



OFF THE RECORD

DEREK BATES, PUBLISHER

Happy National Newspaper Week!

This issue of The Record marks our sixth since we took over this paper. In some ways, it's hard to believe we've been at this now for over a month. In other ways, it feels like we've rapidly aged closer to retirement! Paper deadlines and the nuances of learning a new design software are right up there in exhaustion with chasing Liesl down as she put that highlighter in her mouth and trying to get Liam to put on his pants.

But here you are again reading this very column, so it's not all for naught now, is it?

I finally figured out a way to conduct an interactive poll on our website. It will change weekly, and in the next column are directions on how to access it. Our inaugural question asked, "How long have you been a Record subscriber?" Well, how long has it been?

Some of you have been with The Record since she was solely a Deep River newspaper. You were there in the days of Chuck's Chirps and followed the infamous Tillie Lugenheimer as she snuck out of sewing circle to enter and get second runner-up in the Deep River Beauty Pageant.

Others of you began reading The Record as a single page when she moved to Montezuma in the early 2000s.

Then there are those of you who are among the 200-plus, brand-new subscribers who began reading The Record in the last few weeks. You're getting to know the feel of her pages and starting to recognize her voice. What has she been saying to you?

However long you've been reading, we want to say thank you – and not just because your subscriptions help put food on our table, but because we believe The Record has an important role in our communities; she's telling our stories.

How fitting is it the theme of National Newspaper Week this week, Oct. 6-12, is "Telling Our Stories?"

Six weeks ago, I shared in this space about the history of newspapers in our communities. I talked about the rich heritage of the Montezuma Republican, and how important it was for Chuck and Shirley Dunham to keep the story going by bringing The Record out of retirement. I mentioned the personal connections to the newspaper industries both Simone and I have in our lineage.

I'm so thankful for those histories and that they've been recorded in print. But, the real heart behind our purchase of The Record is that we know there are stories waiting to be told. We believe The Record will record our future history. It already is.

To say I've been humbled by the feedback received from Record subscribers and stand readers about our first month of published papers is an understatement. The many emails, letters, phone calls, and stops on the road (as in, the driver stopped in the middle of the road, reversed, and rolled down the window to tell us they appreciate The Record – and this has happened more than once) are fueling us to continue typing. In fact, it all confirms something in my spirit that says the local newspaper's story is more important now than ever.

Don't believe what you hear in national newspapers or on cable news anymore? You're not alone. According to a January 2024 Statista report, only one-third of Americans feel national news outlets operate in the interest of its readers and can be relied on for important information. Compare that with 71% of respondents who said they had a lot or some trust in their local newspaper.

Is The Record earning your trust in its coverage of city council and county supervisor proceedings? What about how we report the news? It is never our intention to stir any pots or for our headlines to be sensational. But we also believe it's the role of the local newspaper to comb through and pull out items we believe should be on the public's radar. We believe our local governments serve the public best when the media provides transparency. Our newspaper strives to be a message board of public notices, a public forum for the civil exchange of ideas, and an archive of the accomplishments of what comes of serving the common good.

Despite the national (and international) trend of declining subscriptions to newspapers, The Record is proving otherwise. We're not a faceless corporation in the business of buying up local newspapers to have a monopoly on legal publications. We're the butts in the seats at the local meetings and town halls. Our rates for subscribing and for advertising are as affordable as – or much cheaper than – anywhere else you'll find. We want to get your products, services, and business brands in front of our readers, because the entire community benefits when we opt for the local choice. Why send your pup an hour away when you're on the road when we've got Windmill Lane, ready to serve you? Whenever we are looking for a car (which isn't often, because it's my least-favorite thing to do), our first call is to Vannoy. Forget the two-hour round trip to Menards, Winegarden Hardware is a great first stop for that weekend project supply. When we inevitably find a hole in our clothing and quit pointing the finger at our cute kiddos, we stop in at Three Sisters, who have saved too many of our clothes to count. And how can you get more locally sourced coffee than from Deep River Roasters? We stand by our advertisers because we use so many services from our advertisers. We believe a newspaper functions to create a narrative for the community - and then, amplify it.

