

Using WordPerfect® to publish a growing community paper

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Louise Stennes
Editor and Founder
Black Bear Press



The Black Bear Advertiser is a popular community paper in the tri-state area where Georgia, North Carolina and Tennessee meet. The editor, Louise Stennes, initially launched the monthly Black Bear in 2001 to promote her local tax preparation business, but the project has grown exponentially and today the circulation has reached an impressive 10,000 copies. "I've been told we can't publish a 32-page community paper using nothing but WordPerfect, but I think I've proved them wrong," laughs Louise Stennes.

The editor of the Black Bear Advertiser is quick to point out that she's not producing a newspaper. The tabloid format paper doesn't publish news in the traditional sense, and the staff has a policy to avoid controversial and divisive issues. The goal of the Black Bear Advertiser is mainly to entertain its readers by providing funny, inspirational and thoughtful articles, commentaries, poetry and trivia. The articles are often brief and the tone is casual.

"I started the Black Bear Advertiser four years ago as an attempt to get my tax preparation business noticed, and to generate a bit of extra income after I retired," says editor and founder Louise Stennes, age 69, from her home office in Blairsville, GA. "I've received more positive feedback than I could ever have imagined. I'm not getting any younger, but this project has not only been very successful, it has also become an excellent brain exercise for me!"

The paper's target audience is mainly the relatively large population of retirees living in northern Georgia and the surrounding areas.

"Yes, you could say we have a mature audience. I tried to introduce a coloring contest for the kids last year, but I got only two entries," recalls Louise Stennes. "In most other aspects, reader feedback has been overwhelmingly positive."

A subscription to the Black Bear Advertiser costs \$25 per year, but the paper is freely distributed in the tri-state area so the staff relies heavily on revenues from corporate advertisements and the classified ads. The larger ads feature local businesses, real estate agents, contractors, restaurants, churches and much more. According to Louise Stennes, most of the collected money is needed to cover the significant printing costs.

"I started out in 2001 printing just 500 copies to be distributed locally, but the demand grew every year and we're now at 10,000 copies and well over 600 subscribers across the country, including some in Hawaii and Alaska," says Louise Stennes. "Printing

costs are by far our largest expenditure."

Ms. Stennes decided to use her favorite application to design and produce her community paper – WordPerfect. The application was easy to use and had all the features she needed. Since she was able to produce a high quality PDF file directly from within the program, she was able to send the final file to her printer without purchasing an application like Adobe® Acrobat®.

"My contact at the print shop told me that the paper looked very professional. He's never had any problems with my files. Of course, when I told him I used WordPerfect to produce the entire paper he almost fell over. He tried to convince me to go out and buy QuarkXPress, because in his opinion this project was too complicated for WordPerfect. Balderdash. I actually purchased a copy of QuarkXPress but it has been sitting unused on the shelf ever since. I don't need it. WordPerfect has all the features I need."

Last year someone suggested Ms. Stennes use Microsoft® Word instead of WordPerfect to publish the Black Bear Advertiser. She snickers: "Oh, I've tried it, but Microsoft Word doesn't handle heavy documents very well. The native WordPerfect files of the Black Bear are quite large. I believe the exported PDF for the May 2005 issue was around 22 MB. Microsoft Word seemed to crumble under the pressure and became slow and unstable. Frankly, it felt like a Mickey Mouse application to me."

When Louise Stennes started the Black Bear Advertiser in 2001, she was still running Skeenah Services, her small desktop publishing and income tax return business in Blairsville, GA. She spent some time thinking about a good name for the new community paper.

"I live off Skeenah Gap Road and Skeenah is the Cherokee term for a black bear, and it seemed like a natural fit for a paper distributed in this mountainous area of the country," says Louise Stennes.

"WordPerfect has been a true workhorse for us, right from the start."

Skeenah Services still provides some layout and subscription services, but as the project grew, Ms. Stennes and her partners decided to form the corporation Black Bear Bugs LLC to manage the publishing.

Louise Stennes handles the layout in WordPerfect as she has done from the very beginning by using text boxes, columns and image boxes, and she's never had any problems with corrupted fonts or documents.

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The Black Bear Advertiser is divided into different sections for each county: Union County, Fannin County, Gilmer County, Towns County and Cherokee County.

"I've created a header in WordPerfect with page number, issue number, logo and date. It makes it very easy to organize and manage the content," states Louise Stennes. "The Black Bear wouldn't be a thriving community paper without WordPerfect." Excerpts from the May 2005 issue of the Black Bear Advertiser:

Vol. V, No. 5 Covering the Tri-State Area May, 2005

Black Bear

50¢ "The Informative & Entertaining Advertiser" 50¢

UPON GRADUATION... (A Mother's Reflections)

Graduation is a special day—a solemn, yet happy time for both grads and their families. It is an event that prompts both pride and thanksgiving. But it is also a time when mothers (especially mothers) must perform their very hardest task: that of turning over to the world and its uncertainties, but most cherished and valuable possessions—their children. This exercise is performed with respect in her heart and a lump in her throat; but it is her assigned part of the Story of Life...and so it goes.

To my beloved son:
It has been so long since you became my responsibility and yet, it seems like only yesterday that I shielded your eyes from the glare of life. Now that you have passed through the portals of childhood and stand upon the threshold of adulthood, I face the strongest part of all—that of releasing you to your adult life. I know I can never again put my arms around you to soothe your pain, to bond your wounds or to say "this is how it should be done." You have been my life, son, but now I must give it all over to you

I know I must loosen my hold. Our relationship becomes a whole new ball game, dear son, and you are up to bat. Remember there is no shame in striking out—only in the poor opportunity of leaving the game unfinished. You have arrived. I have done my thing! The rest is up to you. Good luck, God bless, I will always love you, MOM.

