

THE  
CHRONICLE

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OUR MISSION

The Chronicle is the oldest, locally owned newspaper in Lane County, and the only business still open in Creswell that also was open in 1909 when Creswell was incorporated.

We are focused on super-serving our readers, clients and community with:

- Hyper-local content
- Unique and accurate storytelling
- Utilitarian information

Our business is dedicated to helping our community succeed, with coverage of family, friends, neighbors, small-businesses and the volunteers and nonprofits working to enrich our lives.

Subscribe

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1 year.....\$40  
2 years.....\$70  
1 year - senior.....\$35  
2 years - senior.....\$55

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# A matter of distinction

## Big business and your small-town paper

Growing up and spending most of my life in the newspaper industry, I’ve been familiar with the outstanding reputations The Oregonian and Register-Guard have enjoyed for decades. When I crossed paths with former employees or people who had friends working at those papers, their experiences were consistently positive.

One of the reasons, I’m told with the benefit of hindsight, is that high-quality journalists from California could make virtually equal pay – and stretch their dollars significantly further in Oregon. More keen hindsight is that the owners of those papers were committed to serving readers.

Until they couldn’t afford to anymore. Ultimately, corporations and hedge funds had the pockets deep enough to acquire the newspapers’ brands, property and real estate, while stripping the “business” to its bones to maximize profits.

The motive is to generate the most money possible. Without judgment, it’s a business model.

It’s just not The Chronicle’s business model.

We certainly root for credible and trusted journalism anywhere. A rising tide lifts all boats, right?

We choose to serve and uplift our community.

Thinking critically – discerning truth and fiction and the shades in between – is among the most valu-



NOEL NASH

able leadership competencies. I recently came across an explanation first authored by Nathan Allebach, the 28-year-old social media manager for the Steak-Umm brand:

“Critical thinking is not a singular skill. It’s a constant state of ... measuring evidence, and recognizing when to defer to experts. It’s analyzing this tweet’s substance, motivations, credibility, and source, not just reading it.

“Critical thinking isn’t what to think, it’s how to think. You may critically think about this tweet, but lower those defenses for the next one. Most people’s natural state is to seek or settle for whatever confirms their pre-existing beliefs (duh). Life’s more comfortable that way.”

Hmm. A little perspective from a frozen meat product. These are strange days indeed.

The point is you have a choice, one that requires critical thinking: Support corporate-owned papers filled with the news-as-commodity? Or support The Chronicle’s hyper-local vision.

This is not a knock on the fine people who work at other papers. In fact, I’m guessing they are self-aware that they work for the Eugene edition of Gatehouse/Gannett, based in Washington, D.C., and the Cottage Grove edition of Media General, based in Illinois.

The Chronicle? Well, we publish content from people you know.

People you trust. Gini Davis and Pamela Farmer. Yaakov Levine and Dana Merryday. Pat Edwards. Erin Tierney and Aliya Hall. Jordan Cora Lampe. Joey Blum. Frank Armendariz. Linda LaZar. Familiar names? Darn right.

There are new names and faces, too. Chelsea Greenway handles much of our digital and social media platforms, and designed the Visitors and Newcomers Guide. Bradley Cook and Mike and Elsie Nordtvedt bring decades of professional photography to our storytelling.

Yep, these folks are your neighbors. They are not generic, faceless bylines on top of “wire” copy from some other place.

They are residents of the southern Willamette Valley, earnest folk, trying their best to provide news and information – and accurate, engaging storytelling – for you, the readers.

And it’s not just our staff that’s recognizable. You know the businesses who advertise in The Chronicle, because the vast majority of them are owned by – you guessed it – your neighbors. “Shop local” is not a marketing slogan; it’s the key to economic survival in rural and small towns.

A few weekends ago I was at a local business and there was a thin little newspaper in a plastic rain bag. I thought to myself, man, I’ve stuffed thousands of those in my lifetime. I was curious what paper that tiny, maybe thinner than The Chronicle, could afford to individually wrap papers in rain bags. I picked it up, surprised at its feather-like weight,

and shook out the contents. It. Was. The. Register-Guard.

