

The Spencerport Lions Club will be dedicating its fifth pavilion at Pineway Ponds Park in Spencerport this Wednesday, August 23 at about 6:30 p.m. The pavilion is a joint effort between the Lions Club, Ogden Recreation Department and students of WE-MO-CO Occupational Center, who helped construct it. The club will dedicate the pavilion to long-time member Norb Gravelle, an appropriate choice since Gravelle lived on the property for almost 40 years and was a WE-MO-CO member for 21 years. He died on March 17 of this year. "We thought it would be very fitting to dedicate it to Norb. He's done so much for this community," said Edward Nau, Spencerport Lions Club treasurer.

In addition to his 30-year involvement with the Lions Club, Gravelle was a life-long member of the American Legion and a Boy Scout leader. "Norb loved cooking."

Byron-Bergen district changes meeting

The Byron-Bergen Board of Education has changed its second August meeting from Thursday, August 20 to Tuesday, August 21. The agenda will include a commemoration of the 100th anniversary of the

Rain, rain go away was the chant on the lips of Brockport Art Festival organizers the August 12 weekend. Storms Friday and Saturday morning were probably the reason for sparse crowds those days, said event chairman George Dahl. Indeed, this year's rainy weather pattern had made it unlikely the three-day festival would escape completely unscathed.

But Sunday turned out to be a banner day for an outdoor event. Crowds swelled and business was lively at the nearly 200 craft, art and food booths.

The highlight of Sunday afternoon was the Duck Derby, in which thousands of brightly colored plastic ducks were dumped into the canal from the Main Street bridge to race a short distance before being plucked from the water. Ten lucky winners won prizes that included trips and merchandise (see list in this week's issue).

Duck sales were hot Sunday afternoon. According to Dahl, just before the derby began, 200 ducks were sold in a nine-minute period. A total of 5,600 ducks were sold – significantly more than last year.

The derby is the largest fundraising component of the festival for BISCO and Lifetime Assistance. The two organizations split the proceeds from the derby. Lifetime Assistance uses its funds in its work with the developmentally disabled.

Tips for submitting information to

The Spencerport Board of Education has named Dr. Josephine Kehoe as interim superintendent until a new superintendent to replace Dr. Richard G. Timb is named. The board approved the interim appointment on August 12.

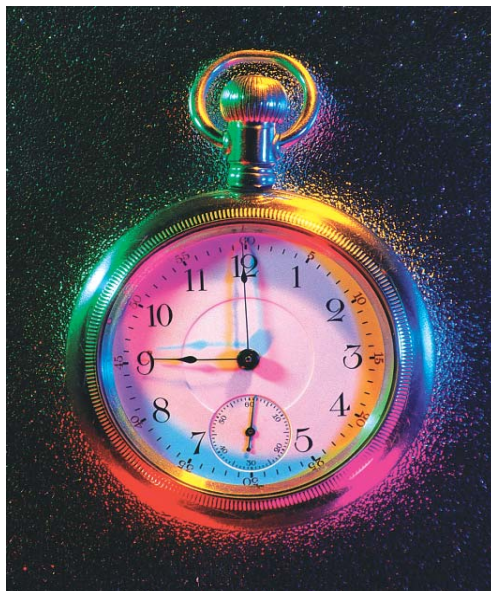
Kehoe, currently Executive Director Consultant for Rochester's Charter School of Science and Technology, was interim superintendent of the district last year. She has also worked in administrative positions in the Rochester City School District. In addition, Kehoe is adjunct professor at Canisius College in Buffalo and she is on the advisory board for Leadership Rochester.

Kehoe will begin transitioning into the district immediately.

HAMLIN
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This guide will provide the basics of how to “get the message out” - how to get the news of your special interest, group, team or happening into the Westside News Inc. publications **Suburban News** and **Hamlin-Clarkson Herald**.

Avoid the last minute rush - be sure news releases that involve events for specific future dates are in our offices in ample time to allow for preparation.



Getting into print.

News is anything you didn't already know. News content for **Suburban News** and **Hamlin-Clarkson Herald** is prepared to suit the wide range of interests of our readers.

The decisions and actions of town and village boards in the communities we serve and of boards of education in the school districts within the readership are "news." So is a major fire, a new business coming to town, crime, a profile on a community member.

"News" also means telling the community who the newly elected members of a civic organization are; projects being undertaken by the many volunteer groups in the area; achievements and milestones such as college recognitions, tours of duty with armed service organizations, weddings, deaths, mention of noteworthy accomplishments in the business world and involvement in events of the area and beyond.

Tips.

At community newspapers such as **Suburban News** and **Hamlin-Clarkson Herald**, local news items always get preferential treatment.

Newsworthiness is determined by an assessment of the general or specific appeal the item will have to the readership at large, the timeliness of the articles, and the space available to get that message and all the others waiting to be printed into an issue of our newspapers.

Keep these basic tenets in mind when submitting copy for publication:

- Write the most important information first.

Remember the traditional concept of news writing: answer the who, what, when, where and why, plus "how," questions as they apply to your special interest or event.

- Type the information on 8 1/2-by-11 inch (letter size) pieces of paper. Double-space the information and type on only one side of the paper.

- At the close, include the name of a contact person, the group being publicized (if one is involved in the news item), and a phone number where the person can be reached during daytime hours. (This information will not be used in the article unless it is indicated that it should be).

- Write simple sentences. If writing is not your strong point, send along the basic information and ask that we do a complete rewrite. Check previous editions of our newspapers to get ideas on how coverage has been handled for events or recognitions similar to the one you wish to submit. Still have trouble? Call us for help.

When submitting items to any publication, be sure to check dates, times, spelling of names. Organizations should assign publicity tasks to one person. This person should establish a contact with the newspaper's editor. Special projects which might profit for the exposure our newspapers can provide should be detailed so that we can tell how to best serve your needs and ours, too.

Remember that no newspaper can print all the material submitted to it, nor can all suggestions for coverage be followed up.

Photographs.

Photographs can add a lot to an article or news release, but we can't assign a photographer to every event in the area. We invite public relations consultants and community members to submit photographs for use in our newspapers. These do not have to be black and white, but must be clear and in focus.

Submit only your *best* shot. Try for action shots. If the article or event is about someone volunteering at a senior center, the photo of that person actually doing the volunteer work is a better representation than a head and shoulders photograph of that person.

Accuracy applies here as in written copy: identify the people in the photograph in a left-to-right fashion. Avoid writing on the back of the photo; instead write the information on a piece of paper and attach the photo to the paper, or use self-adhesive notes to write the identity of the subjects.

Digital photographs may be submitted by email. Send the highest resolution jpeg format photo that can be generated on your computer.

Opinions.

Our editorial pages are provided to our readers so that they may present their opinions and ideas. The same guidelines of accuracy and fairness apply to these pages as any others in the newspaper. We reserve the right to edit letters for clarity and style, and we request that the length of letters to the editor be kept to one-letter-sized page, double-spaced.

Letters to the editor must *always* include the letter writer's name, address, affiliation with a group if it applies to the letter's content (for example - holds elected office, is a political party leader, is public relations consultant for the group).

We do not print letters of endorsement for candidates for political office on our editorial pages.

Visit our website:
www.westsidenevsnny.com

Deadlines.

Calendar items (printed one week only),
news, press releases, and opinions -
Wednesday at 4 p.m.

Legal notices - Thursday at noon
Classified advertising, display advertising -
Thursday at 4 p.m.

Please note: Weeks preceding major
holidays (for example: Memorial Day,
Labor Day), the deadline for all material for
publication is Wednesday at 4 p.m.

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