I can't count the number of times we've heard from our readers how much they're enjoying unfolding the paper each week and poring over the pages. I love that several of you have excitedly told me it takes you over an hour to read through it each week! I am thankful for those of you who have called with additions and corrections to the church directory and coming events. It means you're reading them – and it means others are, as well.

Several of you have shared how it's valuable to have our local news in one physical place rather than having to sift through numerous Facebook pages and posts and websites to piece information together.

It made my heart sing when a young mom reached out to say she and her boys have enjoyed reading through the local newspaper each week when it arrives in their mailbox. Sadly, she said, her boys had never really seen a newspaper before.

But now, they have The Record. Now, they can read about the accomplishments of the county's 4-H groups and maybe decide to try it for themselves. Now, they can read about a patriot on a bicycle, bringing awareness to the stories of American heroes from our very state. Now, they can read about the life of a Deep River woman or New Sharon man and the legacies they leave behind. Now, they can be encouraged by the faith of a cancer survivor who testifies to God's goodness. Now, they can see their name in print. Now, they can read the stories of their neighbors, be challenged by an idea, disagree with consensus, and be moved to compassion because they read a story in The Record.

During this National Newspaper Week, I'm thankful to be part of our collective story – and I'm honored to be able to write it.

Check out our Record Poll of the Week

Who doesn't love to have their voice heard? The Record has started a Poll of the Week, available on our website - new each Wednesday - and results appearing in print the following week.

This week's inaugural poll asked "How long have you been a Record subscriber?"

There were 16 votes cast, with six votes (38%) for "Longer than 10 years;" six votes (38%) for "Since Sept. 1;" two votes (13%) for "Not yet a subscriber;" two votes (13%) for "5-10 years;" and no votes for "About a year" or "1-5 years."

This week's poll asks how you plan to vote for the Nov. 5 General Election. Will you vote in person on Election Day, by absentee ballot in the mail, at the courthouse before Election Day, or not at all?

After Wednesday, make your way to montezumarecord.com/post/record-poll-of-the-week. You can also go to our Facebook page @MontezumaRecord, where we will direct followers to the latest poll question.

Happy voting, Record readers!

Save a stamp, use our dropbox



While The Record offers the convenience of credit card payments on our website, and of course, we're always glad to get your mail at the post office, we now have a convenient dropbox at our building at 105 North 4th Street, in Montezuma. So, save yourself the stamp, and leave it with us!

Essential information for current subscribers

Thank you to each person who has reviewed this information and reached out with corrections. If you haven't yet, take a glance at the front page and make sure everything is up-to-date.

On the very first page of the paper, in the top right-hand corner, is your subscription information.

Firstly, double check your name and address. Are they correct? Yes? Terrific.

No? Email us now, montezumarecord@gmail.com or call us at 623-1000.

Above your name is a date. **THIS IS THE EXPIRATION OF YOUR SUBSCRIPTION.**

If it is **10/31/2024**: In the next week, you will receive a blue renewal form. You will continue to get the paper until the end of October, and when we receive your postcard and payment you will be all set for another year. If you don't receive a blue postcard from us, please reach out!

If it is **11/30/2024 or after**: At ease, you are up-to-date and won't hear from us until the month before your expiration.

If you haven't been receiving a newspaper - but believe you should be - please don't hesitate to reach out so we can make it right.

Thank you to all our subscribers for your patience and grace during this transition period!



