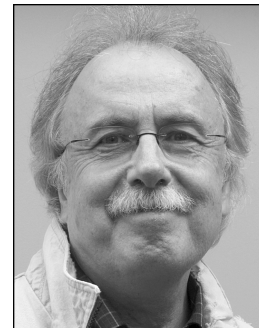
log McMansion or a rickety yurt at the end of a half-mile of scratched-out serpentine driveway that skitters up from the end of a rutted gravel road, you may be more than two hours away from a hospital emergency room,

assuming your road is plowed and the ambulance can get to you. If the ER can't take care of you, it's a helicopter ride to Wenatchee or, if things look really grim, Seattle or Spokane. There are places (including my own cabin, six miles out of town) where cellphones and televisions and Internet service work poorly if at all. Commodities you take for granted may be hard to come by. Cougars eat your pets. You *will* hit a deer sooner or later.

On the other hand, it is gorgeous every day, recreational opportunities abound all year, and this place has a fierce sense of community. You can belong here, if you want to.

Someone once asked me why I like it here so much. Because, I said, I've never had a bad day in the valley. I even named my newspaper column "No Bad Days." Talk about tempting fate. But I figure if you're going to live someplace where everybody wants to live, you'd better come equipped with a good attitude. Otherwise, you might as well be anywhere.

ISWNE member Don Nelson is the owner, publisher and editor of the Methow Valley News, a 110-year-old weekly newspaper in Twisp, Washington. He can be contacted at editor@methowvalleynews.com.



Don Nelson

Getting smashed with the girls

By **Faith Wylie**
Co-publisher and general manager
Oologah Lake Leader
Oologah, Oklahoma
Aug. 29, 2013

Be careful what you put on Facebook.

I posted last Wednesday that the *Leader* office would close early so the office ladies could attend a mammogram party. I got a phone call. From a reporter. KJRH-TV Channel 2 wanted to come to our mammogram party.

But it's just three journalists getting smashed, I explained. No problem. Erin Christy still wanted to come.

Readers of a youthful or male persuasion may not know what a mammogram is. It's an X-ray to screen for breast cancer. It involves taking images of a part of the female anatomy that I shall call the "girls" for modesty's sake.

(I may be indiscrete about my Facebook posts, but I'm not an Anthony Weiner.)

This smashing idea all started a few months ago.

Carolyn Estes, our marketing director, mentioned that it had been four years since her last mammogram. I confessed that my last mammogram was in 2004. Chris Edens, our city editor, had her last mammogram before mine. Carolyn suggested we all go together. I promised to spring for margaritas and Mexican food afterwards. The mammogram party was conceived.

Wednesday was "Get Smashed" day. Our absence would leave the office unattended, hence my post on the *Leader* Facebook page. "We plan to have a smashing time," I posted.

Next thing I knew, 1,150 people had read it, including KJRH.

At 2:45, we gathered our "girls," leis, beach hats and pink flamingo sunglasses. We cruised to Hillcrest Claremore in Chris's caddy for a smashing time.

The "girls" were all very brave during the tests.

Most women stand during a mammogram. The technician got a challenge with our group. Carolyn is short, so she stretched up on her tiptoes. I sat because the technician

couldn't reach the "girls" otherwise.

To prepare for the X-ray, the technician positions a "girl" on a tray, then lowers another clear plastic shield to flatten the "girl" out. The technician tightens the vice until you wince.

Then, you keep your chin and shoulder out of the way, and hold your breath as the X-ray takes a picture of the "girl." Each "girl" gets at two poses.

It's not as bad as it sounds, at least not when the "girls" are soft and floppy like mine. No worse than getting your teeth cleaned.

After the portrait sessions for the "girls," we met the Hillcrest marketing director. Erin and her cameraman arrived to get video of us leaving the diagnostic center.

At the Mexican restaurant, we requested a large table with a few extra chairs. "A TV crew is joining us for an interview," we explained.

I don't think they believed us until the guy walked in with the big video camera, light and mics.

Carolyn and I each ordered a margarita. Chris, the designated driver, stuck to a 3.2 beer. "To getting smashed," we toasted.

Carolyn told the reporter about her mother surviving breast cancer. Chris spoke about losing her aunt to the disease. I ate guacamole.

Our friend, Pam Bickford, joined us and grabbed the check. We toasted and laughed about getting smashed.

"I just got it!" Erin exclaimed.

We haven't seen the report on TV yet.

Guess these girls either weren't wild enough for the big time or big enough for a wild time...

Epilogue

Faith Wylie received word Oct. 11 that her Aug. 29 column had won first place in the statewide contest. The show aired in the Tulsa market on Oct. 14; see <http://www.thelist-show.tv/the-list/localist/tulsa-localist/mammogram-parties-the-newest-type-of-celebration>

The *Leader's* Facebook page was flooded with positive comments as Breast Cancer Awareness Week began, including, many women who said they or a friend were going to get tested.



Faith Wylie

Unfortunately later, unrelated tests showed that Faith Wylie has lymphoma. Initial results indicate it is a very treatable form of the cancer, but more tests are needed to provide a detailed prognosis and treatment plan and schedule. She plans to continue working on the newspaper during treatment, but on a reduced schedule.

Faith started chemo on Nov. 7. The initial diagnosis stands, but doctors are still running tests to determine how widespread the cancer is. At this point the prognosis is positive.

"This was a complete shock for us," husband John said. "Faith and I have been a couple more than 42 years, married since 1976 and co-publishers of the *Leader* since April 1984. We are getting tons of support and prayer and are so grateful for it."

Faith Wylie can be contacted at oologahads@sbcglobal.net.



Erin Christy (left), a reporter with KJRH-TV in Tulsa, and Faith Wylie

What can we do?

By **Brian Lazzuri**
 Managing editor
The Casket
 Antigonish, Nova Scotia
 Oct. 9, 2013

A town of a few hundred people, Georgetown, P.E.I., seems to be an unlikely place to be the birthplace of a movement that hopes to change rural Atlantic Canada. Yet Georgetown epitomizes exactly what has transpired across our region from the shores of Newfoundland and Labrador to those along the Atlantic, Bay of Fundy and Northumberland Strait and the lands that they contain. Georgetown's shipyard and sawmill have closed and the community watches its sons and daughters leave in search of a living.

So last week, 275 "doers and producers" from across Atlantic Canada gathered at the Georgetown Conference: Rural Redefined to focus on how we can do better at attracting business and industry and how to improve the region's economy. In the room, there were multimillionaires such as John Bragg, Zita Cobb, Barry Kyle and Jevon MacDonald. They were joined by small business owners, artists and everyday people who are trying to scratch out a living.

The common theme tying them together was that they all care about Atlantic Canada and want to make it a place where people, young and old, will want and be able to call it their home.

There are no quick solutions coming out of the conference, nor were there any expected. The three days of talks and small group sessions were about learning what is working in some areas and how it may be applied in others. It was about what mistakes are being made and how they can be corrected. It was about how change can only happen when everyday citizens step up and answer the call about what they can do to make a difference.

Eliminating negativity from our mindset and our words is a good place to start. More than one speaker noted how our own negative attitude toward ourselves and those who are trying new things limits opportunity. How often do we sit in a coffee shop, or some other gathering place, and complain about our situation only to criticize individuals or businesses who are trying to make a difference?

Only one politician was among the nearly two dozen speakers. Doug Griffiths of Alberta was invited to speak about his book *13 Ways to*

Kill Your Community. The lively talk went through the 13 items he believes are make or break for communities. The talk is a must for any local politician and can be viewed at the Georgetown Conference website. Antigonish is doing well among the 13 items but improvement is important to continue our successes. *The Casket* is donating a copy of the book to the Antigonish Library.

In the coming weeks, the paper will continue to report on what transpired in Georgetown and what delegates from the Strait Area will be doing to make a difference. After all, no one needs another conference without concrete action. In return, we hope everyone asks, "What can we do?" ... and then does it.

Brian Lazzuri can be contacted at editor@thecasket.ca.



Brian Lazzuri

Tom Brooker, who presented in Green Bay, dies

Tom Brooker, who made a presentation along with Dick McCord at the 2013 ISWNE conference in Green Bay, passed away unexpectedly of an aneurism on Nov. 14 at the age of 66.

Brooker and McCord discussed "Then or Never: The Anomaly of the *News-Chronicle*," the story of which had been told in McCord's 1996 book, *The Chain Gang: One Newspaper versus the Gannett Empire*, at the ISWNE conference on July 12.

"I was glad to see him there, and we even shared a suite of bedrooms, so had good opportunities for good talks," McCord said. "I am glad my final reconnection with Tom was recent and rewarding."

