



Getting involved, one community event at a time

June 26, 2011

By Sherrie Marshall

The Telegraph hosted a kind of public open house featuring nationally syndicated cartoonist Leigh Rubin, who draws the comic "Rubes" that appears in more than 400 newspapers, including this one. The room was full. I hate to admit to being pleasantly surprised at the turnout, but you take your learnings wherever you can find them.

We spend a lot of money to produce news content. We also pay a sizeable chunk to buy other content, news and features. It is too easy to assume that locally produced news content is the only content that matters, especially when times are hard and you are looking for efficiencies. But the number of folks who came out to hear Rubin -- men, women, children, old, young, black, white -- was a strong indicator that The Telegraph contains a lot of information beyond the news pages that people value and enjoy. That's what a good local newspaper does; it provides solid coverage of local news events to keep people informed about the goings on in their own backyards, plus it offers a smorgasbord of comics and puzzles and feature stories to make people smile or laugh out loud or exercise their brains.

The day after Rubin's well received presentation, I ran into a woman who had sat next to me the night before, along with her 14-year-old daughter. She told me her daughter, who had been battling an illness for a couple years, and her father were huge comics fans. Her father, who lives near Atlanta, had intended to come, but time in the Georgia heat had left him fatigued. As we parted, she asked me again to tell Rubin how much she and her daughter had enjoyed last night.

It also occurred to me that, if it weren't for newspapers, Rubes and Rubin might have a far more limited audience. Another reminder of the power of the press.

It also occurred to me that the attendance might be related to the times in which we're living -- an economy that, at best, seems to be seesawing and at worst flat-lining; a roller coaster stock market; stubbornly high jobless rates; and wars in too many parts of the world. Add to that the personal crises we all encounter.

People rightfully are looking for some relief, and if a comic strip and its creator can provide that -- and get a crowd to show up -- well, that's a good thing. The next time I need to shave a few dollars out of my budget, I'll think twice before I touch a comic strip.

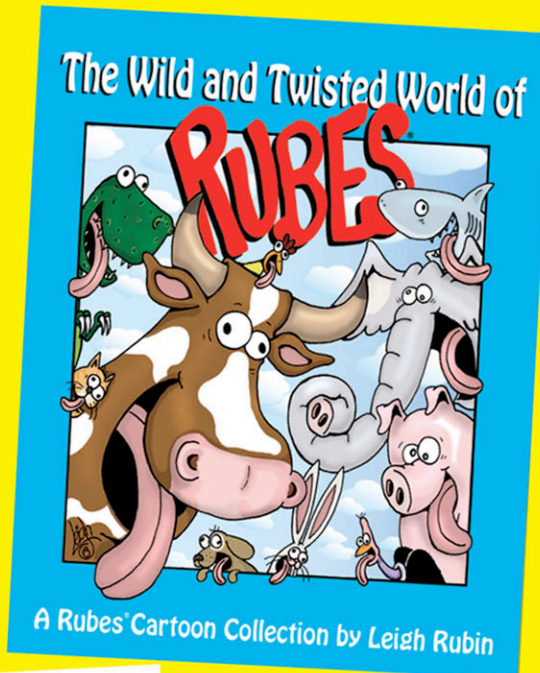
“The room was full”

Share a laugh with Leigh Rubin

Join us to
meet
Leigh
& Win a
print!

The Telegraph
Presents...

A lively session as
syndicated
cartoonist, Leigh
Rubin creator of
Rubes®, delights
you with unending
funny stories.



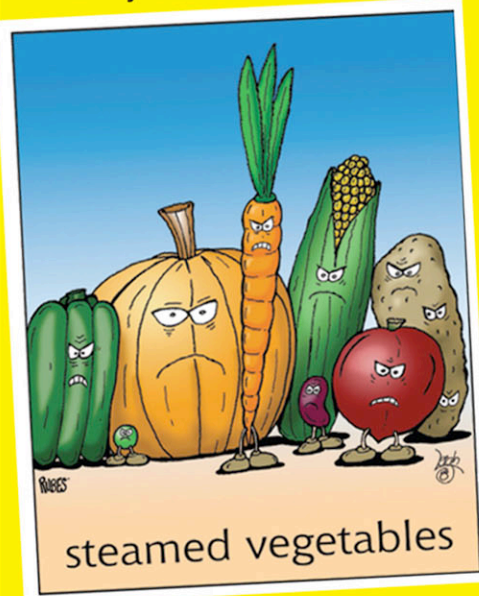
**Free
Admission**

**Tuesday,
June 21, 2011**

7:00pm - 8:30pm

**OPEN TO
THE PUBLIC***

The Telegraph
120 Broadway,
Macon, GA 31201



Rubes ® cartoon ©Leigh Rubin
www.rubescartoons.com

***RSVP required to Attend.**

Please call or email by June 17th @ 5:00pm
478-744-4291 or rrobertson@macon.com

This event sponsored by

The Telegraph