

EAST OREGONIAN

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OUR VIEW

Tip of the hat; kick in the pants

A tip of the hat to the roughly hundred people from all over the region who showed up Wednesday to discuss the Blue Mountains Forest Plan.

An overflow crowd packed a lecture hall at Blue Mountain Community College for nearly two hours on Wednesday, while the sun was still warm and high in the evening sky. The *East Oregonian* helped organize the panel discussion, which was moderated by Oregon Public Broadcasting's "Think Out Loud" program.

People in the crowd were able to speak to a statewide audience about something they are passionate about. And dozens took the opportunity.

You can listen to the show in its entirety by visiting opb.org and clicking on the "Think Out Loud" tab. Odds are you'll hear someone

you know.

It's always great to take part and speak up, but we hope people used the opportunity to listen as much as talk. The forest plan is an immensely complicated issue and competing interests will always keep it from being a perfect product.

In our ears, the takeaway of the night was this: People have specific, narrow focuses that are in tune with their own self-interest. That's the kind of thinking that brought human beings to the top of the food chain, so it's no wonder that we've become attached to it.

But the people in charge of the whole forest — 4.9 million acres of beautiful Eastern Oregon — have to take a much wider view. And that is what leads to friction.

We humans aren't good at thinking generations ahead, about thinking of land not within our line of sight, about repercussions of our actions that will be felt long after we're gone.

Yet that kind of thinking is necessary to make the forest plan a success — it will allow us to do all the things we love on the forest (hike, drive, ride, camp) and all the things we need to do survive (log, mine, hunt, gather), while still making sure future generations will be able to do those things too.

A tip of the hat to the Pendleton drone range's plan to take a more active role in marketing themselves and attracting customers.

It's a necessary step to making the range a financial asset to the city, instead of an awesome possibility that never lived up to the potential.

We think the city should kick in the \$10,000 in order to collect a \$150,000 grant and get the process started.

In a not totally unrelated note, the change in tactics reminds us once again about how much damage the movie "Field of Dreams" has done to the economic development field across the world.

"If you build it, they will come" might work in a Hollywood movie, but it doesn't work in the shovel-and-dirt real world.

Convincing "them" to come takes hard work, smart marketing, real material and financial advantages, social and cultural buy-in, good communication and relationship-building. And yes, built infrastructure is part of the equation.

The Pendleton drone range is probably better positioned to succeed under the new plan than it ever was before. And it will definitely be in the best position it has been since the FAA relaxed rules that stripped the monopoly from official test ranges.

The "future farm" brand is worth a shot, and \$10,000 is a small price for the city pay to roll the dice, especially considering the money invested there in developments with considerably higher odds.

Unsigned editorials are the opinion of the East Oregonian editorial board of Publisher Kathryn Brown, Managing Editor Daniel Wattenburger, and Opinion Page Editor Tim Trainor. Other columns, letters and cartoons on this page express the opinions of the authors and not necessarily that of the East Oregonian.

LETTERS POLICY

The East Oregonian welcomes original letters of 400 words or less on public issues and public policies for publication in the newspaper and on our website. The newspaper reserves the right to withhold letters that address concerns about individual services and products or letters that infringe on the rights of private citizens. Submitted letters must be signed by the author and include the city of residence and a daytime phone number. The phone number will not be published. Unsigned letters will not be published. Send letters to Managing Editor Daniel Wattenburger, 211 S.E. Byers Ave. Pendleton, OR 97801 or email editor@eastoregonian.com.

Plute won't be missed in Pendleton

Sticks and stones will break my bones, but words will never hurt me.

Mr. Plute now calls us village idiots. Before we were bullies. He is leaving town because he doesn't get his way and relocates in city that has a five cent gas tax for infrastructure. Gee, that would be an incentive for me to move.

He never fails to tell the citizens of Pendleton what a great human being he is and what prodigious and wonderful accomplishments he has done.

I am sure that there are many who agree with him; however, there seem to be many who do not by the amount of signatures that have been gathered to date. He evidently doesn't understand character. It takes a lot of character to admit defeat, or say, "I may have been wrong." He cuts and runs. He claimed he invested \$7

million. He failed to mention the grants from the city and any others he may have received.

I believe that by having a recall, whether one is successful or not, it has brought a spotlight on the city council by the number of individuals who now want run for office.