A lifelong journalist, Brooker served many roles in newspapers across the country including field reporter, editor and publisher.

In his free time, he enjoyed poetry, woodworking, the Green Bay Packers, Wisconsin Badgers and Chicago Cubs.

Brooker is survived by Dianne, his wife of 42 years; his three children; four grandchildren and numerous in-laws, nieces, nephews and friends.

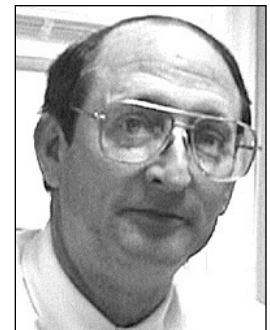
He was born in Joliet, Illinois and graduated from Joliet Catholic High School and received a B.A. from St. Norbert College and an M.S. from Cardinal Stritch.

"Tom was a newspaperman his entire life, including a cup of coffee as editor of the *Door County Advocate*," said Warren Bluhm, news editor of the *Door County Advocate*.

"Not long after he started here, publisher Frank Wood called him and said, 'I could use some help in Green Bay for a little while.'

"That was in the early 1990s.

Brooker remained as editor of the *Green Bay News-Chronicle* from that time until its demise in 2005. In that role he touched untold numbers of journalists, including me. He made my transition from the radio news business as smooth as possible and was the first to believe that readers might find my weekly musings interesting."



Tom Brooker

We were 'social media' before social media was cool

By **Robert M. Williams, Jr.**
Publisher
SouthFire Newspapers Group
Blackshear, Georgia

Editor's note: ISWNE member Robert M. Williams, Jr. was elected as president of the National Newspaper Association (NNA), during the association's 127th annual convention and trade show in September in Phoenix. NNA is the nation's largest newspaper organization representing nearly 2,300 community daily and weekly newspapers across America. Here is the text of his remarks at the convention.

First... Thank you. Thank you for probably missing dinner two nights this week because you were attending a meeting of your county commission or school board. You were there so you could inform thousands of readers who didn't want to be bothered by going themselves or showing up to keep local government officials accountable.

You did. And you do. Week after week. Thank you.

Or maybe you were at a Relay for Life meeting where, in addition to reporting on all those volunteers, you were probably also coordinating your own volunteer team.

Thank you for contributing to the fabric of your community.

Thank you for making THREE telephone calls over the course of several hours just to be sure the little girl who won a blue ribbon at the horse show spells "Christie" with a "c" and an "i.e." instead of a "k" and two e's – or any other about 20 different variations for how the name Christie can be spelled.

Accuracy matters.

It matters to Christie's mama and daddy. It matters to all our readers And it matters to you. Thank you.

Thank you for offering space to the friends of a cancer victim who are washing cars or selling barbecue just to raise money to buy gas to get that lady to her chemotherapy treatments. Your coverage makes the difference between raising \$1,500 instead of only \$150. Thank you.

Thank you for being the greatest link – and the strongest protection – between your readers and those with the power to tax and regulate and govern – and the few who choose to abuse that

power. Thank you for speaking truth to power without fear or favor. Newspapers are often the only ones in a community willing to do that.

Thank you for being the first transcribers of the only history your communities will likely ever record. The words and photos we preserve today are the priceless artifacts of lives treasured for generations to come.

Thank you for providing a low-cost, effective and reliable connection between hundreds of sometimes struggling small town businesses and the buying public. You are a vital link between buyer and seller and, most important, you are an invested partner in the success of your friends and neighbors. Thank you for working hard to help them succeed.

The late Robert Woodruff, longtime CEO of Coca Cola, said: "You can have anything you want in life if you help enough other people get what they want." This is what great community newspapers do. Thank you for that commitment.

Thank you for being veterans in the war against secrecy and lies and greed. It takes little courage to write about a stranger among thousands or millions in a metropolitan city... but it takes tremendous dignity, daring and fortitude to write about the woman who sits in the next pew with you at church... or the man who sits across from you at Rotary.

You do it week after week with sensitivity and caring and fairness and accuracy. Thank you for that.

Thank you for not blindly following the lemmings over the cliff... Those doomsayers who love to shout that newspapers' best days are behind them. But what do they NOT say...??? Television viewership is being splintered into hundreds of channels – with far more of them focused on promoting sex and silliness than vital information that makes our families stronger, our values deeper... our home lives happier. When was the last time television covered good news in your community?

We are the ONLY true mass medium in thousands of markets nationwide!

I tell folks that CNN is NOT coming to Blackshear, Georgia to tell anyone what is happening in our town. And if they ever do come, you can bet we will not be happy about what they will tell us.

In Blackshear, Georgia and thousands of small communities just like it across America, community newspapers are embracing the use of digital media as one more tool in an effective arsenal for information that reaches more people in the markets we serve than anyone else.



Robert M. Williams, Jr.

And – social media?? We were "social media" before social media was cool! We have been connecting friends and neighbors and telling about who ate with who and what they ate as far back as when our country correspondents wrote about how Mr. and Mrs. Jones "motored" over to the next town last Sunday to have dinner with her sister, Evelynne.

There's really not much new under the sun but we have told people about it ALL – for decades.

I started my career nearly 50 years ago. I became a publisher almost 43 years ago and the ONLY way I have made it is through the generous help of many publishers and editors just like many of you. In fact, it IS many of you. I came to my first NNA convention exactly 40 years ago – in the fall of 1973 in Hot Springs, Arkansas. I have attended 40 of the last 42 Georgia Press Association conventions and more ad seminars, editorial workshops and other such gatherings than I can count. And EVERY time, I've come away a better newspaper person.

I came to my first NNA Convention 40 years ago this fall at Hot Springs, Arkansas. I was, by far, the youngest in a sizable Georgia delegation. One of our state's finest publishers, Mr. Jim Thomasson of Newnan, Georgia was being pushed in a wheelchair when we arrived at the hotel. After enjoying those hot baths a few days, Mr. Jim was able to start walking by the time we got ready to leave! I asked him about the miracle results. He told me it wasn't the baths! "I get my batteries re-charged talking with my fellow newspaper friends from around the country! They understand what we do and why we do it. Coming to NNA makes me feel revitalized for the work we do!"

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Scotland goes in hard on press regulation with McLeveson

By **Julian Calvert**

Senior lecturer in journalism
Glasgow Caledonian University
The Conversation
Oct. 11, 2013

Editor's note: The Conversation, a new joint venture between academics and journalists, is an Australian-based operation supported by various universities worldwide.

Nearly three years ago I sat in the newly refurbished Grand Central Hotel in Glasgow, supervising a team of journalism students who were covering the Society of Editors' UK conference.

The great and good of British journalism had travelled north of the border and heard the society's incoming president, Robin Esser, managing editor of the *Daily Mail*, say that Ofcom should be abolished and replaced with a cost-effective system of self-regulation such as the Press Complaints Commission (PCC). His predecessor, *Herald and Times* editor-in-chief Donald Martin, said phone hacking was all in the past and successive investigations had "found nothing" – it was time move on to "real and current issues".

No-one in the audience seemed to demur, yet today those statements would be inconceivable – and less than nine months after that conference everything changed when on July 4, 2011 the *Guardian* reported that missing schoolgirl Milly Dowler's voicemail had been hacked by the *News of the World*.

In some ways nothing has changed since that Glasgow conference – newspaper journalists are still told to abide by the PCC's code of conduct and a *Sun* front page this week saying "1,200 killed by mental patients" had echoes of its infamous "Bonkers Bruno" headline.

For the layman, however, things may never be the same again. Public revulsion after the Dowler revelation was so strong that the *News of the World*, Britain's top-selling Sunday newspaper, was closed down within weeks and the public inquiry led by Lord Justice Leveson was near the top of many news agendas for months afterwards.

Since the inquiry report was published there has been a series of dramatic events which could never have been predicted in 2010 –

rival proposals for regulation via the arcane device of a royal charter have been put forward by MPs and the main newspaper groups. Meanwhile dozens of journalists and newspaper executives face criminal charges ranging from bribery and computer hacking to conspiracy to pervert the course of justice.

McLeveson shows the way

Here in Scotland the SNP government has, perhaps predictably, decided to take a different approach by commissioning its own report, inevitably dubbed "McLeveson". Under the terms of the devolution settlement Scotland has no power over broadcasting. That didn't stop the first minister Alex Salmond setting up a Scottish Broadcasting Commission in 2007. The press wasn't covered by that restriction though, and the Holyrood ministers, keen as ever to show how different Scotland is from the rest of the UK, commissioned their own report, to be produced by retired judge Lord McCluskey and an "expert group" behind closed doors. Some have criticised the Leveson inquiry for being too narrow and ignoring the Internet – this seems unfair, since the judge's brief was clear. He was to concentrate on phone hacking and other illegal behaviour by the press, as well as the relationship between the press and politicians.

