

A new beginning at the Plain Talk

By Alan Dale

Can you feel that, Vermillion? Do you get that sensation, Clay County?

When you do, it will undoubtedly be the sensation of change.

A steady, purposeful, wave of historic change.

Once the feeling sets in, it will be the goal of the Plain Talk to make sure that it stays fixed within you for good.

I am excited to be a part of your community and to eventually become accepted as one of you.

Monday I began my new tenure in Vermillion as the general manager/managing editor of the Plain Talk and the Broadcaster Press.

I am excited to be a part of this organization and knowing I have the two best writers in the region, a creative sales and ad department, and a strong support staff within, sure helps with the transition.

As do the people of Vermillion and the surrounding area.

This is a bustling, progressive area of South Dakota, which is one of the fastest growing and more advancing states in the country.

How good is that?

So what better way to celebrate this time by giving this town and

region what it deserves: The best.

In the upcoming days, weeks, and months, we here at the Plain Talk will present to you a growing wave of sweeping changes that we believe will give our readers the best coverage possible.

From news coverage to entertainment to sports, it shouldn't take long for people to notice that our goal of expansive reporting has taken root.

We are not here simply to do our job, we are here to earn and command your attention.

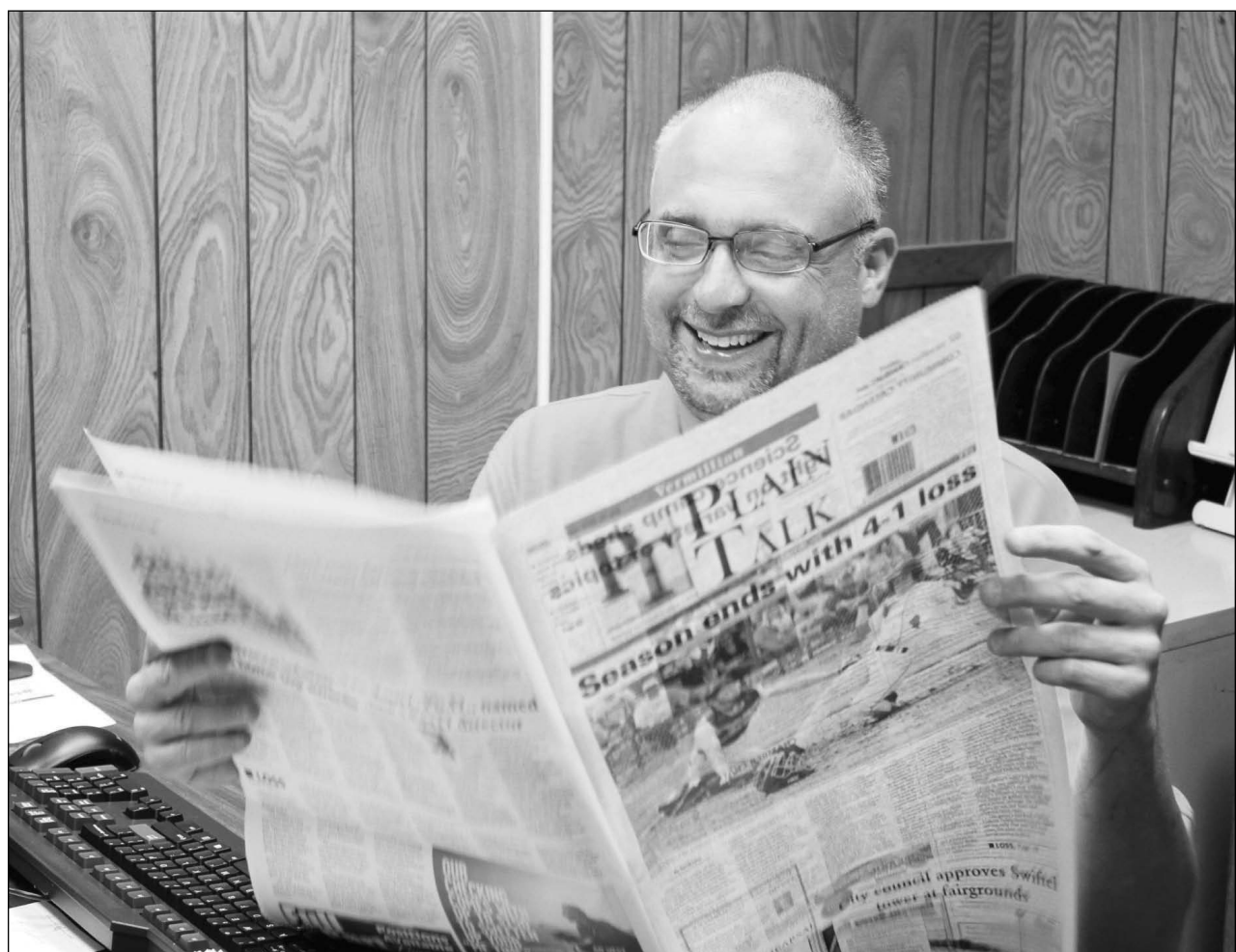
This is your paper and the one that needs to come through in giving Vermillion and surrounding communities like Elk Point and Jefferson our fullest attention and respect.