What has transpired is not personal, it has to do with his own self-interest under the guise of making Pendleton attractable. I personally have not seen one plan work. I have seen money thrown around but no benefits. We are still stagnant.

I wish him a virtuous fortune.

**Roesch Kishpaugh
Pendleton**

Nothing sporting about endangered animals

Living east of the Cascades, it is often easy to feel as though we are not represented in the political process. The very number of voters

is destined to determine how many races are won or lost based on population base in different areas. Our congressional district is designed to represent our section of Oregon.

Our elected official — Congressman Greg Walden — is up for re-election again and has appeared locally to support a bill that was mentioned in the news article of Tuesday's paper. His support of this bill is one more reason to vote for his opponent. This is a form of negative voting, but he has taken a number of stands that lead me to this decision.

The protection included in the Sportsmen's Heritage and Recreational Enhancement Act for the importation of polar bear parts or elephant ivory in contradiction to the ban of importing ivory from elephants is deplorable.

There is no reason whatsoever to kill either species and bring home body parts for mementos. This support of benign destruction

by "sportsmen" in the name of "hunting" is no different than the two idiots who poached the bighorn sheep last week in the Columbia Gorge. When added to his actions against a woman's reproductive rights, his opposition to healthcare for all Americans, his support for the illegal occupation of the Malheur Wildlife refuge, and his party line march against a Supreme Court Justice nomination all add up to a need to replace him in his position.

Congressman Greg Walden does not represent me in any of his actions and I urge everyone to consider his record and think about what we expect an elected official to do to represent us.

**Colleen Blackwood
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Armchair Books closure not due to wage hike

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Armchair Books is unfortunately closing. But not because locals prefer a cheaper-than-anybody big box store, or because the ease of Amazon is pervasive. No, says the tongue-in-cheek writer.

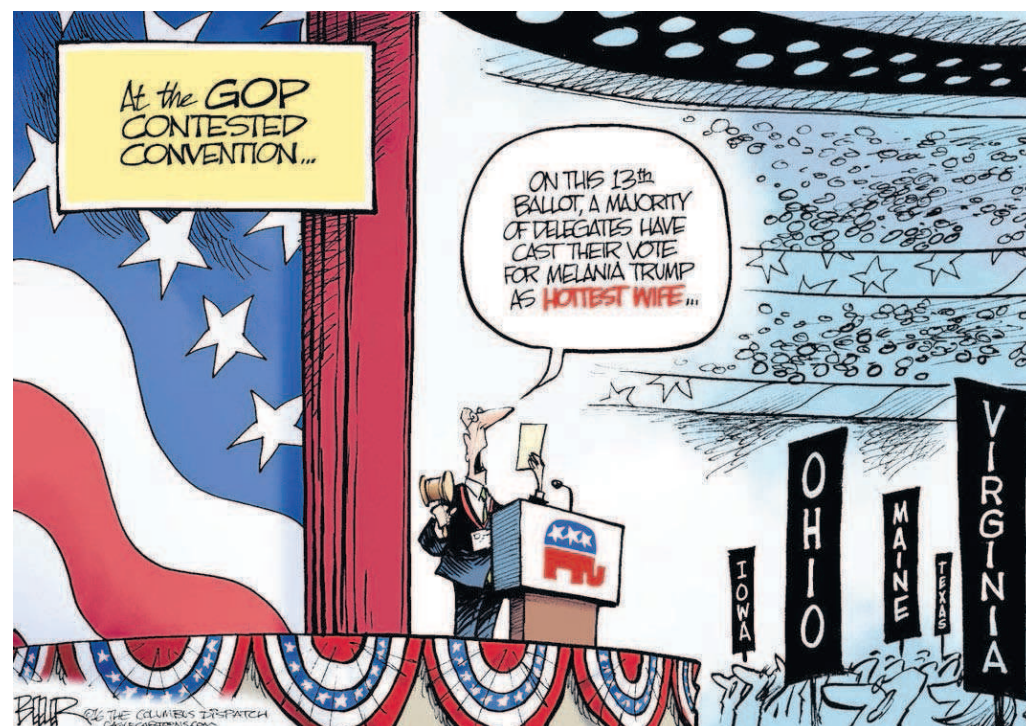
There is one simple explanation: a law just passed and not yet in effect. That's it: Oregon's unrealistic minimum wage law.

Any previous local merchant that had to shutter their store had a similar reason. They knew such a law would one day be passed, so they closed forthwith.