To my daughter, my heart:
I addressed myself to the subject of graduation, life's expectations, and a mother's frustration, upon realizing I had to give up my son to a life beyond the controlled halls of school.

Now because I am also a parent to a girl-child who has become of age, I must offer to her some words of wisdom—perhaps last words of advice—and certainly, words of praise. For I like what she has become. And so I go, my child. You have grown from freckles, measles and mud-pies to overalls, tennis shoes and car trouble. Not a whole lot has changed in your heart for you still have faith in just about everyone, and you've

doesn't know what she wants to do. She's heard from all before her that one must be willing to start at the bottom in order to get to the top, but she thinks she'd be a terrific administrative assistant. She has the dedication of a Hollywood actress and the naivete of a newborn child.

The gray I once had to your chubby little hand must relax now—and I must tell my heart to do likewise, because it's no longer direct or advice. It's stand back and watch hope and pray, that what I've done to perfect this life has taken, and that the determination shining through your bright, beaming eyes will affect someone else the way it has always affected me, and that they, too, will believe in you. You are my hero.

I am now an unemployed mom; the last of my sheep has left the fold. My constant care can't relinquish its hold; but my love and worry for your sake will continue...long after graduation. With great admiration, MOM.

By: Sandy McCarly, author and award winning columnist.

CONGRATULATIONS TO THE GRADUATES OF 2005... YOU MAKE US PROUD!

"What's the difference between a bad golfer and a bad skydiver?
A bad golfer goes 'Whack! Dang.' A bad skydiver goes 'Dang! Whack.'"

"A lot of folks can't understand how we came to have an oil shortage here in America. Well, there's a very simple answer. Nobody bothered to check the oil. We just didn't know we were getting low. The reason for that is purely geographical. Our oil is located in Alaska, California, Oklahoma and Texas, but our dipsticks are located in Washington, DC!"

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Blairsville, Georgia / Union County

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208 Earnest Street, Blairsville, GA
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Sunday Worship 11 AM & 7 PM
Wednesday Bible Classes 7 PM
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Minister Terry Smart
Hidden Sorrow
We all deal with heartaches and disappointments differently. Some of us are willing to talk about problems with others. However, many times in life, we bury our disappointments, hurts and fears, ashamed to confide in them.

There's a story about President Dwight Eisenhower and the death of his young son, Luke, on January 2, 1921. Before he was to be with anyone in 1961, his secretary was concerned that he wasn't responding to her calling on the intercom. When she entered his office he was completely lost in thought and a tear was coming down his cheek. It was the fondest anniversary of Luke's death he said. "You never get over it." On the other hand, he said, "I never really talked about it. When questioned, he couldn't remember the date. I wasn't sure just how far back that the tragedy came on. As it developed, it was found that he had not been thinking about his son's death since he had. Eisenhower finally gave in, but unknowingly that man brought the world over, which took back his life. All his life, Martin Eisenhower blamed himself for the loss of his son.

Again, how we deal with grief varies for each person. But it's real and is usually revealed a section at a time over years, each time teaching new lessons we hoped not to realize to be vulnerable. Please remember that we are all carrying "hidden sorrows." We need to be patient, tender and loving. There are attributes of our Father (Adapted).

Got Tape? Roll Out the Fun With Duet Tape!
A student from the University of Cincinnati's School of Design, Art, Architecture and Planning carried a party and couch they found in the garage into a design statement by using different colors and some creativity! It just took a little time and 3 rolls of duct tape to redo his couch. Tip: It is important when covering furniture, to overlap each strip of tape so that it will hold when you sit on it.

*Wawanesa, Wisconsin 17-year old Ed Schindlermeier is the author of Got Tape, a book on how to redo your furniture. One of her ideas is to make a tape wallet. It is easy to make, you just make a basic sheet of four 7-inch long strips of duct tape. Place the first one, sticky side up, down the bottom of the wallet. The other three strips are placed on top. Next, overlap each strip.

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Six married men will be dropped on an island with one car and 4 kids each for six weeks.
Each kid will play two sports and either take music or dance classes. There is no fast food.
Each man must take care of his 4 kids, keep his assigned house clean, correct all homework, complete science projects, cook, do laundry, and pay a bit of "pocket" bills with not enough money.
In addition, each man will have to budget in money for groceries each week.
Each man must also take each child to a doctor's appointment, a dentist appointment, and an appointment for a haircut. He must also make cookies or cupcakes for a social function.
Each man will be responsible for directing his own assigned house, planting flowers outside and keep it presentable all the time.
The men will only have access to television when all the kids are asleep and all chores are done.
There is only one TV between them and there is NO REMOTE!
Each father will be required to know all of the words to every standup song that comes on TV and the name of each and every regular character on cartoons.
The men must shave their legs, wear makeup daily, which they will apply themselves either while driving or making four lunches.
They must also demonstrate with jewelry, wear uncomfortable, yet stylish shoes, keep their nails polished and eyebrows groomed.
During one of the six weeks, they will have to endure severe stomach cramps, back aches, and have extreme, unexplained mood swings but never once slow down from other duties.
They must attend weekly 7:15 church services, church, and find time at least once to spend the afternoon at the park or a similar setting.
He will need to pay with the children each night, bath them, dress them, brush their teeth, and comb their hair each morning by 7:00.

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- Whitewater Rafting
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Don't Break The Elastic
When I was in my younger days,
I weighed a few pounds less,
I needn't hold my tummy in
to wear a belt dress.

But now that I am older,
I've set my body free.
There's the conflict of elastic
Where once my waist would be.
Inventor of those high-banded shoes
My first name is Corel.

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