

# The Charlotte News

Your nonprofit community news source since 1958



## ABOUT US

We publish every other Thursday, 25 times a year and circulate close to 2,100 papers to every household and business mailbox in town, many local businesses in Charlotte, Shelburne and Hinesburg and paid subscribers throughout the country.

## YOUR VOICE, YOUR PAPER

In addition to our great staff, more than 150 Charlotte writers and photographers voluntarily contribute stories to The Charlotte News each year. Charlotters drive the content by submitting commentaries, news tips, event write-ups and photos.

## IT DOESN'T GET MORE LOCAL THAN THIS

We are not run by an out-of-town conglomerate. The Charlotte News is your local, independent, nonprofit and nonpartisan news source.

## MISSION STATEMENT

To engage and inform Charlotte and nearby communities by:

- Publishing rigorous, in-depth reporting on town affairs.
- Providing a home for stories from our neighbors and friends.
- Reporting on how other towns have addressed challenges similar to our own.

## EDITORIAL INDEPENDENCE

Our editor makes final decisions on the stories that are published in The Charlotte News. While we are funded by advertising revenue and donations, our news judgments are made in accordance with our mission and are independent of all sources of financial support.

## CODE OF ETHICS

The News has adopted the Society of Professional Journalists (SPJ) Code

of Ethics as the touchstone to guide newsroom practices. The SPJ Code of Ethics is built on four principles:

- seek truth and report it
- minimize harm
- act independently
- be accountable and transparent

## DID YOU KNOW?

- The Charlotte News has been the community newspaper for 65 years.
- We are a 501 (c)(3) nonprofit organization run by our staff, volunteers and board of directors.
- Revenue sources:  
Advertising (50%), Donations (50%)
- Charlotte's population: 3,816  
Between the age of 35-59: 46%
- Charlotte has the highest median household income in Vermont, at \$109,886.
- Median household income by age:  
25 to 44 years, \$81,818  
45 to 64 years, \$141,250  
65 years and over, \$58,636  
*Economic data from the 2019 US Census*
- Our weekly email newsletter reaches more than 900 subscribers.
- Monthly website visitors: 7,900
- Number of Facebook followers: 1,900



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Susie Therrien, Ad Manager  
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## BOARD MEMBERS

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## CONTACT US

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10" x 13"  
 \$476  
 Full Page

10" x 6.5" | \$238  
 Half Page Horizontal

8 • October 20, 2022 • The Charlotte News

### Into The Woods

**Need to cultivate adaptability in forest and ourselves**



By Susan Therrien

Charlotte, Vermont's forest is a treasure trove of natural beauty and resources. It's a place where we can find peace, inspiration, and a sense of connection to nature. But as we navigate the challenges of the 21st century, it's important to recognize the value of our forests and the role they play in our lives.

Forests are not just a source of timber and other products. They are also a vital part of our ecosystem, providing habitat for a wide variety of plants and animals. They help to regulate the climate, absorb carbon dioxide, and provide a natural water filter. In addition, forests have a profound impact on our mental and physical health. Spending time in a forest can reduce stress, improve mood, and increase energy levels.

As we move forward, it's important to take steps to protect our forests and ensure they remain a source of inspiration and connection for future generations. This means supporting sustainable forestry practices, reducing our carbon footprint, and taking time to spend in the woods. By doing so, we can ensure that the beauty and benefits of our forests are preserved for years to come.

8 • October 20, 2022 • The Charlotte News

### Now playing

Photo by Susie Therrien



Charlotte, Vermont is home to a vibrant music scene. From local folk bands to international acts, there's always something new and exciting to hear. One of the most recent additions to the scene is a band called "The Sound of Silence." They play a mix of folk, rock, and blues, and their music is both powerful and moving.

The band's lead singer, John Doe, has a unique voice that carries over a large hall. His lyrics are thought-provoking and often touch on themes of love, loss, and the human condition. The rest of the band is equally talented, with each member bringing their own strengths to the table.

"The Sound of Silence" is currently playing at the Charlotte Community Center. Their show is a must-see for anyone who loves live music. Tickets are available at [www.charlottenewsvt.org](http://www.charlottenewsvt.org).

8 • October 20, 2022 • The Charlotte News

### Senior Center News

**As seasonal chill sets in, activities blooming**



As the weather turns cooler, the Senior Center is offering a variety of activities to keep members engaged and active. From group exercise classes to social events, there's something for everyone.

One of the most popular activities is the "Senior Center News" newsletter. It provides members with the latest news, events, and information about the center. The newsletter is distributed to all members and is a great way to stay connected to the community.

