

## Advertising agencies need to be more responsible

It's one thing to laugh at ourselves, but when the joke is available to the masses, the punch line can hurt.

Recently, a Subway restaurant in Oregon had an advertisement promoting a new salmon sandwich with the punch line, "Another reason you're lucky not to live in Kansas."

The sandwich is available for a limited time and the ad ran in a limited area, but two Kansas people saw it and were upset. Those Kansans contacted Subway and Kansas media to get the word out how upset they were.

They had every right to be mad.

The humor in Subway's ad is there, since there isn't any salmon native to Kansas. But the mood of the one-liner has a negative, insulting feel. The ad implies Kansas is not as good because it doesn't have salmon.

It all boils down to another massive corporation using insults and negativity to get attention. It's common in mass advertising.

Years ago, another fast-food franchise advertisement implied those who only have a junior-college education were not as smart as other people. A junior college advocacy organization quickly contacted the company, told them the concern and the ad was removed.

Watch today's television commercials. A large majority of the time someone or something, is made fun of in commercials. It's usually men who are browbeaten.

Remember the commercials during this year's Super Bowl? It was a man frozen to the steering wheel of a Ford Mustang. It was a man who was made fun of in the nut commercial. It was a male rap singer thrown over the fence in the potato chip commercial.

Advertising agencies whose work is broadcast across the nation, or even regionally as in Oregon, need to change their strategies to avoid the insults if they want to be funny.

Remember the "Where's the beef" lady from Wendys?

Apparently, a lot of advertising agencies have.

— John Van Nostrand

## Hospice volunteers needed in county

Volunteering is an unselfish action of enormous benefit.

If you can free up two hours in a week to make a telephone call or friendly visit, give a ride to the doctor, do some light shopping, provide brief respite for a family caregiver, or change a light bulb, you will be doing what most volunteers in America do. Simple tasks, but they permit a person who needs such help to live with hope and dignity.

Hospice Services served eight patients in Norton County during their past fiscal year. As hospice continues to grow, so does the need for volunteers.

To fulfill this need Hospice Services will offer a 12-20 hour volunteer training course. The training is from 9 a.m. to 5 p.m. on Saturday, Jan. 14; 6:30 to 9:30 p.m. on Thursday, Jan. 19; and 9 a.m. to 5 p.m. on Saturday, Jan. 21.

All sessions will be held at the boardroom of the Norton County.

If you want to become a hospice volunteer, but cannot attend all sessions then alternative arrangements will be made. Speakers will give information on the areas of hospice care.

"The training prepares our volunteers for what ever situations they may face when working with a family," said Amanda McKenzie, Hospice Services director of volunteers. "We want everyone involved in the hospice experience to be comfortable."

Ward Foley, Norton County volunteer coordinator, said, "There is nothing more meaningful than helping our friends and neighbors that need us."

Hospices Services is more of a concept than a place. It provides help for the terminally ill and their families. Hospices address the spiritual, emotional and social needs as much as the medical/physical requirements. Death is neither hastened nor postponed.

The hospice mission is to enhance the quality of each day, to help prepare the patient and family for death and to comfort them along the way.

Volunteering includes three major areas:

- Direct care — Volunteers provide respite for the caregiver, companionship to the patient, provide transportation, run errands, or do whatever they feel comfortable doing.

- Bereavement — Volunteers help support grieving families for up to a year.

- Support — Volunteers assist staff with office work, such as answering the phone, folding newsletters and writing thank yous.

Hospice Services volunteers are the heart of its organization. Without the efforts of the volunteers it cannot continue its work.

Hospice Services asks you to come and learn more about hospice — what it is, what it does, and how you might help.

For information call Ward Foley at 877-3585 or Amanda McKenzie at (785) 543-2900 or (800) 315-5122.



## Christmas shouldn't be about greed

This may be convoluted logic but I am sort of happy that the thought police have brought it to our attention that the most proper greeting for the season is "Happy Holidays."

And I think it is good that the American Civil Liberties Union tries to keep religious carols and pageants depicting the birth of Christ out of public schools.

If you want your children to learn about Jesus and sing carols it seems obvious the answer is take them to church. Teachers have enough to do.

As a Christian I am offended by the crass consumerism and greed of non-Christians who have hijacked my Holy Day. To me the most meaningful Christmas celebrations are those in my church with other believers and in my home with loved ones who share my values.

At my most cynical and judgmental, I would say too many people wish each other a Merry Christmas. People, who, if asked would say they were Christians, but have no relationship with God and no idea what Christmas is supposed to mean.

