

LTN tidbit 7: Anonymous comments add flavor



May is 31 tidbits about Lake Tahoe News month.

LTN tidbit No. 7:

Anonymous comments are the one topic we get the most grief about. It's also a service we receive many compliments about.

We could ask everyone to put his/her full name. But how do we know that is really Kathryn Reed writing a comment? The point of comments is real-time conversations. Verification, like what we do for letter writers and guest columnists, takes time. Time that we don't have.

People have suggested going to a Facebook format so people have to use their real identity. Well, we are not that naïve. Most people have more than one email account. You can use any name on those accounts. Then you can create a Facebook account. So, really, there is no way to know someone is who she is via Facebook either.

We have in recent weeks taken a stronger stance regarding what comments are published. And even when something gets in, we can take it down. We – like many of you – are tired of the personal attacks. It's fine to disagree with ideas. But to call someone names because they have a different belief is not

necessary and won't be tolerated. People are starting to be banned because they don't know how to play nice.

To those who want to attack, we'd like you think twice before posting – Would you say that same thing to the person if she were standing next to you? Would you want your mother to know you wrote that? Why aren't you using your full name?

People have said they like the comments because it gives them a quick way to say something, ask a question, offer advice, add to the story. People also like reading all of that. We like when the comments add to the story. So, thank you for doing so.

And for those who don't like the comments. We don't understand why you read them. Read the story and skip the comments. It's pretty easy.

While *Lake Tahoe News* is the only news site in the basin to allow these types of anonymous comments, it is common practice in the industry. We like that it allows our readers to participate in news that is going on in Lake Tahoe. But that doesn't mean if we keep being distracted from writing stories because of having to referee the comments section that one day it won't exist. That will be up to you.

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LTN tidbit 6: Weekly health column offers sound advice



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LTN tidbit No. 6:

Mandy Kendall writes a weekly column for *Lake Tahoe News* each Friday about various health topics.

These are more than the average health column. Her tips are pragmatic, easy to follow and take a common-sense approach to life. It's not about drastic changes or lecturing or doing the impossible.

Kendall operates Health Connective in South Lake Tahoe. She may be reached at healthconnective@gmail.com.

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LTN tidbit 5: Obituaries are always free



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LTN tidbit No. 5:

Losing a loved one is never easy.

There is no reason it should be expensive to tell people this sad news.

Obituaries are free on *Lake Tahoe News*. It doesn't matter how long the obit is. Photos to accompany the story are free, too.

Just send what you want published to info@LakeTahoeNews.net.

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LTN tidbit 4: Engage Lake Tahoe News through social media



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LTN tidbit No. 4:

Lake Tahoe News is on Facebook and Twitter. Make sure it's LakeTahoeNews.net you are following because other entities out in the world of social media are saying they are *Lake Tahoe News*. Look for our logo and you will have found us.

Why bother following *LTN* on these outlets? Sometimes we re-Tweet things from those we follow – like last weekend we re-Tweeted about Heavenly closing and what Marco Sullivan said about Squaw's last day.

With Facebook we are a bit more social at times. Sometimes we tease stories about what will be coming up on LakeTahoeNews.net the next day.

Facebook and Twitter have all the locally generated stories from *LTN*, but not the stories produced elsewhere. This means FB and Twitter followers aren't getting the full flavor of *LTN*.

Social media allows a different type of interaction with

readers as well.

We'd like you to be part of all components of *LTN*, but understand if you have your preference – that's why we try to be where you are.

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LTN tidbit 3: Find out what to do on the Events page



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LTN tidbit No. 3:

What is going on in the area? Find out on *Lake Tahoe News'* Events page. A variety of events are on the page – all based on the info that is sent to us.

Having an event? Send *LTN* an email to info@LakeTahoeNews.net with all the particulars – who, what, where, when, why, cost, contact info. There is no cost to have your event listed.

Just a warning, though – if a key piece of information is

missing that a reader would need, we don't call to get it. We don't have time to do your job for you. Sorry.

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LTN tidbit 2: Reporter only scratches surface of Wood's titles



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LTN tidbit No. 2:

Susan Wood started her reporting career in 1995 in Southern California.

In 2000, she moved to Lake Tahoe in part to immerse herself in the outdoors and in part to continue her journalistic career. Today she is a freelance writer and one of *Lake Tahoe News'* go-to resources for all things related to the South Shore.

Her emphasis is on outdoor-recreation-travel news stories, but

her knowledge and ability allow her to cover anything that would be asked of her.

Though her bylines may not be seen every week, she is behind the scenes editing, offering advice, talking to potential advertisers and occasionally posting stories to *LTN*. She has too many titles to list.

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LTN tidbit 1: Daily digest keeps you in the know



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LTN tidbit No. 1:

Did you know you could get an email sent to you each morning listing what has been posted on *Lake Tahoe News* in the last 24 hours?

All you have to do is go to the bottom right of *Lake Tahoe News*' home page and enter your email address. After you

receive the confirmation email, you receive an email each morning listing what has been posted in the last 24 hours. You may scan the headlines or click on one to get the whole story.

This is all free.

Here is information about becoming a paid subscriber.

RAOK: Being kind when others are upset

Nancy Kerry is *Lake Tahoe News*' final Random Acts of Kindness winner. She was nominated by an anonymous commenter for her supreme kindness in dealing with the complaints during SnowGlobe.



Nancy has told us as a public employee she is not allowed to accept the gift donated by Barton Health. The gift is a backpack full of all sorts of things people might need during an emergency. She can't even accept it and re-gift it. *Lake Tahoe News* per Barton Health's suggestion is giving the backpack to the senior center for staff to decide which senior should receive it.

Under the Voices section is a wrap-up of Random Act of Kindness.

RAOK: From the ER to putting on a birthday party

Kirsten Duane is today's Random Acts of Kindness winner.



She spent the weekend at the hospital with a friend who broke her leg after slipping on ice, then opened her home for a birthday bash for another friend since friend A was no longer capable of being the hostess.

Kirsten will be receiving a gift basket from Heart Rock Herb & Spice Co.

Today is the final day to participate in *Lake Tahoe News'* Random Acts of Kindness promotion. It's about being kind – random or otherwise. Tell us what you have seen, what has happened to you or what you have done.

All previous posts may be found at the top of the page under the Random Acts of Kindness category.

RAOK: Helping neighbor be able to stay warm in the

winter

Bob Hart is the latest winner of *Lake Tahoe News'* Random Acts of Kindness promotion.



His ability to teach his neighbor how to split her own wood last summer means the utility bills are much less this winter. Bob will be receiving a gift basket from Heart Rock Herb & Spice Co.

Lake Tahoe News' monthlong kindness promotion is winding down, with two days left. To participate, all you have to do is write about something kind you have seen, something kind that was done to you or something kind that you did. Just post a comment at the end of this story.