In addition to the newsletter, the center is offering a variety of other activities. These include group exercise classes, social events, and educational programs. Members are encouraged to participate in these activities to stay active and engaged.

For more information about the Senior Center and its activities, please contact the center at [www.charlottenewsvt.org](http://www.charlottenewsvt.org).

4.916" x 13" | \$238  
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 Eighth Page

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 Charlotte, VT 05445  
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 Facebook: thecharlottenews

## 2024 ADVERTISING PRICES & SIZING

### Print Prices

Per Column Ad Rate: .....\$8.50  
 Color Charge: .....\$35.00  
 Front Page Banner Ad: (10" x 1") \$200.00

### Business Directory

\$25 per issue (3" X 2")  
 \$20 per issue for 13 consecutive issues (six months)

### Website Ads

Leaderboard: .....728w x 90h px  
 Sidebar: .....300w x 250h px  
 Contact our Ad Manager for pricing.

### Email Newsletter Banner Ad

\$50 per week. ....1000w x 200h px

### Preprinted Inserts

2,100 inserts .....\$200.00  
 Nonprofit rate:  
 2,100 inserts.....\$100.00  
 Maximum insert size, 8.5" x 11".  
 Additional charge for inserts that weigh more than one ounce.

### Payment Terms

Net 30. Prepayment required for new advertisers.  
 We accept Mastercard, Visa or AMEX.

### Nonprofit Discount

Nonprofit's receive a 20% discount on all print and digital advertising.

### Column inches

Our paper is a four-column tabloid paper

1 Col.....2.4"  
 2 Col.....4.916"  
 3 Col.....7.50"  
 4 Col.....10"

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### Discounted rates for consecutive publications

Additional charge for color is \$35

	5% discount	10% Discount	15% Discount
	1-3 Issues	4-11 Issues	12-25 Issues
Full Page	\$452	\$428	\$404
Half	\$226	\$214	\$202
Quarter	\$113	\$107	\$101
Eighth	\$57	\$54	\$51

We will design your ad FREE of charge!

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## 2024 PUBLICATION SCHEDULE AND DEADLINES

PUBLICATION DATE	DEADLINE
Thursday, Jan 11	Friday, Jan 5
Thursday, Jan 25	Friday, Jan 19
Thursday, Feb 8	Friday, Feb 2
Thursday, Feb 22	Friday, Feb 16
Thursday, Mar 7	Friday, Mar 1
Thursday, Mar 21	Friday, Mar 15
Thursday, Apr 4	Friday, Mar 29
Thursday, Apr 18	Friday, Apr 12
Thursday, May 2	Friday, Apr 26
Thursday, May 16	Friday, May 10
Thursday, May 30	Friday, May 24
Thursday, Jun 13	Friday, Jun 7
Thursday, Jun 27	Friday, Jun 21
Thursday, Jul 11	Friday, Jul 5
Thursday, Jul 25	Friday, Jul 19
Thursday, Aug 8	Friday, Aug 2
Thursday, Aug 22	Friday, Aug 16
Thursday, Sep 5	Friday, Aug 30
Thursday, Sep 19	Friday, Sep 13
Thursday, Oct 3	Friday, Sep 27
Thursday, Oct 17	Friday, Oct 11
Thursday, Oct 31	Friday, Oct 25
Thursday, Nov 14	Friday, Nov 8
Thursday, Nov 28	Friday, Nov 22
Thursday, Dec 12	Friday, Dec 6
<b>HOLIDAY BREAK!</b>	



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## 2024 EMAIL NEWSLETTER

### Did you know?

- Our weekly email newsletter is sent to over 900 subscribers and our open rate averages 70%, about 25% higher than industry averages.
- Only three spots are available. First come, first served.
- Your banner ad clicks through to the website address that you provide.
- We send 50 email newsletters a year.

Pricing: \$50 per week



Not able to pick up a copy of The Charlotte News?  
Click to download the current issue [HERE](#) or view past issues  
of the newspaper [HERE](#).

**Your Ad Here!**

### Garage cost revised to under \$3 million

By Scooter MacMillan, Editor

How do you like these apples? Going back to the contractors for a revised bid for building a Charlotte town garage proved to be fruitful — more than \$839,000 fruitful.

At the Oct. 10 meeting, the selectboard was very surprised and much more than a little disappointed that the only two bids to build the garage were for more than \$3.8 million. The board's displeasure was understandable considering \$3 million was all voters had approved in the August vote.

At its Oct. 24 meeting, the selectboard unanimously approved empowering town administrator Dean Bloch and chair Jim Faulkner to talk to the two bidding companies to see if they could rework those bids to bring the cost down.