There were no such restrictions for the Scottish equivalent and it proceeded to argue that blogs and other social media, indeed anything producing "news content", should abide by the same restrictions as newspapers. Some commentators talked about a new "Ministry of Twitter", while the *Spectator* argued "Scotland would not just be importing pandas from China – it'd be importing its Internet laws."

There's a clear logic to this approach, since otherwise the print media could be forced to compete against completely unregulated web-only rivals, but how would it actually work? Seasoned observers in Scotland say that Salmond was surprised by the contents of the report he commissioned, and that it will stay in the long grass as he doesn't want to stir the ire of all the Scottish press before next year's independence referendum.

The report certainly went further than anyone had expected by specifically including not only news websites, but social media such as

Twitter; it's hard to argue that this is consistent, especially in the wake of the Lord McAlpine saga, but impossible to imagine how it would be enforced.

For most newspaper readers – and despite all the depressing circulation fig-

ures, more than eight million British people buy a national paper every day – the differences between the various proposals north and south of the border will seem obscure.

Press freedom or press interests?

Can the royal charter which Maria Miller seems to support really be so dangerous to press freedoms, rather than press interests? And is the gap between this and the charter proposed by the press really so unbridgeable? The actual code of conduct for editors seems unlikely to change substantially from the PCC's version, but it would be overseen by an independent panel rather than a group of editors – currently chaired by none other than the *Daily Mail's* editor-in-chief Paul Dacre. It isn't surprising that Ed Miliband saw little point in complaining to the PCC when his chief tormentor occupies such a key position. Many editors will say that the PCC does a fair job in the vast majority of cases, often involving the local and regional press who are understandably worried about being tarred with same brush as national red tops. But quite apart from the fact that it was ultimately funded by newspaper proprietors, the PCC always faced significant operational problems, not least because it could not force every newspaper to get on board.

The *Daily Express* and *Daily Star*, no strangers to controversy and criticism especially in their coverage of Madeleine McCann, have "opted out" of the PCC for extended periods, reputedly because their proprietor Richard Desmond saw it as an unnecessary cost; this critically undermined not just the PCC's credibility, but arguably the whole concept of self-regulation.



Julian Calvert

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Learning to love war

As Wisconsin's children head back to school, thanks to their school district administrators they can look forward to a steady stream of military recruiting.

By **David Giffey**
FightingBob.com
Sept. 17, 2013

As more bloodshed is proposed in Syria, Americans continue to wage war in Afghanistan while violence persistently rages in official "post-war" Iraq. So far, the 21st century is an unbroken record of deadly invasion, occupation, and drone attacks led by the U.S.

Wherever you live in Wisconsin, if you oppose more wars, the new school year is time to consider convincing some of the nearly 70,000 public high school students in the Class of 2014 to pursue non-military careers. Remember, "The military is not just a job." Joining the military is a commitment to being trained to wage war. It's not about signing bonuses and college tuition, which a majority of recruits don't even receive.

The beginning of a new school year is a good time to think about military recruitment because you can be sure that military recruiters, in Class A uniforms, are thinking about it. Recruiters will be present repeatedly in most, if not all, of the more than 450 high schools in Wisconsin. Unless the students and their families opt out, recruiters will be handed student information upon request so they can contact students directly by phone, mail, email, or in the halls of high schools.

The Pentagon's recruitment budget has been reduced since 2010 when it reached a mammoth high of \$7.7 billion per year. The reduction is partially due to the great recession which made recruitment easier because of depressed wages and lack of jobs. Earlier estimates placed the cost of signing one recruit at close to \$40,000. No wonder recruiters give away T-shirts, DVDs, pizzas, game tickets, and

field trips. The increased use of contracted mercenaries like Blackwater has also taken some of the pressure off recruiters.

Rural students are now more heavily recruited than they were in the past. Evidence provided by Virginia farmer Joel Salatin, on the Cornucopia Institute website, said he attended an agricultural think-tank meeting in Richmond in August. U.S. Secretary of Agriculture Tom Vilsack showed up to announce that rural America lost more population, and was down to 16 percent of the total.

Salatin wrote that he waited for Vilsack to encourage population growth in rural areas so more people would feel close to and take better care of the land. Instead, Vilsack praised the rural 16 percent of the population for providing 40 percent of the military's personnel. Salatin critically concluded: "The whole reason for increasing farms is to provide cannon fodder for American imperial might."

The Department of Defense reported in January: "All four active services met or exceeded their numerical accession goals for fiscal 2013, through November." ("Accession" is military jargon for enlistee.) Nearly 26,000 young men and women signed up for active duty with a military branch in fiscal 2013.

You can be sure that rural Wisconsin children are heavily recruited. And not just during their senior year of high school. Among many frustrating realities is a total lack of standards regarding how military recruiters and citizens who wish to present alternatives to the military are treated among the state's 425 public school districts. It usually takes citizen pressure on school boards and administrations to implement a policy that calls for opt-out forms and allows the presence of counter recruiters in the lunch room, just like the military

recruiters are allowed.

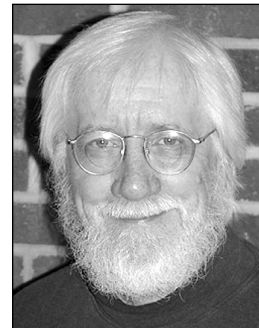
In 2001, the federal education act, ironically named No Child Left Behind, included a few dozen words giving all branches of the military the same access to student data upon request that is provided to colleges, employers, etc. Unless a student's name is stricken from the list through opting out, the data is sent off to the military because the school districts claim they are afraid of losing the pittance (2 or 3 percent of total budget) given to schools in federal aid.

Additionally immoral is fact that the students are minors, and shouldn't be forced into considering life and death decisions about joining the military during their high school careers.

Virginia farmer Salatin was angered by Vilsack's thoughtless view of rural people. "They view us as insurance for military muscle," Salatin wrote.

There are plenty of reasons for young people to stay on the farm, or to live in rural areas. A good source of information about the realities of military enlistment and alternatives for youths to consider is available through the Project on Youth and Non-Military Opportunities (projectyano.org).

David Giffey is a freelance journalist and FightingBob.com contributing author who lives in Arena, Wisconsin. He can be contacted at barnowl1941@gmail.com.



David Giffey

Calvert *from page 9*

Frequently updated though it is, the code of conduct is for editors only, so can't really be seen as a way of controlling the antics of freelance paparazzi or bloggers and independent websites.

And it's always been hard to take assurances seriously about "due prominence" being given to apologies under the PCC system – any self-respecting editor would fight like a dog to make such things as inconspicuous as possible.

Crucially though, the concentration on print media alone looks increasingly antiquated.

The genie is out of the bottle as far as social media and websites breaking news is concerned, so to regulate the press the government has to regulate the public's freedom of speech as well.

Julian Calvert can be contacted at Julian.Calvert@gcu.ac.uk.

Yes, Vermont Civility Is Needed

By **Ross Connelly**
Editor and publisher
The Hardwick Gazette
Hardwick, Vermont
Oct. 9, 2013

A memo sent Tuesday morning from the Vermont Republican Party took the state Democratic Party to task for name calling, because, the Republicans said, “all for the ‘crime’ of not agreeing with the President of the United States.” The memo goes on and calls on the state’s Democratic Party to call on their national leaders to practice “Vermont civility, and respectfully engage with national Republicans in a dialogue, not in demonization.”

Yes, Vermont civility is nice, but for civility to happen, or at least for citizens to find it credible in the political arena, there is also a need for those calling for it to not be disingenuous.

The name calling in Washington, D.C., and beyond, is not occurring because the Democrats take exception to Republican disagreements with the president. The name calling, which is heard on both sides of the aisle, is occurring because the Republicans thwarted the democratic, legislative process in which they already engaged? and came up short.

There are few in Congress, or elsewhere, who would suggest the shutdown of the federal government is for any reason other than to get the Democrats and the president to either get rid of or change the Affordable Care Act. And there are few who can make a claim that passes the smell test that the Affordable Care Act did not get passed by Congress, after exhaustive hearings and debate, was sent to the president, who signed it into law, and that the law was considered by the U.S. Supreme Court and found to be constitutional. In other words, like it or not, the Affordable Care Act is the law.

