

## EDITORIAL

## We're changing what you love to make it faster, shorter!

Thank you, readers, for tuning into another edition of Street Roots. We know you love our journalism, our commentaries, and of course our slick newsprint presentation, so we're making changes to serve you better.

The Street Roots Content Actuarial Bureau in Sweet Falls, Idaho, has been working this past year crafting ways we can more effectively package our product, in a more timely fashion, to maximize throughput by bundling our synergies into a more productive delivery system.

Our writers and staff are excited by the changes. We know you will be too.

**We know you want to look at something while you're at work, just not for very long.**

It's all an effort to generate a greater impact using our core competencies, with objectives and goals to meet your, the reader's, needs. You want it fast, fresh, and raw, so we're focusing on all of that, and letting the rest rely on your waning discretion. Because that's what journalism is about, these days. And we can't let the competition at The Oregonian pass us by.

Starting soon, our reporters will be posting things online a minimum of seven times daily, reporting on stuff one minutia at a time, but at breakneck speed, "breaking" news as we read about it wherever, whenever. We'll be launching several new mini-projects of repurposed news structured in a way that's digestible for our varied market price points. We'll be incentivizing best practices and office-driven, titillating play-by-play in a way few media outlets have considered in order to better manage your focus of attention and social outlook.

You can expect salacious lead paragraphs with no more than 15 words, a pithy quote by the third (one-sentence-only, of course) paragraph, and a minority voice within the top four inches of any copy.

And don't worry, you won't have to read and read and read. Gosh, that's tiring. We'll be keeping all stories to a maximum of 500 words. Because we know you want to look at something while you're at work, just not for very long.

And to ensure that our reporters feel confident about their production, our crack team of content managers in Istanbul will be monitoring keystrokes with a supportive output algorithm, ensuring that no moment is wasted on backspaces or thoughtless hesitations. We're moving forward.

How will we know it's all worth it? Through a series of reviews, evaluations, judgments and money crunching, we'll be able to determine if we're reaching our goals, hitting our core competencies and making news — well — just plain better.

We're calling this new approach our new approach, or NA. Because we know, what you know, that journalism isn't an art. It's a science. And that's why you tune in, turn on and tough it out.

## We've got this, all of us, together

"If you're going to get into social criticism with absurdity and satire, you can't be politically correct when you do that." Mark Twain? Shakespeare? Jon Stewart? Nope. John Cusack. Wait, what? Seriously? John Cusack.



Israel Bayer is the executive director of Street Roots. You can reach him at israel@streetroots.org or follow him on Twitter @israelbayer.

## DIRECTOR'S DESK

By Israel Bayer

This is actually the second column this year in which I've quoted John Cusack. How does that happen? You've got me. Some people quote Gandhi or Martin Luther King Jr. or Mother Teresa to frame a social justice

issue. Apparently, I quote John Cusack. No wonder some people in the community aren't taking me seriously. Whatever.

If you're confused, which we usually are at Street Roots, don't be. Street Roots publishes an annual April Fool's edition of the newspaper that mocks Portland and everything on planet Earth. Someone, somewhere with some kind of wisdom named it satire. If you've been heralded or belittled in this edition, both a congratulations and an apology are in order.

Honestly, some days I wake up and don't know how or why they trust me to do anything at Street Roots. No wonder it has taken the organization 15 years to think about going weekly.

That reminds me. Did you know Street

Roots is trying to go weekly in the winter of 2014-15? It's true.

What if I were to tell you a story about a first-time anonymous donor who approached us about helping out. She told us of her love for Street Roots and how much she would like to give to an organization in which her family's money was going directly to support people. Here was a place where it would help vendors increase their income dramatically with a weekly publication.

She humbly offered \$10,000 and asked if readers and supporters would match that amount during the month of April. "Would readers feel inspired to give knowing that others believed in the organization?" she asked.

My response was, "Yes, we know that Street Roots readers want a weekly newspaper. I know the vendors want it more than anything."

Inside this satirical edition of Street Roots, you'll find an envelope. By giving a one-time or online recurring donation your support will go directly toward helping Street Roots go weekly. And that's no joke.

We can provide the support to vendors and give Portland quality journalism with your support. Dig deep, friends. With your support, we've got this. After all, we are the little train that could, and we can and we will get up that mountain. We can do this.

## LETTERS

## Readers keep us grounded, informed on what we're doing wrong

## WHAT DO YOU THINK?

Send questions and comments anywhere but editor@streetroots.org for serious consideration

Dear Street Roots,  
I would really consider donating to your organization if you took a firmer stance on panhandling downtown. My checkbook is waiting.

— LOCAL BUSINESS OWNER

Dear Street Roots,  
I really want to support Street Roots, but really feel that you've become too close to the business community. I'll be sending my donation elsewhere.

— SOMETIME READER

Dear Street Roots,  
I'm really disappointed that Street Roots supported putting fluoride in our water. What were you thinking? I'm canceling my monthly donation immediately. Thanks and goodbye.

— LONGTIME READER

Dear Street Roots,  
I'm really appalled that Street Roots didn't

do more to help support the fluoride campaign. I would give you a donation if I thought you would actually do more to support our children in the community.

— PROUD READER

Dear Street Roots,  
I really appreciate your newspapers, but wish you would cover more about the police, Central America, the drug war, the recession, Old Town, homeless policy, global warming, domestic violence, health care, early-childhood poverty, lice, the Blazers, the Timbers, beer, bikes, immigration, access to sidewalks, tourism, surveillance, culture, ice cream, food justice, the environment, tyranny in general and Matt Damon. Possibly, if you prioritized some of these issues your vendors would sell more papers and people would be more responsive to the newspaper.

— SUGGESTING SUCCESS

## Our mission

Street Roots creates income opportunities for people experiencing homelessness and poverty by producing a newspaper and other media that are catalysts for individual and social change.

Street Roots publishes every two weeks, launching on Fridays, and is available exclusively through our street vendors or by subscription. We are proud members of the International Network of Street Papers.

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## Board of Directors

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## Street Roots Rose City Resource

Street Roots publishes the Rose City Resource, a comprehensive booklet of services for people experiencing homelessness and poverty. To inquire about getting guides, call 503-228-5657. Resources are also available online at [www.rosecityresource.org](http://www.rosecityresource.org).

## Vendors

Street Roots vendors buy the newspapers for 25 cents each and sell them for \$1, keeping the 75 cents in profit for themselves. In order to keep the cost low to our vendors, we receive additional support from donations and in-kind contributions.



**75¢**  
goes directly to the vendor who sold you the paper

**25¢**  
goes toward printing costs

Vendor orientations are at 1 p.m. every Monday, Wednesday and Friday at the Street Roots office.