

ART
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they grew up.”
According to Christopherson, this is one reason it is important to keep news coverage local in a paper such as The Plain Talk.
“I think it’s really important that it’s a community newspaper and needs to cover community things,” she said. “I think it’s doing more of that now than it has in the past. I think the sports things, those are touched upon. The dance recitals, the show choir, things at the high school and junior high, those things are covered. Like events that are going on in the community. Those things need to be covered and they have been. I think it’s on the right track.”
Willwroth agrees with these sentiments.
“Prior to your present editor I wouldn’t say The

Plain Talk stood a chance because of the way it was laid out,” he said. “It looks more like a newspaper should now. It’s laid out better, there are more pictures, there are more local stories and the writing is good.”
According to Willwroth, some changes made for the good of a paper are not always smiled upon.
Willwroth spoke of a time he removed an award-winning editor from The Plain Talk staff.
“I fired him because I could never find him when I wanted him,” he said. “The day I fired him I found him down at a restaurant where Burger King is now playing a pinball machine in his pajamas. That did it. I got ripped open by national papers from firing this award-winning editor who really wasn’t worth a hoot.”
Working in the news industry certainly brings challenges, as Willwroth pointed out.
“The city manager

hated me,” he said. “My theory is 50 percent of the people love you at all times and 50 percent of the people hate you at all times, and 25 percent jump weekly.”
Another resident, Cathy Beard, does not subscribe but still finds time to peruse The Plain Talk at the library.
“In previous years, they used to print things that I thought for a small community were important to know like the real estate transactions,” she said. “I know people who are searching for houses feel that seems to be public information that should be printed in the paper that no longer is.”
As Beard pointed out, the work of a journalist such as The Plain Talk writers involves getting out and about a bit.
“I think a journalist needs to go down to the courthouse and find out facts that are public knowledge but you have to do a little footwork to find but it’s open to the public

that a reader like myself is not going to go do that,” she said. “I’d like a paper to provide that for me.”
According to Wood, this is exactly the kind of opinion The Plain Talk is committed to taking into account.
“As we continue to provide all local stories focused on what our readers want we will add staff to support this expansion,” Wood said. “We are committed to serving this great town and will continue to help with the development of opportunities to make Vermillion a better place to live.”
“We are just a small fraction of the history of this newspaper, but we do hope to keep adding more to it,” Dale said. “We believe some of the issues we have produced and some ideas we have presented are as special to The Plain Talk’s history as any. That being said, the first thing is we really want to keep developing the “Teen Gazette”, which has

shown great promise. If we can get that to become a bi-weekly, four-pager, with ads specific to the section where we can pay the kids a bit, that would be ideal.
“We hope to develop more series that people seem to enjoy and also explore some heavier, maybe not so pleasant subjects. I feel we could do even more with our sports reporting. I hope once we get a complete staff together I can really get a bit more crazy in that department.”
Dale also wants to emphasize that a successful paper comes from teamwork with the readers, the advertisers, and especially the sources. To make that work, trust between his staff and public is the No. 1 component.
“A lot of reporters take the credit for their stories,” Dale said. “See, we never forget how those stories came about - the sources. The subjects we interview and the ones who make themselves available to us

are so vital to this process and I won’t forget it...ever. What people don’t realize is that those sources talk to us because they’ve learned to trust us. You can’t abuse that trust and you must always give those sources a chance to rethink a comment before you run and try to make a name for yourself at the expense of someone who felt comfortable enough to be themselves for that brief moment in your presence. Never take that for granted.”

NOTE: We could not interview all of our readers for this article, but that does not mean we do not want to hear your suggestions on how The Plain Talk can better serve this community.
We invite anyone who wishes to give input to write a letter to the editor at Alan.Dale@plaintalk.net or visit The Plain Talk office at 201 W. Cherry Street. More information can be found at www.plaintalk.net.




EMPLOYMENT

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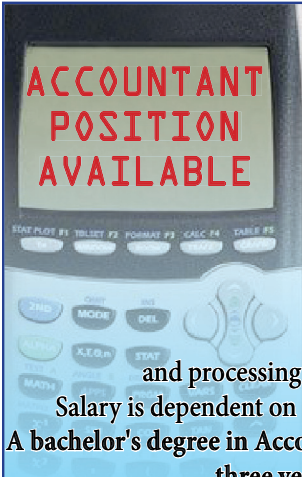
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Please visit www.vermilion.us/careers for a complete job description and application instructions.

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If you're an ambitious and energetic reporter, we have a spot for you at our daily newspaper in Sidney, Neb. We're looking for someone with weekly or small-town daily experience or a star who shined at their collegiate paper. We have an opportunity for you to write news stories and features in a growing community. This position is an immediate opening, so we're looking for someone who can start quickly. Send resume and several writing samples to Publisher Rob Langrell at publisher@suntelegraph.com

The City of Vermillion is seeking qualified applicants to serve as an **Accountant**. This position is located in City Hall and assists in preparing and analyzing financial statements for all funds of the City. Also assists in reviewing and processing financial records and reports. Salary is dependent on experience and qualifications. A bachelor's degree in Accounting or a related field plus three years of experience is required.

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GRAPHIC ARTIST


The Broadcaster Press/Plain Talk is seeking an experienced graphic artist professional.

Qualifications: Experience in graphic design, newspaper layout and knowledge of Adobe Acrobat, Photoshop, Quark, Multi-Ad Creator Pro and InDesign. Applicants should be detail oriented, ability to multi-task and able to function well in a fast-paced environment.

Full-time Monday-Friday. Medical, dental, and vision insurance available. Paid time off/vacation time available after 90 days of service.

Interested applicants send cover letter and resume to:
Plain Talk
Attn: Kathy Larson
201 W. Cherry St.
Vermillion, SD 57069
or email kathy.larson@yankton.net


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