If one looks beyond the shrill words and hollow rhetoric, the shutdown of the federal gov-

ernment occurred because there is a minority faction in the U.S. House of Representatives, representing the far right wing of the Republican Party and its funders, which wants to get rid of the law, and has the speaker of the House in its grasp. This minority faction doesn’t want to fund the Affordable Care Act. Fine. There is more to fund in the federal government than one law. The two are only joined as one because the minority faction was dissatisfied with the legislative process — some call it democracy.

An article in the Oct. 5 *New York Times* give credence to the article’s headline, “A Federal Budget Crisis Months In The Planning” by Sheryl Gay Stolberg and Mike McIntire.

“WASHINGTON — Shortly after President Obama started his second term, a loose-knit coalition of conservative activists led by former Attorney General Edwin Meese III gathered in the capital to plot strategy. Their push to repeal Mr. Obama’s health care law was going nowhere and they desperately needed a new plan.

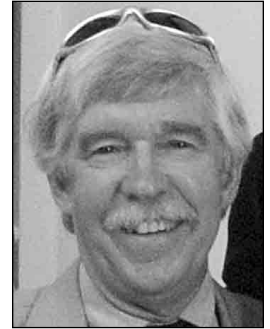
“Out of that session, held one morning in a location the members insist on keeping secret, came a little-noticed ‘blueprint to defunding Obamacare,’ signed by Mr. Meese and leaders of more than three dozen conservative groups.

“It articulated a take-no-prisoners legislative strategy that had long percolated in conservative circles: that Republicans could derail the health care overhaul if conservative lawmakers were willing to push fellow Republicans — including their cautious leaders — into cutting off financing for the entire federal government.

“We felt very strongly at the start of this year that the House needed to use the power of the purse,” said one coalition member, Michael A. Needham, who runs Heritage Action for America, the political arm of the Heritage Foundation. “At least at Heritage Action, we felt very strongly from the start that this was a

fight that we were going to pick.

“Last week the country witnessed the fallout from that strategy: a standoff that has shuttered much of the federal bureaucracy and unsettled the nation.”



Ross Connelly

The article goes on, providing more detail and names, often leading back to the billionaire, libertarian Koch brothers, who reportedly, directly and indirectly, doled out more than \$200 million this past year to organizations involved in the fight.

While the name calling and disingenuousness continues, many of the 5,000 Vermonters who work for the federal government are out of work or are working reduced hours. Some of the deep federal woods in the Northeast Kingdom, long valued for their hunting, are closed. The Vermont National Guard cannot train. Small Business Administration loans are delayed, seniors and veterans applying for new benefits may see delays, various assistance programs, for seniors, children and the poor could run dry by the end of the month. Unemployment claims are up. The list goes on.

Yes, the Vermont Republican Party may be right in taking exception to name calling. It is too bad, though, the party’s leaders won’t take their own conservative wing and its benefactors to task for their undemocratic, uncivil actions. Vermont civility, if it means anything, is based on a belief in democracy and the legislative process and a willingness to play by the rules, not to thwart them.

Ross Connelly can be contacted at news@thehardwickgazette.com.

A Freelance Journalist Abroad

By **Jennifer Karchmer**

American award-winning journalist Janine di Giovanni has been covering conflict regions since the 1980s starting with Palestine and Bosnia. Luckily, she has never been injured or attacked but has had some harrowing experiences covering the effects of war. Years ago, while reporting in Kosovo, she and two French journalists were held for several hours by a Serbian paramilitary group. “They grabbed us, took our stuff and said they would kill us,” she said. The three were able to escape unharmed but shaken.

I met di Giovanni in June at the lecture: “War Reporting: At What Cost?” held at the Brooklyn Brewery in New York City. She and Jim Frederick of Time.com talked for two hours about conflict reporting as a profession and how freelancers can protect themselves amid tighter newsroom budgets with less support from home base.

“The safety net isn’t there like it used to be,” she said. “In the old days, editors said, ‘Don’t do it if it’s too dangerous.’” Today, however young freelancers are doing whatever it takes to get low-pay or no-pay assignments just to gain the experience and get their name out there for future hiring.

As an independent freelance journalist with 20 years of domestic reporting, I felt I was inexperienced and untrained for an assignment to a dangerous region. So when I organized a research project on freedom of the press in 2012, I chose to start with Iceland, a nation known as relatively free and safe in terms of its press. Nonetheless, I took some basic precautions that are advisable for any international story:

Reporters travel sheet. I created a typed, easy-to-read one-page sheet with pertinent travel information and shared it with my editor, family members and a trusted friend who followed my progress. I tacked a copy to my refrigerator before departure and carried a half-dozen printed copies in my luggage. Info to include: a current, accurately-depicted headshot, your itinerary with exact dates and locations where you’re staying, date of birth, current age, your height and weight, distinguishing physical features (e.g., tattoo left ankle, surgery scar right knee), the city and location of your birth, your passport number with the date

issued and date expire, current job designation, any known medical conditions (e.g., nut allergy, asthma), your religious belief and next-of-kin to be contacted in case of emergency.

Get paid. It may be tempting for a freelancer to work for free to gain byline attention and exposure to help land future stories. Sure, I’ve done the occasional unpaid piece or written an article gratis for nonprofit news agencies. However, you’re less likely to get paid if you don’t outright ask. Be clear with your editor that she is getting quality work that deserves payment. Consider: what other profession allows its trained professionals to provide work for free? Would you tell the plumber who works several hours on your sink that it’s good exposure and you’ll pass along his name? Would you ask an IT professional to repair your crashed hard drive for free? Journalists need to get paid for our work so make the request, and secure those assignments that compensate.

Know your passport expiration date. With one year until your passport expires, start thinking seriously about upcoming travel so you’re not scrambling at the last minute or in between countries as your passport expiration comes due. To renew a U.S. passport, you must mail back your current passport with your updated information. That means you’ll be without a passport for two to six weeks. You can pay extra to expedite the process, but it’s a good idea to start culling the necessary paperwork and new headshot early in case you get busy with other things.

Don’t be a tourist. For my Iceland trip, I lived for six weeks at a hostel in downtown Reykjavik so I could meet visitors from around the world. I avoided the tourist spots and found the coffee shop where locals go, used the community library and attended lectures at the university. I make it a habit to buy and read the local paper wherever I am. di Giovanni suggests freelancers write for reputable news agencies and build a reputation to get the overseas assignments. “Live there, learn the language and make contacts,” she said.

Check safety advisories. Reporters Without Borders (RWB), the Committee to Protect Journalists (CPJ) and the International News Safety Institute (INSI) publish reports on hostile regions. Check the U.S. Dept. of State’s website for travel warnings recommending areas for Americans to avoid. The Columbia School of

Journalism in New York, through its continuing education department, offers the three-day “Reporting Safely in Crisis Zones” taught by veteran journalist Judith Matloff. At \$695, it’s pricey for a freelancer, but may be worth it as a career investment.



Jennifer Karchmer

Get medical training. Whether you’re covering civil unrest in the Middle East or reporting on a recent earthquake in Haiti, don’t leave home without solid first aid instruction, several reporters say including Sebastian Junger, a war journalist and author of *The Perfect Storm*. Junger started RISC, Reporters Instructed in Saving Colleagues, a New York City-based nonprofit that trains conflict reporters to save fellow journalists on the battlefield. To qualify for the free three-day training, you must be a freelance reporter with an assignment in a hostile region. Reporters learn medical techniques to save themselves or their comrades injured in the field, and each carries a specially-designed first aid kit. Junger created RISC as a result of the death of photojournalist Tim Hetherington in Libya in 2011. The duo directed the 2010 documentary, “Restrepo.”

While a journalist can take precautions ahead of an assignment, she should expect some learning to happen on the job, di Giovanni said. Based in Paris, she has written several books on her experiences doing war reporting. She said her biggest fear is how to handle herself in crowds. Ultimately, she said, you can’t teach that in a hostile environment course. “Your intuition comes in time. You have to pay attention to it.”

Jennifer Karchmer is an independent journalist based in Bellingham, Washington. She teaches communication and journalism at Western Washington University. As a volunteer correspondent with Reporters Without Borders-USA, she monitors and defends freedom of the press. She can be contacted at jenniferkarchmer@live.com.

'News reported is the negatives in life'

By **Jonathan Whitney**
 Publisher
The Carroll County Review
 Thomson, Illinois

Republican State Representative Jim Sacia represented a portion of northwestern Illinois for nearly six terms. I do not remember if he faced any Democratic opposition for the office after his first two-year term. With that thought we fairly regularly ran his weekly column to provide our readers with his insight into the Illinois Legislature. Had he had campaign opposition, we would not have run the column. I'm sure some ISWNE readers may feel we should not have run his material at all, but that's fodder for another argument.