[Read More](#)

**Your Ad Here!**

### Cheng story warms hearts, wakes memories

By Juliann Phelps, Contributor

A tale of tennis, tradesmanship and travel — Guy Cheng's life's story reveals deep, intertwined roots with Charlotters.

David Sisco talked about his stepfather at the Charlotte Library. His presentation on Sunday, Nov. 13, was also co-sponsored by the Charlotte Historical Society.

It highlighted his "pop's" love for family, friends and Vermont with stories of Cheng's journey from China to Charlotte. Some of the experiences Sisco related elicited nods of recognition or laughs in remembrance.

Cheng grew up in Tientsin, China, about 60 miles from Beijing. He was born in the spring of 1912, but the date is uncertain.

Cheng's father, Lihing Cheng, was highly educated with a graduate degree from Yale. His experiences abroad led his son to follow a similar path. Cheng's dream was to be educated in the U.S. and play professional tennis.

[Read More](#)

**Your Ad Here!**

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## 2024 WEBSITE ADVERTISING

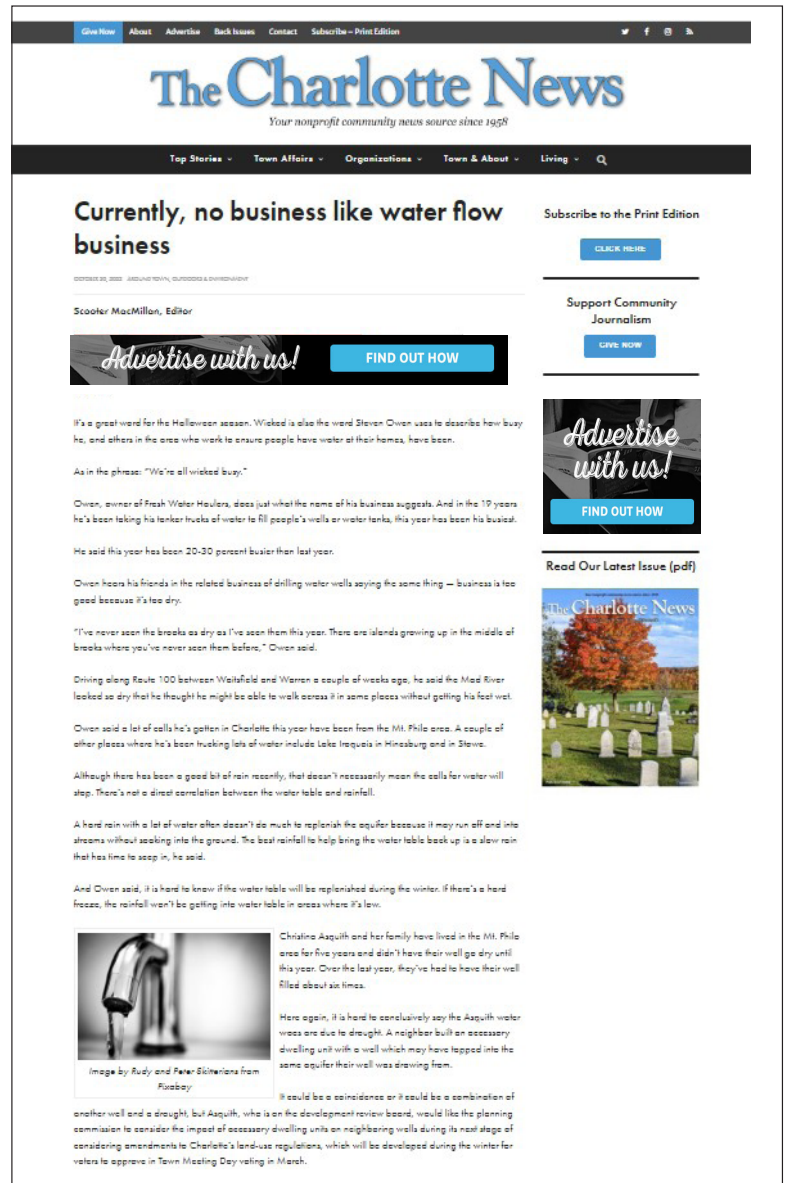
### Did you know?

- Our website has on average 7,900 users per month.
- The average user spends 10 to 20 minutes on our site.
- Your ad clicks through to the website address that you provide.
- Two ad spots are available on our website.



Sidebar 300w X 250h px.

Pricing: \$50 per week



Leaderboard 728w X 90h px. Pricing: \$50 per week

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## THE BUSINESS DIRECTORY

Ad size is 3" x 2"

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**\$20** per issue when you advertise for 13 issues (six months) or more.

