

Applegater now online!

The *Applegater* is now publishing a web site that is a companion and expansion of the content and services that the printed *Applegater* newspaper provides.

Highlights of what this website will offer include:

- **Index and viewable/downloadable issues** of the *Applegater* starting from March 2008.
- **Expansion of content and pictures** of selected articles that appear in the printed paper.
- **Community calendar** that nonprofit organizations and Gater advertisers can post special events (sorry, no classes) by contacting our webmaster via email.
- **Community services directory** with contacts, current activities and bulletins for all our major community services such as police, fire, library, BLM, etc.
- **Directory of local businesses.**
- **Listing of web sites** that pertain to the Applegate Valley.
- **Changing collection of images** of scenery and activities within our beautiful valley.

We encourage you to log on to www.Applegater.org. Be sure to add the Gater web site to your favorites!

Joe Lavine, Webmaster
joelavine@hotmail.com

QUESTION

FROM PAGE 1

costs we would become a quarterly paper instead of a bimonthly and try to ride out the economic downturn. Our thinking was that we could always return to a bimonthly publication when times got better.

Reading the *New York Times* article made me think more about the future of our little paper. Will we have to throw in the towel? Should we go to an online version only? None of the Board members want to do either. We love that the paper is mailed FREE-of-charge to over 7500 households—rich or poor—in the Applegate Watershed, plus numerous drop-off points. There are many elderly people living in these hills and valleys that love the *Applegater* because it keeps them connected to our community. These people don't have the internet. What's the answer? We don't want to go to paid subscriptions. I certainly don't have the answer, but I will keep on fundraising and soliciting donations, doing what it takes to keep the Gater in our mailboxes.

Below is the quarterly cost for each issue of the *Applegater*. I was surprised when I saw the actual numbers. We have enough funds in the bank right now for this issue and the next depending on advertising income. Maybe one of the grants that we continuously apply for will come through but we can't rely on that.

Applegater Quarterly Cost Per Issue:

Postage \$1050
Printing \$1390
General Operating Costs \$225 (mileage, permits, copies, etc)
Payroll (taxes/wages/worker's comp) \$2760
Contract Services (bookkeeping, graphic designer and salesperson)
\$2340 average for the past year
Average Applegater Quarterly Cost 2009 Total \$7765

Applegater Quarterly Income 2009

Grants: \$500
Donations and Fundraising \$2733
Advertising \$3284
Shortfall of \$1248 per issue
With no grants anticipated for 2010, our shortfall will be approximately \$1748 per quarterly issue.

The BBQ fundraiser/silent auction that the Applegate River Ranch Lodge and Restaurant hosted in April 2009, was a success and we will be doing that fundraiser again this year on April 25, 2010, but spring is a long time coming. Please take a look at the supporter levels listed below and consider making a tax-deductible donation to the paper. Keep the *Applegater* from becoming just another economic downturn statistic.

Sponsor \$5 - \$50
Supporter \$51 - \$200
Contributor \$201 - \$500
Sustainer \$501 - \$1000
Patron - over \$1000

All contributors will receive recognition in the *Applegater*. Please let us know if you don't want your name listed in the paper. I know that you are all thinking that I shouldn't have read that *New York Times* article, but...I did and it was food for thought. Thanks in advance from all of us on the Board.

Paula Rissler
541-846-7673

The Gater is gratified by the support of these recent donors

Contributor

Charlotte Hughes & Chris Combs
Los Angeles, CA
Tracy Parks Lamblin, Jacksonville, OR
Joan Peterson, Applegate, OR

Supporters

Thomas & Kathy Carstens,
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Janice Wilt, Jacksonville OR

All donations are tax-deductible and are greatly appreciated. Please make your checks payable to *Applegater* Newspaper and mail to:

Applegater

7386 Highway 238 • PMB 308
Jacksonville, OR 97530

Fall masthead photo credit

This issue's photo of Lewman's field was taken from the end of Lofland Lane in Williams by John Woods

Applegater

ISSUE	DEADLINE
Spring	March 1
Summer	June 1
Fall	September 1
Winter	December 1

ADVERTISERS!

We can help you reach
your market —
Grants Pass, Medford and
the Applegate Valley.
For Jackson County call
Ruth Austin
541-899-7476

WANTED:
Sales People
The *Applegater* is
looking for a person(s)
to sell ads in Grants Pass
and/or Medford areas.
Commissions are a high
25% to 30% per sale.
Contact JD Rogers
541-846-7736.

WHO WE ARE

The Applegate Valley Community Newspaper, Inc. is a nonprofit 501(c)(3) corporation dedicated to the publication of the *Applegater* newspaper, which we feel reflects the heart and soul of our community. Make your contributions to either the Applegate Valley Community Newspaper, Inc. or to the *Applegater*.

Our Mission

The nonprofit Applegate Valley Community Newspaper, Inc., (AVCN) provides the many rural and diverse communities of the Applegate Watershed with a communications vehicle, the *Applegater* newspaper, free of charge to all watershed residents. Our quarterly paper presents constructive, relevant, educational and entertaining reports on a wide variety of subjects such as:

- natural resource issues
- ecology and other science information
- historical and current events
- community news and opinions

AVCN encourages and publishes differing viewpoints and, through the *Applegater* newspaper, acts as a clearinghouse for this diverse community. We are dedicated to working together with community members to maintain and enhance the quality of life that is unique to the Applegate Watershed.

Acknowledgements

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All articles, stories, opinions and letters that appear in the *Applegater* are the opinion and property of the author, and not necessarily that of the *Applegater* or the Applegate Valley Community Newspaper, Inc.

PROTECTION OF COPYRIGHTED MATERIAL

The *Applegater* requires that any and all materials submitted for publication be the intellectual property of the author unless otherwise credited.

Letters to the Editor cannot be more than 450 words. Opinion pieces and unsolicited articles cannot exceed 600 words. Community calendar submissions must be to the point. All submissions must be received either at the address or email below by March 1 for our next issue.

The *Applegater*
c/o Applegate Valley
Community Newspaper, Inc.
7386 Highway 238, PMB 308
Jacksonville, OR 97530

Email: gater@Applegater.org
Website: www.Applegater.org