I have personally known Jim since 1971 when our then-sheriff Jimmy Thulen introduced me to a new, young FBI agent assigned to our area. Over the next roughly 30 years, I would occasionally have reason to meet and interact with Jim on cases impacting our area or when he was in the area as a speaker for the FBI on various issues.

He retired from the FBI and was recruited to run for the state legislature. He did and won. He pledged at the time to not run for more than six two-year terms. He resigned recently in mid-term of his sixth term in office. His reasoning for resigning in mid-term has been the subject of some discussion, but that is not the point of my writing.

In one of his last columns, he wrote:

There is little doubt that we are a country of morals and values. In my years on this planet, it seems we have slipped somewhat from what we, the majority, believed to be right and good. A gentleman came into my office the other day, telling me in passing, that he was glad he was as old as he was and wouldn't have to face the moral decay facing our young people. Worded differently, many have said to me, young people will face far more challenges than those of us facing the twilight of our lives.

Every generation faces new challenges and I believe our young people will face life head on and make their world what they want it to be. Remember, news reported is the negatives in life. Positives are expected, dull and not newsworthy. Most young people are making a positive difference.

Perhaps I am too sensitive, but his comments about "news reported" being the "negatives in life" struck me as being way out of line and I wrote him the following letter:

Hi (again) Jim,

Once again, I want to have you take something of significance away from your last few days as a representative of some great people in a great part of a great state and, in particular, it is the antithesis of your statement in next week's column that said, "Remember, news reported is the negatives in life. Positives are expected, dull and not newsworthy."

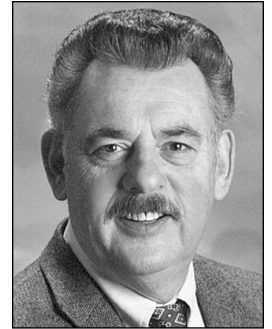
While I realize there is a tremendous amount of negative news out there, particularly on the Internet, and while I agree that major news networks appear to dwell upon the negative, I want to point out that smaller, weekly newspapers are continually dwelling on the positives of the lives of our residents. I feel we receive short shrift when so many leaders look past the roll in society that we provide.

So, I looked at our issue of this week and wrote down all the stories and labeled them as being considered negative or positive. This was a good exercise for me, too, since I feel it confirmed my belief that we do not dwell on "bad" news, but try to be balanced and report what is happening in our communities, most of which is "good" news.

In summary, we had 60 stories this week. Of those 60, I would classify 46 as "positive," nine as "negative" and five as "neutral." Your copy of this week's issue should have arrived today or tomorrow and you are welcome to check my figures. So, that means that this week, which I feel is just as representative of what we do as any other week, more than 75% (76.67%) of our stories were positive; only 15% negative; and 8.33% would be considered neutral.

In short, we report the "expected positives" of news in our communities, not just the negative news. We don't shy from the negative, but we don't feature that to the extent of leaving the other out or ignoring the positive. On the contrary, we emphasize the positive as I believe do most newspapers serving the small communities. That is true even in Chicago which has a host of smaller papers serving a

variety of neighborhoods and suburbs, but do not receive the national exposure that seems to color much of the public's perceptions of newspapers.



Jonathan Whitney

As you move on to your next career challenge, I would ask you to keep my thoughts in mind. We share your values and we are representing our communities well even though we seem to be lost in the hugeness of our country. But, we are not lost in the areas we serve. Just as "most young people are making a positive difference," we are right there with them making a positive difference in our communities. Please help us spread this word and not the negative that really doesn't apply to us.

Thanks for reading.

Jon

Today, we received a new column from Jim Sacia indicating he intended to continue to write his opinion pieces, hoping we would publish them. Our space is limited and we have sufficient numbers of columnists each week and really have a need for advertising, not more opinion columns, and I started to trash the column, but for some reason read it first. Essentially, his column was about my response to his early comment on news reported being negative and was, to my mind, quite a mea culpa coming from one who had served in the trenches of the Illinois Legislature.

Perhaps there is some merit to sharing this with the ISWNE membership. Occasionally, our voices are heard, but only if we speak up.

Below is Jim Sacia's most recent column that precipitated my writing.

There is no shortage of issues that face us. I claim no expertise short of life's lessons. I no longer write as your State Representative. I do have "one man's opinion" and a point of view. In the past 11 years I have submitted over 500 articles to

continued on page 14

We need more people in politics, not fewer

By **Conal O'Boyle**

Editor

The Nationalist

Carlow, Ireland

Oct. 8, 2013

"The people have spoken... the bastards!"

The infamous words of U.S. campaign strategist Dick Tuck must have struck a chord with taoiseach Enda Kenny on Sunday as the results of his referendum on the abolition of the Seanad became clear.

In fairness, no-one could have seen this coming; all the opinion polls pointed to an entirely different conclusion; even those groups fighting to retain the Seanad held no high hopes of success. So what changed in the last few days?

It appears that voters finally engaged with the issue and took a long, hard look at what the government parties were selling – and they just didn't buy it. The campaign slogans about saving money and reducing the number of politicians were crass, simplistic and underestimated the intelligence of the electorate.

There was no genuine attempt to structure a coherent argument about the role of the Seanad in our constitution or to entertain any discussion of how it might be reformed to function in a way that would make it relevant to 21st century Ireland.

This was an ill-conceived and nakedly populist wheeze that proved not as popular as the clever dicks in government buildings thought it would be.

Having said that, it must be admitted that there is not a single person in the country who believes that the Seanad, as currently constituted, is anything other than a toothless talking shop – not even the senators themselves, from whose ranks have come two of our last three presidents. But last Friday's vote is evidence that a majority of people feel it could be, given half a chance.

It should not be beyond our abilities to reconstruct the Seanad in such a way that it becomes an essential part of the machinery of governance, providing both valuable oversight of legislation emanating from Dáil Éireann and Europe and a continuing forum for those

who hold perhaps unpopular and contrarian views.

What this country needs – what any democracy needs – is more politicians, not fewer. And there is no reason why this should drain the exchequer: most people of goodwill are happy to provide their time and talents free of charge.

Politics is not the sole preserve of the paid political class. By its purest definition, politics simply means getting involved in the civic life of your community, your county and your country. We all need more of that.

Conal O'Boyle can be contacted at editor@carlow-nationalist.ie.



Conal O'Boyle

Whitney *from page 13*

17 area newspapers. Many were printed, some were not. I will continue to write and to submit my opinion.

I have learned far more from you than you have from me. Your emails, calls, and response editorials have kept me grounded. They have all been appreciated.

On occasion they have completely changed my point of view – case in point: My good friend Jon Whitney, the Publisher of the Carroll County Review, responded to my comment in a recent article, "Remember, news reported is the negatives in life. Positives are expected, dull, and not newsworthy." Jon's response caught me like a 2 X 4 between the running lights. He writes: "I want to point out that smaller weekly newspapers are continually dwelling on the positives on the lives of our residents. I feel we receive short shrift when so many leaders look past the roll in

society that we provide."

Jon meticulously listed 60 articles written in that week's Review; 46 were positive, nine were negative, and five were neutral. Jon went on to say that they don't shy from the negatives. "On the contrary, we emphasize the positive as I believe do most newspapers serving the small communities." Jon concluded with comments – "Just as 'most young people are making a positive difference,' we are right there with them making a positive difference in our communities."

Jon, that was so well said and so needed.

No one publishes a small town newspaper with thoughts of getting rich. Quite to the contrary, they do it for the love of their community and they all possess the gift of the written word. The service that they provide is something that must be preserved in spite of technology, the Internet, and social media. If we lose them we will lose what

America was built upon.

Norm Templin of the Northwestern Illinois Farmer, who is currently convalescing at Provena in Freeport, Tom Kocal with the Prairie Advocate, Dan Stevens with the Village Voices, Mark Mahoney with The Flash, Todd Nielsen with The Scoop Today, Doug Schroder with The Gazette, and Carter Newton with the Galena Gazette are to be applauded for their weekly efforts and their many awards.

Wally Haas with the Freeport Journal Standard and his staff do a great service as a daily, caught in that difficult realm of a front line daily yet reporting the many positives of a great community.

Jon Whitney, thank you for the wakeup call.

Jonathan Whitney can be contacted at ccreview@mediacombb.net.

