

Seasonal Seasonings

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Which Do You Like Better? Time or Newsweek?



This month's seasoning focuses on media reporting, you know, "All the news that's fit to print." I remember as an undergraduate at West Chester one of the first lessons Communication's majors were taught was about the media slanting the news. Time and Newsweek magazines were the two premier magazines that America could trust-sort of. One presented a conservative viewpoint, and the other a liberal viewpoint. The professor addressed it this way. If you read an article in Newsweek, make sure you read the same article in Time. Then take out a yellow marker and highlight the viewpoint in both magazines. If they voiced different perspectives, they were slanted and not 100% credible. If they were alike in both magazines, it was probably the truth and verifiable. What a lesson the class learned that week! After the dust settled, we had to show the class our two magazines marked up. Information that was slanted had to be blackened out with only the yellow highlighted sentences readable. The results were amazing. So, who do you trust?

About a year ago, I interviewed Carol Knisley for my Alumni feature. We were friends at Northern and both Adjunct Professors at York College at the time. After the interview, we had a lot to catch up on. She introduced me to a weekly magazine I had never heard of. One day in my college mailbox there were a half dozen issues of the magazine for me. I've been promoting it ever since. It's called: "The Week: The Best of the U.S. and International Media."

No more Time and Newsweek for me. The Week has it all, and it's sources are the most credible in America today. I don't believe it can be found in book stores or at newsstands. Subscriptions are very reasonable. It's extremely user friendly. No sophisticated wording. I guarantee that readers will find the type of human interest stories that they enjoy.

Here's a an abbreviated layout: NEWS - The main stories...and how they were covered; Controversy of the week; The U.S. at a glance; The World at a glance; People; Talking Points; Health & Science; ARTS - Book reviews; Stage & Music reviews; Film reviews; Television; LEISURE - Food & Drink; Travel; Consumer; BUSINESS - News at a glance; Talking Points; OBITUARIES; PUZZLE PAGE.

My favorite sections of information that makes this magazine different from all others is the sidebars that are sprinkled throughout the entire magazine. Honestly, after reading some of these, I just shake my head or laugh out loud. I'll throw in a few specifics with the headings:

Only in America: A Maryland second-grader was suspended for shaping his breakfast pastry into a gun. Josh, age 7, says he was trying to make the strawberry tart into a mountain. But a teacher thought it looked like a gun, Josh was suspended, and the parents were sent a note explaining that "the student used food to make an inappropriate gesture."

Good week for: Kicking the habit - a British woman gave up cigarettes on her 102nd birthday over fears they could shorten her life. Clara Cowell has smoked 60,000 cigarettes since her first one in 1931.

Bad week for: Law and order, after a Swedish murder suspect was turned away when he tried to surrender to Malmo police, who told him the station was closed. He was finally arrested when, as directed, he went to an open police station in another town.

Gossip: Lindsay Lohan has refused a plea deal that would have required her to spend 30 days in drug and alcohol rehab to avoid jail time for negligent driving and lying to the police. Prosecutors told FoxNews.com "Lindsay doesn't think there is anything wrong with her, so she isn't interested in rehab. As for going to jail, she doesn't even think that is a possibility." Her trial date is set for March 18.

It must be true, I read it in the tabloids: A Florida man has been arrest-



ed and convicted of running a prostitution ring. thanks to the honesty of his 7-year-old son. Robert Burton was pulled over during a traffic stop while driving with his son and two unnamed women. When police asked who the women were, the boy replied, "Those are my daddy's hos." Burton last week was sentenced to 15 years in jail on an array of charges.

Noted: Of the 43 judicial nominees, President Obama has named since January, 17 are women, 15 are ethnic minorities, and five are openly gay. Six are straight white men. ~Washington Post

The Bottom Line: Nearly 30 percent of American community college graduates now outearn their counterparts who hold bachelor's degrees from four-year universities. ~CNNMoney.com

And finally, here are some of the sources that contribute to this magazine: The Wall Street Journal, The Baltimore Sun, WashingtonPost.com, New York Times, HuffingtonPost.com, Bloomberg Businessweek, Chicago Tribune, Forbes.com, Associated Press, and many more.

See you next month...