

Clackamas Community College

This editorial policy has been unanimously approved by the Editorial Board of *The Print*. Effective immediately.

## Editor announces editorial policy

When I first received the job as editor of *The Print*, many questions had to be answered. Most of the questions came from myself. Questions like: What are your goals of the paper going to be? What will you cover? What will be your editorial policy? How will you cover events? If someone gives you \$15 worth of banquet tickets, are you obligated to give them \$15 worth of advertising space regardless of other events that need to be covered? Should you require the editorials pertain to the College or can they be on any subject the writer wishes?

Questions like those needed to be answered. The biggest question that has to be answered at the end of the fall term is Is *The Print* a college newspaper? Or is it a public information sheet whose only purpose is to say that everything is terrific here at the college?

This question has been haunting me for the past few weeks. Exactly what is our purpose? According to the Canons of Junior College Journalism, "A good newspaper reports, interprets, and comments upon those events and the ideas which it deems significant or of interest to its readers. The student newspaper serves the student body, the administration, the faculty, and at least in-

directly, the community in which it operates."

Naturally, special interest groups slip into the trailer and would like a story on a certain subject. That is the right of course, of college organizations. However, special interest groups outside of the College come in and almost demand that articles be written concerning their organizations. Because it interests them, naturally it will interest the readers of this paper.

Our reason for existence is to report the news of the campus. If the U.S. invades a foreign country, it is not our obligation to cover it as a news agent. The coverage of that event is left to the *Oregonian* and *The Journal*. The only way this paper could cover an event like that would be on the opinion page. On the news pages, the College comes first.

But what events in the College should be covered? Should the tax base being defeated be covered while the pumpkin carving contest goes uncovered? Whatever interests the readers the most, in our judgment. If the student body elections were not handled as well as everyone thought they were, shouldn't that take precedence over an ice cream feed to help lure voters to the booths?

Not that these events should

be ignored. They are activities of the College, and are of interest to the readers. However, an election mistake which may have cost someone a vote or two or three or one hundred must be given a higher priority. It is not the obligation of this paper to write only about the positive or negative events of the College but to write about the newsworthy events pertaining to the College.

Immediate events take precedence over past events. If someone is at the College right now, it takes precedence over a week-old event. We cannot, as a paper, bow down to a special interest group by writing

on every little thing they can do no matter how insignificant. It all comes down to, of course, priorities.

The goal of the paper is to cover as much as possible the events of the College. That is the reason for the "This Week" calendar. But it is more than covering coffeehouses, film series, dances, and extracurricular events at the College.

That distinguishes *The Print* from a public information sheet. If we focused only on dances and such, we would have to ignore the people at the Timber Lake Job Corps, and many others. The prime

purpose of this paper is to cover the news pertaining to the College and its readers. The only space that is not restricted to College-oriented events can be located on the editorial page.

*The Print*, a member of the Oregon Newspaper Publishers Association, aims to be a fair and impartial journalistic medium covering the campus community as thoroughly as possible. Opinions expressed in *The Print* do not necessarily reflect those of the College administration, faculty, Associated Student Government, or other *The Print* staff members.



## "Shot down in flames" Amway critic misinformed

To the Editor--

As a CCC student, and an Amway distributor, I feel compelled to respond to the opinion expressed in "Shot Down in Flames" in the *Print* (Nov. 19, 1980). She (Karen Prouty) briefly sketches the Amway Sales and Marketing Plan, an approach that has been carefully tested and put

together by Amway Corporation to help Amway distributors present their business and recruit others to join them in a legitimate business opportunity. It has been tested legally and been proven to be an honest and workable plan. It is not used to "sucker" anyone as inferred by Ms. Prouty.

In Amway there are two major ways of earning income: by your own retail sales, and by earning a percentage bonus on the combined retail sales of your business and the business of those you recruit into the business. Ms. Prouty failed to point out the former entirely. Of course you need people under you to make a sizeable bonus. What you do helps the person above you just the same as in any job.

When one joins Amway they do not sign a contract or enter into any obligation to anyone except to purchase their products through the person who sponsored them. They agree to adhere to a code of ethics drawn up by a national board of Amway distributors. They are not obligated to sell any amount of products. Some distributors never sell retail and only purchase products wholesale for their own personal use.

The initial investment Ms. Prouty refers to does not purchase "a lousy chalkboard, a couple pieces of fancy chalk and an empty notebook." That is totally false. It purchases a kit of training materials, a notebook full of full color descriptive pages of Amway products telling what they do and how to present and demonstrate them.

The Amway distributor has the option of attending many sales rallies and training meetings. As with any direct sales organization, they are intended to build enthusiasm and are a lot like a high school pep rally. I know personally that Tupperware Sales meetings are the same.

There are many Amway distributors in this area who make a full time living selling Amway products and helping others in their line of sponsorship sell Amway products. There are many who sell on part-time basis. They have built their businesses with a good attitude, hard work, and an excellent line of products.

Don't boycott to line, high-quality, tested products and make a judgment against Amway based on one person's opinion.

--ERLENE WITHAM

Letters may be written *The Print* by anyone provided the writer includes name, address, and student number (if a student). Letters must be typed, double-spaced, turned into *The Print* in Trailer B before 3 Monday.

Any letters longer than 400 words are subject to editing. Short letters will be given preference. *The Print* reserves the right to edit for spelling, grammatical errors, and to reduce the length of letters but without changing meaning intended. Letter-writer will be notified prior to publication if the edited version differs greatly from the original.

By R.W. Greene

## Johnny's good despite hype

The smell of success in the rock and roll world can be as seductive as a whiff of cocaine. Things like tact, honesty and restraint head out the window when the stuff comes around, and the eyes remain glazed long after any hope of getting the stuff is gone. The symptoms are apparent in the rock magazines of Portland, which

compete with each other to see which of a small coterie of Portland bands they can hype into stardom.

The trouble with this overblown sense of vision is that it can get in the way of a good band. Case in point is Johnny and the Distractions, which played recently at the College to a more than ap-

preciative audience. They have recently been subjected to a barrage of hype about their potential, and it is a tribute to them that none of it seems to have gone to their collective heads.

Johnny and the Distractions played a satisfying two and a half hours of rock and roll, succumbing neither to pretensions nor self-importance, but instead laying out a solid and tight show. Their strength is their originality. Johnny's guitarist estimated that 95 percent of their program is composed of Johnny's own tunes, which steam with passion and wit.

If nothing else he is enthusiastic onstage. Looking like a somewhat overgrown Van Morrison, his dancing, prancing, and occasional grovels amaze you in their sheer energy. With 2200 watts of clean sound out front, excellent musicians behind him, and the exuberant imagination he has for rock and roll, Johnny ought to be going far.

Pretentious? No. Just one of the best bands the College has recently heard.

## staff

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