

EDITOR'S NOTES

Extra glad about response to 'Extra Edition'

BY BERT ETLING

We have received a heartening response to the *Applegater* "Extra Edition" mailed November 1, the beginning of the NewsMatch fundraising campaign. We wanted to get the word out early to allow you more time to respond, and so there'd be more time to raise—and hopefully exceed—the \$15,000 match cap. That's up a bit from last year's \$14,000 cap, so it doesn't hurt to have a little more time to get a little farther.

We've also received a few of the surveys included with the edition and appreciate the feedback. If you haven't yet mailed yours in, please do so—we love to hear from you (with or without a donation, really!).

There's more about this year's campaign on page 1. Here's some fine print:

- The deadline for online donations is midnight, December 31. Checks can be received after January 1, but must be dated by December 31, 2022. (Don't wait too long to mail, though: We need to assemble our reports to the NewsMatch folks by mid-January, so need to receive any mailed donations no later than January 10.)

- Besides the overall NewsMatch match cap of a total of \$15,000 per member nonprofit news organization, there's also a match cap of \$1,000 per individual.

Support through AmazonSmile

Besides NewsMatch, we also want to remind everyone of a way you can direct financial support to the *Applegater's* coffers without putting up any of your own: Just do some of your online shopping through the AmazonSmile portal at smile.amazon.com.

Here's how the AmazonSmile folks explain it: "When you shop, you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added benefit that AmazonSmile will donate 0.5 percent of your eligible purchases to the charitable organization of your choice."

There's a search function on the AmazonSmile site that will get you to the *Applegater* (we're there under the name of our nonprofit corporation: Applegate Valley Community Newspaper).

What will we do with all that extra revenue after you've done your Christmas shopping at AmazonSmile? We'll devote it to bringing you more useful local information about ensuring we're as prepared as we can be to foster a better, more resilient Applegate Valley.

Whatever your take on the political implications of the term "climate change," we can all agree it's a great idea to minimize fire risk, be prepared for droughts (or floods!), work to create more energy-efficient processes that use generation sources with the least harmful impacts, and to be sensitive to what kind of cultivation of which crops in what ways works best with our environment now and what it could become down the road.

Learning how to maximize positive outcomes is something we can all embrace. The *Applegater* is here to help make that happen in whatever ways it can.

Thinking of writing about any of that for the *Applegater*? Here's a chance to sharpen your skills: I'll be co-teaching a course in Community Journalism at the Osher Lifelong Learning Institute at Southern Oregon University in the winter quarter. The class meets eight times on Tuesdays, January 10 through February 28. Open enrollment begins December 12 at olli.sou.edu.

First lesson: Community journalism starts with "community"—what we do is all about serving the community's interests. Thank you all for making that possible through your generous contributions—not only monetary, but also of your articles and time, all of which make the *Applegater* possible. You are the Gater!

Bert Etling, Editor in Chief
bert@applegater.org

NEWS FROM THE CHAIR OF THE BOARD

Good times, good news, and good opportunity

BY DIANA COOGLE

It's so exciting to see the rain again, isn't it?

If you came to the *Applegater's* Gater-est Show on Earth, you know what a good time it was. We would love to do it again next year—a free event for the community, fun for children, good food (thanks Beyond Pizza, and we hope you'll come back next year), great venue (thanks, Valley View Winery, and we hope we can come back next year). We hope you will *all* be able to come next year.

While the board dwindled this fall by the loss of three members (see my article in the fall 2022 issue of the *Applegater*), others in the community have stepped up as candidates for those positions. We are grateful to them for their willingness to serve on the board, and we look forward to introducing new board members to you in the next *Applegater*.

My most important message in this column today is to urge you to make a donation to the *Applegater* before the end of the year. All donations between November 1 (thanks to all our readers who have been sending donations since then) and December 31 will be doubled by NewsMatch, a program of the Institute for Nonprofit News. This is a great opportunity for you to help keep the newsmagazine coming to your mailbox. See the front-page article for more details. We love our readers, and we love our donors!

Enjoy the holidays and the rain and, I hope, the snow.

Diana Coogle
Chair
Applegater Board of Directors
diana@applegater.org

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OPINION PIECES AND LETTERS TO THE EDITOR

Opinion pieces and letters to the editor represent the opinion of the author, not that of the *Applegater* or the Applegate Valley Community Newspaper, Inc. As a community-based newsmagazine, we receive diverse opinions on different topics. We honor these opinions, but object to personal attacks and reserve the right to edit accordingly. Opinion pieces and letters to the editor **must pertain to and mention the Applegate Watershed. We encourage authors to include verifiable facts to back up their arguments.**

Opinion pieces. Limited to 500 words; no images. Opinion pieces submitted by the same person will not be run consecutively. Responses to previously published opinion pieces will not be published. Must include publishable contact information (phone number and/or email address).

Letters. Limited to 200 words; must be signed, with a full street address or PO Box and phone number. Only the writer's name and hometown will be published.

Anonymous letters and opinion pieces, reprinted articles, press releases, and political campaign articles will not be published. Individual letters and opinion pieces may or may not be published. All submissions will be edited for grammar and length.

Email opinion pieces and letters to gater@applegater.org or mail to *Applegater*, Applegate Valley Community Newspaper, Inc., PO Box 14, Jacksonville, OR 97530.

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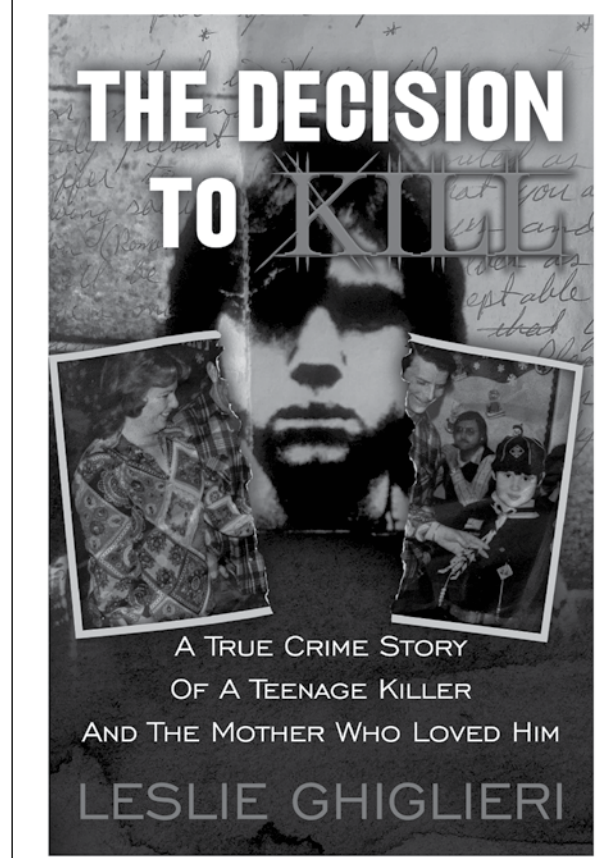
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