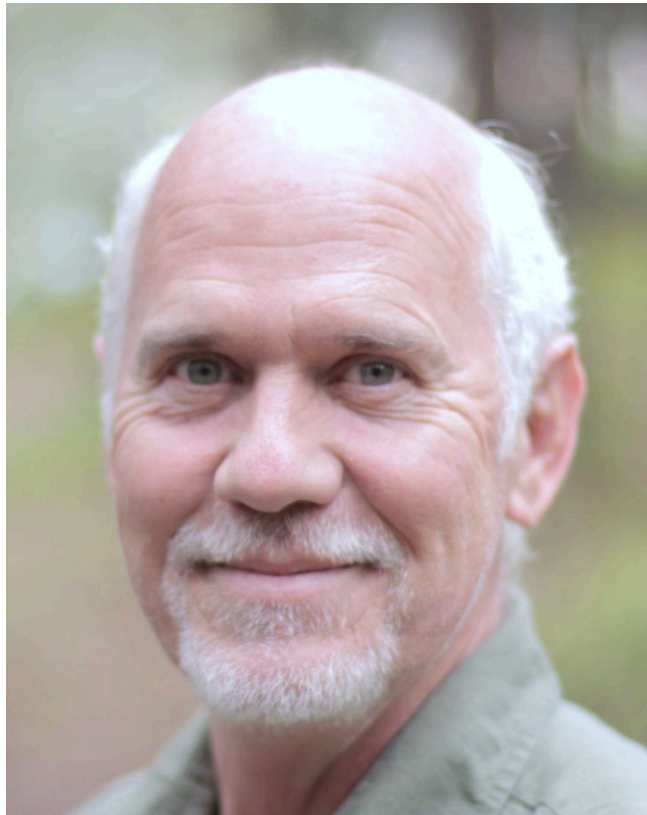

In My View: It's all about the readers

July 21, 2023



It is always gratifying for me to talk to people who read my column. As I mentioned in an earlier column, there is no point for me to write a column every week if no one is reading it.

I tell audience members that compliment me on a musical performance with Tsunami Swing or the North Coast Chorale, “the music needs people to hear it to be complete.” With my column, it’s all about the readers.

Fourth of July

I ventured downtown on the 4th of July and engaged in our family’s bedrock traditions of parade and pie. I wanted to see the parade because my daughter and her husband were in town from San Francisco, and they marched with the impressive local volunteer marching band.

This was reported to be the largest marching band ever pulled together from local musicians. I saw they have been branded, “The Nick and Lisa Rail Community Band.” This seems so well deserved considering the

Rail's generous donations of instruments to local music programs and aspiration to build a performing arts center.

The parade was fun and the post-parade reward of pie and ice cream at the Del Norte County Historical Museum was the perfect complement. This annual fundraiser for the Del Norte County Historical Society is a mainstay of our 4th of July experience. On the way to pie I ran into a few people that I have not seen lately.

I spoke with two old friends that I had not seen in a while. It made me feel more connected to them when they told me that they read my column. I respect their opinions and appreciate their encouragement to continue.

The Word is Out

Now and then I am approached by a random stranger, who asks me if I am the person that writes the column for the Triplicate. Occasionally this happens because they recognize my face from the photo that is published along with my column. This always leads to positive comments on something that I have written.

At times I am not sure which column they are referring to because of the timing of the publication as it relates to my production schedule. By the time my last column has been published I have already finished the column for the following week. However, I am always happy to meet them and thank them for reading.

Due to the miracle of the internet and the online publication of the Triplicate, my column is read by people who do not live here. There is a reader who lives in Sacramento who sends me very detailed emails regarding policy issues in response to something I have written. We have never met but have had some very interesting online conversations.

It is fascinating to me to see how my words can spread beyond our county borders.

Most Surprising

I am glad that I include my email address at the bottom of each column. This has enabled readers to contact me with feedback. The most surprising email that I have received is from a former professional associate John Brooks.

I first met John more almost 30 years ago when I was on an interview panel that hired him to work for the Regional Council of Rural Counties. For the last 14 years he has been a sustainability analyst for the City of Thousand Oaks working on water policy.

John read my column, "Where Does Our Water Go?" He saw it on a website called Mavens Notebook, which he described as the best source of water news in California. I am not sure how my column got there, but it makes me a little uneasy to think about actual water professionals reading something that I have written.

John's feedback was, "That is a nice start to a very complex question. I travel to the SoCal region, including Imperial County and the water waste in that area is frightening." Water waste is not something that I mentioned in either of my water columns, but it has a significant impact on water sustainability.

Let's Meet Up

I enjoy meeting and speaking with the people who read my column. I would welcome the opportunity to meet more of you, therefore I extend to you this invitation.

I will be speaking at the Grand Opening of the new office of the Del Norte County Democratic Party. I am planning to address many of the issues that I have written about and suggest actions that we can take as a community to improve.

This casual free event is scheduled on Saturday, July 22 from 1 to 4 PM at 285 L Street, Crescent City (next to Fog Bank). Light refreshments will be served.

Live music will be provided by my wife, editor, proofreader, pianist and singer, Jill Dovre. If you have ever heard Jill play piano and sing, you know you are in for a treat.

It would be excellent to speak to you in person. I hope that you will come to this event.

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