What is important to you will be as important if not more to the Plain Talk.

We want your news. We want you to share with us the information that this community requires. Heck, we may even lend a hand and end up presenting plenty more, sometimes showcasing news and feature stories that may have gone unnoticed.

Those we vow to not overlook.

As far as sports coverage you will see comprehensive reports from Vermillion and



Elk Point-Jefferson high school programs. It will come at you on a regular basis. Your teams are our teams and our teams will be given the respect they have earned and deserve.

We will also make sure for those college sports fans, that the Coyotes get their fair play as well. No stone, no team, no athlete, will go unserved.

All the readers have to do is seek what they wish to find and it is our job to present them with the best coverage of those items.

That we vow to do. How can the community help us? Well, first off, don't be shy. If we are missing the boat on something, we will be confident enough to take your tips to heart and do what we can, where we can. Keep our phone number close and use it wisely and often.

Also, we just ask that you keep an open mind. This may be a more proactive and assertive approach to news coverage. We will be there making sure we get what we need because it's about wanting to get what you

need into our pages.

We also may be moving toward some extremely progressive and forward thinking approaches to how we report the news.

Approaches that are rarely seen in a weekly or a bi-weekly. News is a 24-hour-a-day, 7-day-a-week cycle. For those who demand and need their news sooner and more readily available... Stay tuned.

This is a new beginning at the Plain Talk while at the same time holding true to what has made this paper what it has represented. As we do

that we will also honor you, the readers, and what you best need or what you demand. No one will demand more from us than we here at the Plain Talk.

It's not just about existing it is about excelling.

For many, Aug. 1 translates into just another first day of a new month. As you read this on that particular day on the calendar, this date means so much more for the Plain Talk.

It is a new beginning, a new wave, a new presence.

Enjoy...

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NOTICE TO IRRIGATORS

The South Dakota Department of Environment and Natural Resources (DENR) reminds irrigators to check their center pivots to ensure they are operating properly and are adjusted to spray only upon land authorized for irrigation by their water permit.

"It is important that irrigators do everything they can to avoid over spraying onto nearby roads or neighboring properties," said DENR Secretary Steve Pirner.
"Irrigation overspray can damage roadways, lead to unsafe driving conditions, and impact neighbors."

A water right holder is not allowed to waste water or operate an irrigation system in violation of state water law, which includes spraying water on land not covered by the water permit. Irrigation systems and especially end guns must be consistently checked to make sure it is not applying water to where it is not allowed. Irrigators who fail to prevent overspray can be subject to fines or required to appear before the Water Management Board for possible suspension of their right to irrigate.

South Dakota has nearly 5,200 active irrigation permits authorizing irrigation of up to 865,000 acres.

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