When I was a kid, I delivered the North Dade-South Broward Journal. A small weekly paper in Miami that covered neighborhoods in detail – stuff The Miami Herald was too big to touch. The Journal was never as small as the R-G I held in my hands that day.

Reputations. They take lifetimes to earn, and one greedy corporation to kill in seconds.

This is the 10th edition of The Chronicle since we first covered COVID-19. We stopped paying our correspondents after March, trying to survive the financial crisis.

You know what? We’ve never had so many stories and photos flowing in from our writers and photographers.

How are things with the R-G’s owners? Layoffs started two weeks ago at Gannett, which merged with GateHouse in late 2019 to become the largest newspaper chain in the U.S. with 261 newspapers in 46 states. Think that means more coverage of your community?

Media General Corp., meanwhile, publishes more than 60 papers in nine states. Based on the first quarter of 2019, its estimated annual revenue was \$1.3 billion with nearly 600 employees. It has a tax-deductible “donate” button on The Sentinel’s website.

Just the same as The Chronicle, right?

*Noel Nash is publisher of The Chronicle.*

LETTERS TO THE EDITOR

### Smathers family a glorious example

Dear editor:

Thank you so very much for your lovely article about the Smathers family (April 2, by Gini Davis). So many people growing up with hard troubles could be encouraged by learning of this story.

It is wonderful to know that if you come from a “bad” or “hard” background that you can become a loving wife and/or husband and raise loving children.

They are willing to take foster children that will be difficult to care for because of the love they have for each other and their family.

May God bless them. Many people have found the love of Christ to help them overcome. I do not know the Smathers but thank them for what they are doing to help the unloved and helpless in the world.

**Suzanne Peterson  
Creswell**



The Smathers

### An endorsement for district attorney

Dear editor:

I would like to take a moment of your time to endorse the re-election of Patty Perlow to the office of Lane County district attorney.

As a layman in the community, I’ve been associated with Lane County’s criminal corrections programs for nearly 40 years. I’ve served three sheriffs as an advisor. I also spent many years as a member and chairman of the Lane County Community Corrections Advisory Committee working closely with law enforcement officers, corrections officers, judges and prosecutors.

The job of the district attorney is demanding both physically and mentally. My observation is the present district attorney is

handling the job well and deserves to be re-elected. Throughout my life I’ve been fortunate enough to supervise wage earners of many different crafts and skills. I’ve always been very supportive of those people who do their job well and who bring integrity to the workplace.

I believe the present district attorney fits this criteria. Please join the Lane County sheriff, a retired Lane County district attorney, myself, and many others from the corrections and law enforcement field and reelect Patty Perlow to another term as our district attorney.

**Don Williams  
Cottage Grove**

### Take time to celebrate and thank front-line workers

Dear editor,

Please take time to thank our first responders for their service during this particularly difficult time. Let them know you appreciate what they are doing.

Here is a good example:

Taylor Rowland, a 2018 graduate from Pleasant Hill, went live on Facebook seeking donations for appreciative gift boxes. Along with friends Linzi Douglas and Ashley Vegas, they were able to raise over \$1,800 to purchase gift box items. Things like nutrition bars, hydration packets and thank-you cards were a few of the items added to each box.

Some of the recipients selected to receive appreciation boxes:

Lowell Fire Department  
Goshen Fire Department  
Eugene Police Department  
Cahoots  
Dexter Fire Department  
RiverBend Hospital  
McKenzie Fire Department  
Pleasant Hill Fire Department

Nancy Bravo, a retired nurse who resides in Pleasant Hill, asked if she could provide some of her face masks. With help from her husband John they manufactured and donated 50 of those masks. Nancy said that they wanted to give back something in appreciation. Every day in the news you see the outpouring of support for not only these valuable people but also for those in need of assistance. It makes us very proud to be a part of this society.

Accept our personal thank you for those contributing to helping friends, neighbors, churches, educators, businesses, communities, hospitals, and of course our first responders. Also, think about the housekeeping staff at our hospitals and care facilities.

**Pat and Wally Rowland  
Creswell**