Design your writing to be read aloud

By **Douglas Perret Starr**

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

People who write for public consumption have the obligation to make certain that their writing meets all the requirements for excellence. It's the least they can do for the reader who, after all, has to pay for the privilege of reading.

To be an acceptable, or better, writer, you need follow only a few suggestions.

Design your writing to be read aloud. Since people generally get the vast bulk of their information by ear, they are more attuned to the spoken language than to the written language.

This is even more applicable in today's television-oriented society.

Writing that appeals to both the eye and the ear is more readily understood, because readers tend to hear what they see. To achieve that goal, read your copy aloud and listen to how it sounds, to the rhythm of the language that you hear. Then make appropriate changes to provide a smooth flow of language. In general, if it sounds okay, it is OK.

Understand the parts of speech. There are only eight: adjective, adverb, conjunction, interjection, noun, preposition, pronoun, verb, and the parts of a sentence: subject, predicate, object, prepositional phrase, modifier. Knowing that can help you determine the construction of the sentence.

Write in the active voice rather than in the passive voice. Oral language uses the active voice almost exclusively. Active voice predicates are verbs of action, strength, power, color, life. Passive voice predicates are weak.

If that is not reason enough, remember that active voice predicates (the verbs) permit their subjects (the nouns and pronouns) to act; passive voice predicates permit their subjects to be acted upon.

Avoid redundancies: free **gift**, free **pass**, old **adage**, **widow** of the late, **revert** back, fellow classmate, **while** at the same time, **is**

currently, **point** in time, **autopsy** to determine the cause of death, advance **planning**, innocent **bystander**, completely **surrounded**, only **alternative**, past **experience**. The list is long, so you must look up such words – those boldfaced – to avoid their use.

Redundancies slow the flow of thought, bog down the, and take up space that could be used for other words.

To avoid redundancies, make certain that you know not only the meaning, but also the usage of the words you want to use. Use the dictionary. Use the precise word, not the so-called synonym. Two words may have exactly the same definition, but no two words have exactly the same usage.

Look up career, careen, enormous, enormity, buxom, gorgeous, billy club, presently; you'll be surprised at the definitions, and the usages.

Just because you and your friends, your newspaper, even your teacher use certain words for certain situations does not mean they are correct. For example, you would have a difficult time trying to lean on a podium. The podium is what you stand on; what you lean on is a lectern. And a verbal statement is either spoken or written. An oral statement is spoken only.

The item you keep in memory of a special moment of your life is not a memento; it's a memento, two e's, one "o."

The phrase "try and" is terrible. That "and" doubles the verb, making whatever is tried a success: "He will try and (he will) win" does not mean that he will make just an effort; it means that he will make the effort and he will succeed, a result that no one can guarantee. The form is "try to": "He will try to win," a gamble; no one knows the result. "To win" is what he will try to accomplish. He will make an effort and try to succeed.

Be wary of the pebbles of the language, the small words that not only add to a sentence, but also make that sentence understandable.

"The," a pebble, is vital to most sentences. But what does it mean? Simple; it points at



something known. For example, "a book" refers to any one of millions of books; "the book" refers to one book, one that has been designated as the subject of the discussion.

That brings us to "elegant variation," the use of synonyms to avoid repetition of the subject, as in a story about Harry Smith. After first mention of his name, the writer shifts to elegant variation and refers to Smith as "the student," "the 22-year-old," "the native of Cleveland," "the civil engineering major," and the like, without having described Smith as having those qualities.

Far better is it to write about Harry Smith: "a student, Smith," "a 22-year-old Cleveland native," and the like, making sure that the sentences about Smith's qualities apply to Smith.

Really, despite all that, because writing is not easy, writing can be mastered. It requires the writer to use all the aids at hand and to think. To think about what you are writing.

Another key is to read. Pick a writer or two whom you admire and who write well, and read those writer's works. In time, their usage of language will settle into your subconscious and help you put sentences together.

Finally, rewrite. Don't imagine that your first draft is worth keeping. It's not. Set it aside for a few hours to get it out of your mind, then copyedit your own work. You will find that you can delete one third of the words as unnecessary, until your copy fairly sings as you read it aloud, a sign of a well-written piece.

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

Ranson's reporting from Afghanistan wins awards

Labontan Valley News (Fallon, Nevada) Editor **Steve Ranson** has won two national awards for his reporting from Afghanistan in November 2012.

The Military Reporters and Editors Association based in Washington, D.C., awarded Ranson first place for his blogging from two sites in Afghanistan – Forward Operating Base Shank southwest of the capital Kabul and Camp Phoenix, which is on the outskirts of Kabul.

Ranson also received notification of another honor bestowed on him by The Inland Press Association, a national organization that helps its member newspapers thrive in their business performance and journalism quality. Ranson earned first place for Explanatory Reporting by compiling information on the operations of two Nevada Army National Guard units and then writing an eight-part series (24 stories total) explaining the missions of each company and the fears and concerns of the soldiers serving on a deployment.

Ranson's series was entered in the category of 10,000 circulation or less.

The award from the Military Reporters and Editors Association is the second one Ranson has received in as many years. In 2011, his first series from Afghanistan that told of Nevada soldiers and their missions with a signal battalion and military police company garnered an honorable mention.

The Military Reporters and Editors Association advances public understanding of the military, national security and homeland defense; educates and shares information with its members and the public on best practices, tools and techniques for such coverage; represents the interests of working journalists to the government and military; and assures that journalists have access to places where the U.S. military and its allies operate.

The organization includes a membership from both the national, regional and local media – newspapers, radio and television – that cover the military.

Ranson's entry was judged in the 100,000 circulation or less small market category. His stories and blogs also appeared in the *Nevada Appeal*. His stories were also picked up by other Nevada newspapers and The Associated Press. The judges wrote that "His prolific coverage of Nevada Guardsmen and women serving in Afghanistan succeeded in what he said was his goal: To 'put a face to the name' while embedding with the units, even paying his own way to the war zone."

While overseas, Ranson filed more than a dozen blogs and dispatches on a trip that took him from

Reno to Dubai and then to Bagram Air Field near Kabul. His topics revealed the anxiety, fears and jubilation the Nevada troops experienced.

Ranson's own background in the military helped him delve deeper into the complexities of individuals in a war zone. He retired in 2009 as a lieutenant colonel after serving 28 years in the National Guard and U.S. Army Reserve and had completed short tours to the Republic of Korea, Panama and Fort Jackson, S.C.

The following examples give an insight into Ranson's blogging from his trip:

Nov. 11, 2012, Dubai International Airport

Those who have deployed know the routine. Eventually, the pieces of the puzzle fall in order; it's a matter of when, not if.

Emotions among family are similar, whether the individual leaves for a three-week trip or a nine-month stay. Household affairs must be put in order, a will updated and provisions made for the unforeseen. As my daughter said, she feels sad that I decided to go to Afghanistan again, but she knows how much it means for me to tell the Army story from the soldiers actually performing their duties there. Something becomes lost in translation when soldiers return home. Their thoughts are on reuniting with family, not discussing their experiences.

Nov. 11, 2012, Bagram Air Field

Furthermore, it doesn't make a difference if our veterans have been in a war zone on multiple tours or one because dangers face them every day, and the enemy doesn't take a day off.

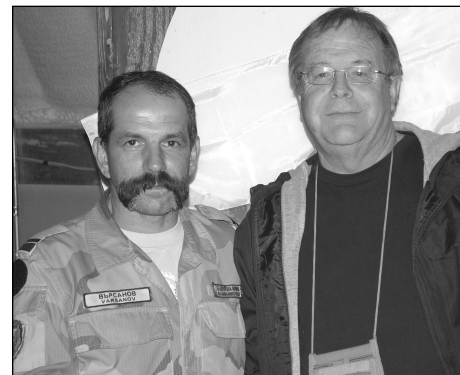
Veterans Day has passed in Afghanistan but is being honored today at home. I challenge residents in any community to know a veteran better by hearing his or her story of duty and sacrifice.

Nov. 14, 2012, FOB Shank

What's life like for soldiers living at a FOB? Accommodations are not exactly the Peppermill, but they are quaint. Large tents are divided into rooms, which contain, a bunk bed, a small light for reading and closet. Showers and the latrine aren't too far away – some within 50 feet, others a good 300-400-foot away.

Gotta love combat showers. To save water, certain limitations have been placed on the water soldiers use for showers. Once water flows over the soldier's skin before lathering, the soldier must turn off the water, soap, and then turn the water on to rinse. The entire process takes about 3 minutes.