At the same time, the writer expresses concern for the store's owners and extends appreciation for the service they provided, their contribution to our local culture and the loss Armchair Books closure is. April 1st or not, I heartily agree.

**D.G. Reese
Echo**

OTHER VIEWS



Donald Trump won't leave us alone

In recent days I've read that Donald Trump is finally done and I've read that these reports of his death are greatly exaggerated. I've had smart people tell me confidently that a loss in Wisconsin would almost surely prevent him from winning the Republican presidential nomination and I've had equally smart people tell me with equal confidence that it wouldn't.

How and when does Trump end? In terms of politics, it's a fascinating question, all the more so after Ted Cruz's victory in the Badger State.

In all other senses, it's a foolish one.

Trump doesn't end.

Whether he's the nominee or not, moves into the White House or consoles himself at Mar-a-Lago, he'll never shut up and never slink off — not after Election Day, no matter how resounding his defeat, no matter how grotesque his path there.

He won't follow vanquished candidates of the past into grudging exile. You won't spot him where someone saw Marco Rubio on Monday — in Seat 19C on an American Airlines flight from Miami to Washington with no aides in attendance and no reporters in pursuit, according to Mike Allen and Daniel Lippman in Politico.

And that's not just because Trump has private planes. It's because he's a showman, not a statesman, a point he copped to on Monday in one of his most revealing remarks yet.

"I can be presidential, but if I was presidential I would only have — about 20 percent of you would be here, because it would be boring as hell," he told a crowd in Superior, Wisconsin.

Boredom? Not on your life. If he had the dexterity, he'd juggle bowling pins while riding a unicycle to stave it off. That'd certainly be more dignified than many of the stunts and screeds he's ginned up so far.

Those stunts and screeds will continue, because Trump is an attention junkie who has become accustomed to the highest doses imaginable of his beloved drug. He'll say what he must and do what it takes for his fix.

And while that's nowhere near as terrifying as a Trump presidency, it's still plenty scary. Imagine Trump in December, braying as loudly as he does now. Imagine Trump in January, during someone else's inauguration, braying even more loudly.

The only way to discourage this is to ignore it: We can stop feeding the habit. By "we" I mean the American people, not just journalists, because journalists didn't determine, in a vacuum, that Trump was the star of the show,



FRANK BRUNI
Comment

though that's a popular complaint, narrative and apologia of late.

Journalists gave news consumers precisely what they demonstrated that they wanted. This is too often omitted from critiques of Trump's media dominance, which comes at a time when news organizations can more quickly monitor precisely which stories and interviews are being watched and read. Watchers and readers disproportionately favored

Trump, so they got more of him. Had they cast their gazes in another direction, news organizations would have followed suit.

The stunts and screeds will continue, because Trump is an attention junkie who has become accustomed to the highest doses imaginable.

And news organizations didn't set Trump up to soar in the polls and win primaries. From my seat, most of the Trump coverage was negative: the Mexican "rapists," the Muslim ban, the blood coming out of Megyn Kelly's "wherever," the mocking of John McCain's imprisonment in Vietnam, the boasts about his penis, the shrugging about the Ku Klux Klan. These tempests could — and should — have done as much to quash Trump as to elevate him, unless coverage itself equals votes, in which case there's more cause for more teeth-gnashing about American democracy than

about CNN programming.

Should producers and editors have ignored metrics in favor of their own judgment and sense of mission? They routinely do this — otherwise, there'd be wall-to-wall pet stories — but to play down Trump specifically once he'd emerged as the front-runner would have been elitist and paternalistic: exactly those qualities that the news media has been derided for.

It's because journalists remained Trump-rapt and Trump-inquisitive that he said what he did about abortion and so many voters heard it in full. Same goes for Trump's troubling takes on violence at his rallies, nuclear weapons in Asia, the future of NATO and so much more.

There are legitimate questions of proportion in regard to Trump coverage, and perhaps he has been accorded additional acres of news media real estate because he's so easy to talk and write about, a policy-free zone of quickly digested, succinctly rendered struts and slurs.

But Americans took up residence on that terrain, and frolicked there, and if we want the end of Trump, we have to set up camp elsewhere. He'll resist it. He's addicted to us. Soon enough, we'll have to confront and deal with our addiction to him.

Frank Bruni has been an Op-Ed columnist for The New York Times since June 2011.

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