FOR THE RECORD

SIMONE BATES, PUBLISHER

Sick days

October is a busy month on the calendar. Across the nation, we take the month to bring awareness to Breast Cancer – schedule your mammograms, sisters. It's also a good month to change our smoke alarm batteries and dust up on our home evacuation plans for Fire Prevention Month – and attend the spaghetti dinner, too. It's the perfect month to visit our local public libraries and scope out a new favorite book to celebrate National Book Month – Pat Cashman shares his latest recommendation in his very first book review column for The Record. But it's also the time to squeeze some extra orange juice, sing an extra chorus of "Happy Birthday" while you wash your hands, and make sure you have a box of Kleenex handy, in preparation of the beginning of flu season.

Cold and flu viruses, of course, aren't too worried about what month is showing on your calendar – we've all had a summer cold knock us out at some point - but in the United States, October through March is prime time for runny noses, coughs, and a sore throat. Right on cue, our kids have picked up the latest cold strain going around town. It's all snot suckers and tissues for us. Do your kids fight blowing their noses like ours do? Thankfully, runny noses and a morning cough is about as bad as it's been so far. But of course, the season has just begun.

We've always known fall and winter are when most of our colds and flus occur, but interestingly, its only very recently science has been able to tell us exactly why. There was a study published in "The Journal of Allergy and Clinical Immunology" in 2022, which studied what a drop in temperature does inside your nose (your nose - if you didn't know - is where almost all respiratory viruses enter our bodies, and therefore, is the first line of defense).

The study found when the temperature decreases, even by as little as 9 degrees Fahrenheit, we lose nearly half our virus-fighting cells. Not only does the number decrease, but the remaining cells become less effective, because they also lose the number of receptors on their surface. The receptors are what stick to the virus and stop it from getting into your respiratory system. All this from a little drop in temperature? I tell you what, Hawaii is calling my name! *While I think of it, if you do head to a warmer climate over winter - I'm jealous – don't forget to contact us with your warm-weather address.*

But essentially, science is confirming what mothers have been saying for generations: "Keep your head warm!" Our noses agree. It's important to remember, too, that our immune system is exactly that – a system. The cells in our nose are working as part of a body-wide team to keep us healthy; cold temperatures or not. Shout-out to the human body – it is incredible! So much happens without us ever giving it a conscious thought. Usually, we only pay attention to our immune system when the defenses have failed, but while we are healthy is the best time to give it an extra boost. Eating well, exercising regularly, and getting the yearly flu shot (see our calendar of events for community flu shot dates or contact your doctor) are all gifts to our immune system. But there is something else, too; a heavenly template for taking care of our physical selves: Rest.

October isn't just a busy month on the national calendar, but on our calendars, too. School sports and musical preparations are in full swing, harvest is at its peak, family fall activities clamor to take priority on our weekends as we try to soak up these last warm days. All of it might be good to do, but it doesn't mean it is all good *for us* to do.

Our young family has hit the ground running since September, making it our priority to get out in the community and show up for as many events and meetings as possible. We're having a blast! We're also learning the value of rest; actually, not just the value, but the necessity. A runny nose might be easy to ignore in the pursuit of covering a news item, but should we? Our bodies talk to us in a hundred different ways, and, since we only get one body, we should probably listen. Rest is always in short supply for us (one of these days, our daughter will sleep through the night, right?!), but we are learning to answer its call.

What are your sick days - when you have them - telling you? To add a few more vegetables to your plate by calling Pleasant Grove Homestead? To renew your lapsed membership to Riser Fitness? To keep your nose warm by moving it to Arizona? Whatever it might be for you and your house, we're all in this flu season together. (And we are doing our best to teach our son to cover his mouth when he coughs, I promise!)

In this busy fall season, The Record - and just about everywhere else you look, too - will offer you plenty of ways to keep busy with fun, important, and entertaining activities. But remember, they are just invitations, not mandates. Get out and enjoy it all if you can! But if your body gives you a different message, listen to that first. Put up your feet, pour a cup of chamomile tea, and read your newspaper – it'll be just like you were there.

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105 North 4th Street

PO Box 263

Montezuma, IA 50171

USPS 025228

Ph: 641-623-1000

Email: montezumarecord@gmail.com

www.montezumarecord.com

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