The combat showers at Bagram Air Field seem luxu-



Steve Ranson (right) with a Bulgarian soldier who proclaimed he had the bushiest moustache in his company.

rious compared to this. The soldier has been allowed 3-5 minutes for a shower.

Nov. 15, 2012, FOB Shank

During my journey to the war zone last year to embed with a Nevada signal battalion and to visit the MPs, one cannot help develop a bond to the unit and its members. Such has been the case this year with the 189th. The guardsmen have welcomed me warmly and included me in their day to day activities here. That's when it becomes hard to leave and head elsewhere, knowing that faces now associated with names will be in my thoughts and prayers until they return home safely next year.

Nov. 19, 2012, Camp Phoenix

For the past few days at Camp Phoenix, I have noticed many Canadian soldiers as well as soldiers from Romania and Bulgaria. The Nevada Army National Guard's 593rd Transportation Company, which has been at Camp Phoenix since summer, has forged a friendship with the Bulgarian army. The company's commander and first sergeant, Capt. Curt Kolvet and 1SG Harry Schroeder, were invited to a party hosted by the Bulgarians. We were greeted by Capt. Kahtapeb Kantarev and introduced to other soldiers including a man who had one of the bushiest Fu Manchu mustaches I have ever seen. During the time spent with the Bulgarians, upward to six soldiers danced to Bulgarian folk music. Capt. Atamecoba Atanasova explained folk dancing is one way for them to keep Bulgarian tradition alive.

In addition to conversation, music and dance, the Bulgarians also had enough food to literally feed an army!

Nov. 20, 2012, Camp Phoenix

The wide ranges of Nevada is where David "Chase" Iveson calls home. Living the life is a young man who currently lives in Starr Valley, a beautiful area of

continued on page 17

Reporting business news – the good and bad

By **Jim Pumarlo**

Nearly 50 employees are out of jobs due to the decision of an out-of-state insurance company to close its local office. We caught word of the news through an employee and promptly carried a report. The company never made a public announcement.

In contrast, another company with headquarters in Red Wing opened a retail store at the Mall of America 50 miles away. Our staff worked with company representatives to prepare a story before the doors opened.

Surprising? Not really. Editors and reporters face the same challenges pursuing stories with “private” officials as they do with “public” officials. Everyone is eager to share what’s considered good news, but reluctant to talk about bad news.

A major difference is that laws generally guarantee the press access to government news, whether it paints a positive or negative picture. For equally sound reasons, the press does not have the same level of access to information on private business.

The two examples underscore the challenge of providing consistent and credible business reports. The challenge to improve coverage is a two-way street – a message that editors should deliver to their readers, and specifically to business owners and managers, whenever possible.

Most community newspapers devote immense resources to covering local government. But it’s arguable that news about employers – large and small – has even greater meaning. After all, it’s news about friends and neighbors.

Business start-ups, acquisitions and expansions, promotions and labor strikes are obvious stories. Other reports can have an impact on a community, too. For example, a contract settlement at a major employer might set the parameters for other employers.

It’s understandable why a business is at times hesitant to see its name in the paper. Even good news can backfire. Consider the announcement that a company became a corporate sponsor of a national event. It prompted a local resident to question the expense when an employee event was canceled due to an apparent shortage of funds.

Just as businesses can feel the sting of what appears to be straightforward reports, newspapers can feel the backlash, too.

I recall the time we provided a local angle to the potential impact of legislation on financial institutions. We were able to contact all but one of the local banks. The phone rang the next morning with the question: Why did we snub one of the newspaper’s customers?

Editors have a convincing message for underscoring the importance of businesses to talk to the press. Stories straight from the source ensure accurate information that may serve to quash rumors.

Trust between writers and news sources is imperative in any reporting, but especially so when issues involve profits and livelihoods.

The changing business landscape is another challenge to substantive business reporting. Many newspapers enjoy good relationships with locally owned businesses, but it’s just reality – for a variety of rea-

sons – that it’s more difficult to develop those same ties with companies run by out-of-town ownership. Local managers often want to share information, but their hands are tied by corporate policy.

The challenge to improve business reporting is reaching a common understanding that reporting on business means covering both the good and bad news. There are a variety of opportunities to underscore the message. Address the issue in a column. Insert a note to advertisers with your invoices. Invite business representatives to a conversation over lunch. Pitch the topic as a program for a local civic club’s meeting.

A one-time appearance before the local manufacturers association will not suddenly transform a newspaper’s business coverage of business. But it’s a beginning.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of “Journalism Primer: A Guide to Community News Coverage,” “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers.” He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.



Jim Pumarlo

Ranson *from page 16*

Northern Nevada that hugs the Ruby Mountain foothills between Wells and Elmo. Barely in his 20s, Iveson works on a ranch, but here he serves as gunner on convoys. We have been able to share some stories of people we both know in Wells and Starr Valley since I lived in the region during the late 1970s, early 1980s.

Thanksgiving, Camp Phoenix

This is also my first Thanksgiving thousands of miles away from home, but I will spend part of the day with Capt. Curt Kolvet and 1st Sgt. Harry Schroeder for an early afternoon Thanksgiving meal.

With me being thousands of miles from home, I asked my daughter – my youngest child – about Thanksgiving, the first time we have not spent it

together. My children were lucky because the military did not beckon my service on Thanksgiving before I retired. It did this year, though, because it was important for me to be with the troops on this special, very American holiday.

“It will be difficult knowing that you’re in a war zone instead of being here for the holidays, but I am thankful for having a great support system for helping me through these tough times of you being away to ease away the stress,” said Stephanie, my 21-year-old. “Thanksgiving isn’t the same without you, and that’s what makes it so hard for me, even though I’ll be surrounded by a bunch of family. I rather have you here in the states than a war zone thousands of miles away celebrating this joyous holiday with us.”

Nov. 26, 2012, Bagram AF

My first and final stop in Afghanistan this year brought me to the Bagram Media Center’s Hotel

California. Because of gifts sent from people in the United States, the 115th MPAD from Oregon fixed up the rooms, added a small refrigerator and brought in used televisions. Maj. James Miller’s staff has provided a comfortable slice of home here at BAE. The paint scheme in my room is wild with two walls painted fire engine red and the other two walls sky blue. At the end of the hall are a coffee pot, snacks and extra toiletries. If I become cold during a November night in Bagram, I can find additional blankets stacked in a closet near the entrance and adjacent to my room or plug in a space heater.

I slept like a baby during my final night at the Hotel California . . . “You can check out any time you like . . . but you can never leave.”

Farewell, Afghanistan. May our soldiers remain safe until they return home.

Williams *from page 8*

The work of our National Newspaper Association has paid countless dividends to our newspapers for decades. Many are unaware of the significant discounts and privileges NNA has won with the Postal Service that we now take for granted. We cannot count the dollars we've saved through rate increases delayed or avoided entirely. Newspaper readers and the public at large have benefitted from our advocacy on Capitol Hill in ways that have strengthened our country's Democratic principles.

This work is hard. And it is costly. Our numbers, while stable and even growing some, still include too few of our brethren. Too many newspaper companies wish to ride on YOUR shoulders. Every member needs to be an advocate for protecting and promoting the work of newspapers in general and NNA specifically. Too many want YOU to pay the cost for them.

I ask you simply: Go home and be an advocate for your industry. . . Be an advocate for community newspapers. Be an advocate for NNA. Newspapers are notorious for being slow to publicize ourselves. Now is the time, however, for us to pull together...to unite for the good of our industry... Why NNA? Let me quote from the back of President Merle's business card... Because America's community newspapers need a leader and advocate, a trusted, respected voice with a passion for the news and for democracy; because NNA promotes a connected, responsible and accountable press, journalism that is fair, accurate, objective, timely and complete; because NNA is a proponent of innovation, a force for change turning today's challenges into tomorrow's opportunities; because NNA member rewards include financial insight, networking support, travel and friendship among peers and supporters.

In my town, if you want a Big Mac, there's only one place to get it. That's McDonald's. They have the franchise. You want a Whopper? There's only one place to get it: Burger King. They have the franchise. If you're in Blackshear, Georgia and you want local news. . . ? There's only one place to get it. The *Blackshear Times*. WE have the franchise. It's ours to lose. And we're not giving it up. It's the same way in your town and thousands of other bedrock towns and cities all over our nation. I know you are not giving up your franchise as THE best place to find local news and information, either. You are going to be there for your community!

The Internet is a tremendous innovation. A powerful tool. But it is not a source. It is a tool. It cannot adequately replace a well-edited, well-designed community newspaper. Gleaning your news from the Internet can be as satisfying as getting a drink of water from a firehose.

