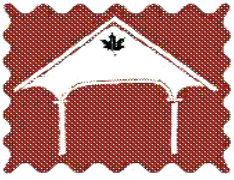


Lyndon



Area

CHAMBER OF
COMMERCE

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Lyndon Area Chamber of Commerce



November 2008

The Media and the Message

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This is a difficult column to write, because I have spent the last thirty years “in the media.” I’ve done lots of different things...mostly radio, but also a good dose of television and newspaper, and these days, in addition to being allowed to blather on the radio weekday mornings, I’m learning all about the internet at VermontMornings.com. I think the media still serves a valuable purpose.

Having said that, I can also say that I am in agreement with everyone who says the media are helping to fuel the current economic difficulties we are facing locally, globally and nationally. The best example I can find is one I’m confronted with hourly at the radio station: our top of the hour news report from CNN. I can remember complaining to them several years back when they spent WEEKS covering the death of Anna Nicole Smith. It was all you heard on the air, remember? After a series of spirited back-and-forth e-mails with the CNN producers, I received a call from the News Director, a respected newsman who I listened to growing up in New York. After several minutes of attempts to defend the network’s position, his last comment to me was “Steve, I’m just trying to keep my job.”

So noted.

We parted friends, and nowadays when I hear something on CNN that I disagree with, I try to make mention of it on the air. And I continue to be a thorn in the side of whoever in Atlanta gets my e-mails.

BUT...CNN is not alone. It seems like every national media outlet is on the doom and gloom bandwagon. I understand the need to report the news, good or bad. News is what affects us, not just what makes us feel good. But to sensationalize the troubles is an obvious attempt to grab ratings at any cost. That should be unacceptable to EVERYBODY.

So what does this have to do with the business of the Lyndon Area Chamber of Commerce? Lots. As I wrote last month, we have more control of our economic destiny here than in most places. Our housing bubble was nowhere near as big as the one in most of the rest of the United States, so when it burst, the correction was (and is) not as hard to work through. Although we are hearing about businesses

(continued on next page)

NOVEMBER MEETING

11/18 1:00 PM

Cobleigh Library

AGENDA

- Lunch!!
- Minutes
- Treasurer’s Report and Budget
- New Business
- Adjourn