

LTN tidbit 21: Invisible contributor leaves her mark



May is 31 tidbits about Lake Tahoe News month.

LTN tidbit No. 21:

As with many people associated with *Lake Tahoe News*, Kim Wyatt has many roles. Most of which are behind the scenes.

Her vast experience as an editor is often the skill we tap into most. Her fingerprints are there – though they are invisible to the reader. She takes over the editing on occasion when the publisher leaves town. Wyatt can take charge of the back end when needed.

Wyatt is also a skilled writer – which *LTN* readers will get to witness next month.

Her acumen in the publishing world is an asset that is priceless.

Here is information about becoming a paid subscriber.

LTN tidbit 20: News content is a group effort



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LTN tidbit No. 20:

People often ask where we come up with story ideas and why we didn't cover something.

You, the reader, provide so many of the ideas. Some stories are generated from meetings, just talking to people, being out in the community, localizing a national story, or going to an event.

And so much content is provided by readers in the form of letting us know about an event.

Lake Tahoe News is grateful to all of you for your ideas and the content you provide.

If we don't know about something, we can't cover it. That's why we rely on you to tell us what is going on so we can tell

everyone else.

But we can't be everywhere. If money were of no issue, reporters could be dispatched to so many more events, meetings and other news events, as well as cover a plethora of feature stories. Unfortunately, this is a business and we don't have the financial resources to be everywhere.

If you have an idea or want to have something published, send an email to info@LakeTahoeNews.net and we'll consider it.

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**LTN tidbit 19: Business,
service information in the
Directory**



May is 31 tidbits about Lake Tahoe News month.

LTN tidbit No. 19:

Need to find a business or resource in the Lake Tahoe Basin? Then consider taking a look at the Directory that is accessed at the top of *Lake Tahoe News*' home page.

Advertisers who have at least a six-month contract are in the Directory – one of the perks of advertising. Service clubs that have contacted *Lake Tahoe News* are in it for free. Key recreation resources that readers would want are listed.

If you, your business or the entity you represent are not in the Directory, consider doing so for \$100 a year. If you think you should be in there without paying the annual fee, let us know. Shoot us an email at info@LakeTahoeNews.net to find out more about the Directory.

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LTN tidbit 18: Learn about Tahoe's wildlife



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LTN tidbit No. 18:

A recent addition to *Lake Tahoe News* is the weekly column by Lake Tahoe Wildlife Care. Usually Cheryl Millham, executive director of the South Shore nonprofit that rehabilitates wildlife so they can keep living in the wild, writes the articles. Occasionally, Tom Millham, her husband and secretary-treasurer of LTWC, contributes.

The columns run every Saturday.

The articles run the gamut from why swallows are good to what to do when crossing paths with a mama bear and her cubs.

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LTN tidbit 17: Freelance writers deliver the news



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LTN tidbit No. 17:

It takes a tremendous amount of skill to write a thoroughly researched, comprehensive news article that readers will understand.

It can take hours of phone tag. It can take hours talking to various sources. It can take hours sitting at a meeting or going to an event. It takes time sorting through notes. It can takes hours to write.

Lake Tahoe News is thankful to have in its posse a group of fantastic writers. While Jessie Marchesseau, Katherine Hill, Linda Fine Conaboy and Joann Eisenbrandt are not frequent contributors, their stories have added to the rich and diverse topics that have been covered by *LTN*.

Lake Tahoe News is not their only writing outlet, so you may see their bylines elsewhere. That is what the world of freelancing is all about – having multiple bosses with the freedom to say no and not be fired.

Lake Tahoe News is fortunate and thankful for their contributions.

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LTN tidbit 16: Do you have your Lake Tahoe News T-shirt?



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LTN tidbit No. 16:

It's T-shirt weather in Tahoe. Do you have your *Lake Tahoe News* T-shirt?

We are giving them away to the first 50 paid subscribers. However, some of those subscribers either already have a shirt or they are not the T-shirt type, which means we have changed things a bit. We are giving away 50 shirts – no matter what subscriber number you are.

If you don't get one with your paid subscription, they cost \$15. Or maybe you want to buy one for someone else. Or maybe you want one for each day of the week. We will accommodate you.

Just mail a check for \$15 per shirt made out to *Lake Tahoe News*, tell us what size you want and give us your mailing address.

Here is information about becoming a paid subscriber.

LTN tidbit 15: Breaking news – it's what we do



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LTN tidbit No. 15:

We like to say: If you aren't reading *Lake Tahoe News*, you don't know Lake Tahoe. We say this because we have broken a number of stories in the past couple years. And some stories we have written have only been on *LTN*.

Lake Tahoe News was the first Tahoe publication to write about South Lake Tahoe City Manager Tony O'Rourke looking for a job

and accepting it; we were the first to report the convention center site being out of bankruptcy; the only to report on another lawsuit being filed regarding the old Meyers Landfill; the only to report on the ice rink owners and city at odds over a 20-year contract; we broke the story about the Nevada Fire Safe Council not being able to pay fire departments and private tree contractors; and we are the only ones to write about chamber President B Gorman not paying her TOT taxes – and then reported when she did write the check.

Other things *Lake Tahoe News* has written about: a 12-part series on the 10-year anniversary of Sept. 11, South Tahoe High grads and their experiences with the Peace Corps, the only publication to cover all the snow surveys this winter, we attend meetings and conferences around the lake, and we have done in-depth stories on budget-salary-pension issues related to various agencies and government entities.

And there's still more to come.

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**LTN tidbit 14: Bringing
various voices to the**

discussion



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LTN tidbit No. 14:

Everyone has an opinion. Are you ready to share yours?

Lake Tahoe News calls its opinion section Voices because we want to get as many voices published as possible.

We print letters, thank yous and guest columns. The criteria are your full name must be published and either your hometown or title will be used.

The length does not matter. With it being online, we aren't confined by space constraints. We suggest writing what it's worth – short or long.

We reserve the right to edit it or not publish it.

We would like to run a photo or logo with the piece, so please send one as a JPEG.

The only items to date that have not been published are pieces that are really more of an ad.

Send submissions to info@LakeTahoeNews.net. Include your phone number so someone can verify you are the writer. Your number will not be published.

We also print columns, editorials and endorsements from other publications.

By publishing an opinion piece it does not mean anyone at *Lake Tahoe News* agrees with the words on the screen. We just strongly believe various ideas should be presented.

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LTN tidbit 13: LTN starting to collect awards for its work



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LTN tidbit No. 13:

Awards are never the reason one should do anything. But we will admit we like the kudos.

Earlier this year *Lake Tahoe News* won four travel writing awards from the North American Travel Journalists Association. This was our first – and only so far – competition to enter.

Not all entities allow online publications to compete. For example, the California Newspaper Publishers Association is still only for print.

While it's nice to have our peers recognize our work, ultimately we believe the readers are the best judges of the work we are doing.

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**LTN tidbit 12: One-stop
reading for daily ski
conditions**



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LTN tidbit No. 12:

We realize it's not ski season, but we would be remiss if we didn't acknowledge all the hard work Curtis Fong does when it is snowing or should be snowing.

For five months of the year Fong provides the daily ski report for *Lake Tahoe News*. It's usually posted between 7 and 8am. During the season it can be accessed from the top of the page under Ski Conditions.

Fong writes about downhill and cross country areas throughout the greater Lake Tahoe area. He also add some events other skier related facts.

Here is information about becoming a paid subscriber.