If newspapers operated like the Internet, every resident in your town would be writing the stories and the headlines. There would be NO editors and NO fact-checkers. News from the Internet is bedlam in bits and bytes. And, as is all too obvious, too many cannot – or don't care – to sort out the facts from the fiction. That is the job of editors.

I cannot tell you an exact date, but I can tell you a benchmark when the public's view of newspapers began to change... It was when newspapering quit being a profession and became an investment. Newspapers have become profitable businesses and have lasted to become the oldest business in most communities, not because we are such great business minds. . . not because we make so many friends – we don't. Newspapers are successful because of journalism! Every newspaper depends on good business management and great ad sales but NONE OF IT would ever happen without good journalism. Names and faces. Names and faces. Names and faces. And facts. It's a simple recipe for success if we don't get distracted by the latest whiz-bang trend.

Warren Buffet said: "In towns and cities where there is a strong sense of community, there is no more important institution than the local paper."

Welcome to our world, Mr. Buffett. It is reassuring to have you here.

Have newspapers suffered in recent years? Yes! Of course we have. Community newspapers are a direct reflection – a mirror – of the economy of the towns and cities we serve. The economic crash that sent stocks plummeting and development downward affected every business we serve and our newspapers reflect that. Our communities are hurting and when our towns are injured, newspapers bleed. There is nothing wrong with America's community newspapers that an overall improvement in our nation's economy will not fix.

We are a mirror of our communities, but you can't see a reflection in the dark. Newspapers have to provide the light. It is HARD for a community to rise above the quality and commitment of its local newspaper. Good newspapers build strong communities!

People say newspapers are dying. . . To quote the

great writer Charles Dickens. . . "Bah, Humbug!" Are people going to stop loving their high school football down in Texas? No! Are people going to stop caring about whether their taxes go up or down in Minnesota? No! Are people going to stop wanting to see their children's names on the honor roll in Missouri? No! Are people going to stop wondering who is going bankrupt or buying building permits in New Jersey? No!

In America we talk about the value and dignity of every individual. Nowhere in our society are those ideals better displayed than in America's community newspapers. It starts at birth! We believe EVERY child born should have their announcement PLUS a photo in the newspaper. That child's first and succeeding birthdays are often marked with a photo in our newspaper. We love to publish pictures of children marking their first day of school. On through the years we document reading achievement, math competitions, steer shows, ball game victories and countless other milestones of life as we know it. Graduation is a big deal in each of our communities. Our documentation of the value of each individual life goes on and on...through engagement, marriage, more births, anniversaries, job promotions ? you name it and we travel life's path right with the people who surround us. . . all the way to the grave ? and even beyond ? with Memorials!

Who cares more about the success and prosperity and happiness of people in your community than you? NOBODY!

We believe people will always want to read about local sports.

We believe people will always want to know about their taxes and what their governments are doing.

We believe people will always want to see the triumphs and tributes relating to their children's names and faces publicized.

We believe will always have a need for accountability from their government!

We believe in the critical need for accuracy and fairness as demonstrated by professional journalists.

We believe in newspapers!

Thank you for being a part of this great and valuable industry.

Robert M. Williams, Jr. can be contacted at rwilliams@theblacksheartimes.com.

Send Us

Deadline: February 1, 2014

Your Best Editorial

Enter the ISWNE's 54th Annual Golden Quill Award Contest

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

Eligibility:

All newspapers of less than daily frequency (published less than five days per week) are qualified to enter. Entries must have been published between Jan. 1 and Dec. 31, 2013.

Cost: \$20 per person (two entries allowed per person) for ISWNE members and \$25 for non-members. Make checks payable to ISWNE.

How To Submit Entries:

Select up to four best editorials or signed opinion pieces from your newspaper. **Two is the maximum number of entries permitted from each individual.** Complete the PDF entry form at www.iswne.org (under Contests). Using a pen or marker, clearly indicate the Golden Quill entry on each tearsheet. Print two copies and mail along with two complete page tearsheets of each entry.

Grassroots Editor, ISWNE's quarterly journal, will reprint the 12 best editorials as the Golden Dozen in the Summer 2014 issue.

Entries must be postmarked by Feb. 1, 2014.

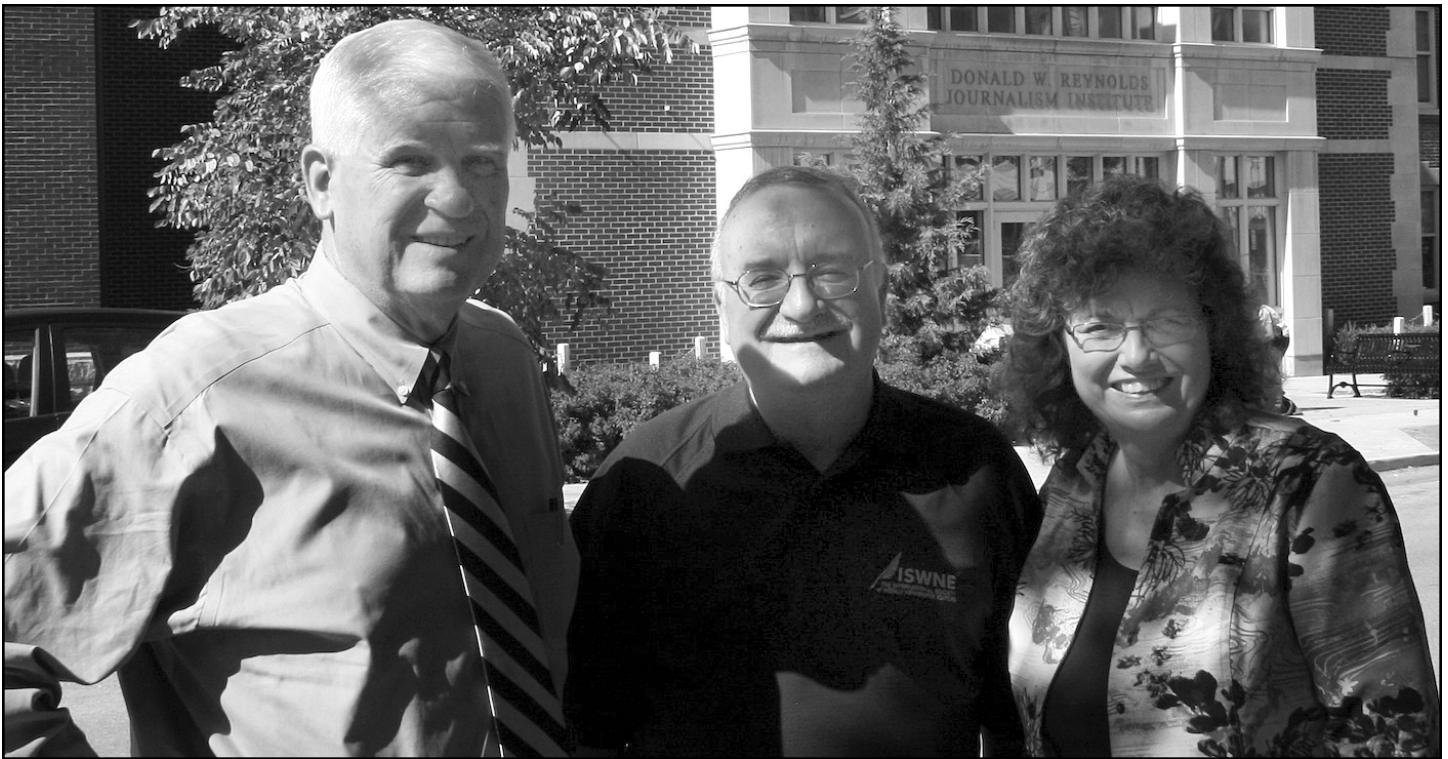
Please mark the envelope:
GOLDEN QUILL ENTRY.

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

You may also nominate an editorial or signed opinion piece by sending the required information with a copy of the article in the format indicated. Please enclose a letter telling ISWNE that it is a nomination, and a check for \$20.



The Golden Quill winner will be invited to attend ISWNE's annual conference in Durango, Colorado June 25-29, 2014. The winner will receive a conference scholarship and travel expenses up to \$500.



ISWNE members Jim Sterling (left) and Gary and Helen Sosniecki stand in front of the Reynolds Journalism Institute at the University of Missouri School of Journalism, headquarters for the 2015 ISWNE conference. The Sosnieckis spent Oct. 17-18 in Columbia and Kansas City, Mo., working on conference details. Sterling, former owner of three weekly newspapers and now Missouri Community Newspaper Management Chair, is ISWNE conference liaison with the School of Journalism.

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

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