Hardly the worst sin, perhaps, but on a certain level it is blasphemy. (Don't get me started on Easter, trees and presents.)

Christmas is a time of wonder. I remember going to church on Christmas Eve as

Back Home  
Nancy Hagman



a child. It was the night of a miracle. It seemed that Jesus was in fact being born again that very night. That is what Christmas is, right? Christ being born in our hearts again.

If it offends you that someone wishes you a Happy Holiday I say you are being way too touchy. Do those who have jumped on the anti "Happy Holiday" band wagon think they are helping convert non believers with all the complaining?

Jesus did ask us to spread the good news. But his ministry also teaches us that each person is called to serve in their own way. Not every person is called to evangelize. He taught us to lead by example, that we will be judged by our thoughts as well as our deeds, that we are saved by faith and above all by His grace.

Christians can always find scripture to support their positions.

This is how I support mine: Jesus told us to go into a room, shut the door and pray in secret. In my mind, he would approve of the prohibition of mandatory prayers in public places. Many, many times he referred to those who made a great show of their religion as hypocrites.

Did God sent his Son so 2,000 years later we could get all mad about whether sales clerks wish us Merry Christmas or Happy Holidays?

There are a lot of different religious celebrations around this time of year. Christians have allowed Christmas to be commercialized and exploited. I say Christians should consider it a good thing we are no longer getting credit for the "holiday" season.

I'm not a scrooge and I do love Christmas!

You may believe the way I do, you may not believe at all. Still, there is no denying, there is something about "the holidays."

Personally, I think it's wrong to read too much into the type of greeting another hails us with. I'll accept good wishes in whatever form they are offered. I hope you all will too.

Joy and peace to you, not only during the holidays, but every day of your lives.

## Art keeps us from becoming stagnant

Few things help bring on the holiday spirit like a children's concert. And, Monday night was no exception.

One of the great things about this concert was the balance of songs on the program. Rather than becoming totally into the politically correct mode of "seasons" greetings or the "in your face" mode of performing all Christmas carols, the music department had chosen songs which celebrated the holiday and the season.

In the race to be so correct we have forgotten that music, like art, has its roots in the history of a people. That history includes how the people live, how they work and how they worship. The songs of Handel, the paintings of Michelangelo, the Negro spirituals tell the stories of the times.

Phase II  
Mary Kay Woodyard



When we push so hard to be politically correct we lose not just the personal beliefs of a society, but more importantly we lose the big picture of who we are and what we have become.

On the other side when we push to the far right, religiously, we lose the why we have become what we are. We forget on what principles we were founded. It is the big picture, which makes us whole beings

and a balanced society.

Music and art are languages of the soul. They are international. They cross all cultural, ethnic and gender lines. Without these talents, skills, gifts or whatever you may call them in a child's life, the life is much more shallow. One only needed to watch the faces of the young performers to grasp what these songs did for each one of them.

There is an ad on television, which is designed to promote the need for art in a child's education. In that ad it is evident the child has lost more than art and music, he has lost imagination. Without imagination, we have no scientists, no computers, no biologists and no cell phones. We have no dreams. We become a black and white society in a Technicolor world.

## Congressman helps restore money for rural health care

Congressman Jerry Moran announced his success in restoring money for rural health care to the budget for the Department of Health and Human Services.

This money will be directed to medical research, training and education in rural areas, as well as, support for rural health care facilities.

"Community Health Centers, rural health clinics and small rural hospitals are

the backbone of the health care infrastructure across Kansas," Mr. Moran said. "Without federal funding in these rural areas, our ability to recruit, train and retain health professionals would be significantly reduced. Rural health professionals would also be less able to serve the most vulnerable segments of the population."

Mr. Moran was one of a handful of Re-

publicans who voted against an earlier version of this legislation, insisting that rural health care needs could not be ignored.

"It is a challenge trying to make Washington politicians understand the struggles of rural America, but this is a positive step," Mr. Moran said. "I am pleased my rural health care concerns were heard and addressed by House leaders."

## WRITE

The Norton Telegram encourages Letters to the Editor on any topic of public interest. Letters should be brief, clear and to the point. They must be signed and carry the address and phone number of the author.

We do not publish anonymous letters. We sign our opinions and expect readers to do likewise.

We do not publish form letters or letters about topics which do not pertain to our area. Thank-yous should be submitted to

the Want Ad desk.

Letters will not be censored, but will be read and edited for form and style, clarity, length and legality. We will not publish attacks on private individuals or businesses which do not pertain to a public issue.

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