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## FRONT PAGE ADVERTISING

Get your business in front of our readers on the very first page for only \$200!

Price includes color.  
Ad size is 10" x 1"

# The Charlotte News

May 5, 2022

Your nonprofit community news source since 1958

Vol. 64, No.22

## Mother-daughter art show at Charlotte Senior Center



Watercolor by Barbara Lane Peory

Charlotte artists Barbara Lane and Brenda Myrick are showing their work in a rare mother-daughter art exhibit at the Senior Center.

Through May, Lane will be showing her watercolor paintings of florals, the Vermont landscape and Maine. Her daughter Myrick will be showing her semi-abstracts in oil and acrylic.

The best days for viewing art at the Senior Center are Tuesdays-Thursdays, 2:30-4 p.m., or Fridays, 12:30-4 p.m. The center is closed on weekends. Info: 802-425-6345.

Scotter MacMillan  
Editor

A kinder, gentler Charlotte. A closer, more confident, friendlier and a more helpful Charlotte.

These are just some of the benefits community members advocating for Community Heart & Soul see coming from that process.

On Monday, April 25, the selectboard joined the planning commission in giving at least a thumbs up to considering the Community Heart & Soul proposal.

While the selectboard didn't pass a formal motion like the planning commission did, Selectboard Chair Jim Faulkner said, "It sounds like such a great idea."

Commission members Kyra Wegman

Community Heart & Soul is a program developed by Lyman Orton and The Vermont Country Store for "engaging a community in shaping its future," according to information from the Orton Family Foundation (communityheartandsoul.org).

"Developed and field-tested over a decade in partnership with over 90 small cities and towns across the United States," says the website.

The first year of the Heart & Soul process the cost is \$20,000, but Wegman and Bloch said Charlotte won't have to pay anything.

They are confident the Orton Family Foundation will give a \$10,000 matching grant and that the town's match will come from donations.

The second year the town's cost goes

## Charlotte Central School co-principal leaving

Scotter MacMillan  
Editor

Add another to the list of Champlain Valley School District administrators who are leaving for other positions, mostly outside of the district.

And this one hits a bit closer to home. Charlotte Central School co-principal Stephanie Sumner announced she is moving on after the school year.

Sumner is taking a position with the South Burlington School District as a co-assistant principal.

She said two new assistant principal positions have been created to serve the three elementary schools in the district, but primarily she will be assigned to Rick Marcotte Central School working with the kindergarten-sixth grade students.

Although she has worked with older kids, she's been working with younger students for seven years as the co-principal at Charlotte Elementary School. Sumner is happy to be staying with that age.

Describing the move as more of a "lateral move" than a promotion, she said, "There are things I'm really happy about and excited about. I do love the idea of just working in a different configuration that is straight elementary."

Sumner wouldn't go into details or acknowledge disappointment with the Champlain Valley School District upper administration or superintendent Rene Sanchez, but she said, "Nobody leaves a position if they're pretty happy in it."

She hastened to add that she loves what goes on in the Charlotte Central School building.

"We have amazing teachers and children and families in our Charlotte community.

This has been a really hard year and my priorities as an educator have always been to work in a system where I can have an impact,"

Sumner said, adding that many of her feelings about resigning were expressed very well in Shelburne Community School principal Scott Sivo's email to that school's families announcing he was leaving to take over as principal of Frederick H. Tuggle Middle School in South Burlington.

At least eight administrators are leaving their positions with the school district, al-

**"We have amazing teachers and children and families in our Charlotte community. This has been a really hard year and my priorities as an educator have always been to work in a system where I can have an impact."**



Stephanie Sumner

— Stephanie Sumner

though Jeanne Jensen chief operating officer is moving to a part-time position in the Champlain Valley School District. A number of emails and public comments at school board meeting have criticized school district leadership about a "mass exodus" of administrators.

Sanchez has said the turnover is in large part due to the same forces, primarily the pandemic, that has led to the current shortage of educators at school systems across the state.

"The role of a school leader in the current educational environment can feel perilous on a good day. The ability to be bold and strong, in difficult moments, is predicated on trusting that you are well supported and fully backed by well-established systems of leadership and governance," Sivo said in the email announcing his departure. "While change is always difficult, the unprecedented amount of leadership change we have and will face as a school district, along with the general uncertainty it brings, greatly impacted my decision to seek and accept this new opportunity."

## Town considers a proposal for seeking 'path' to itself

Scotter MacMillan  
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The second year the town's cost goes

Bloch admitted supporters of the program might approach the selectboard in the second year for donations in the same way the town donates to other nonprofit organizations.

Wegman said Community Heart & Soul offers a way for people to come together and talk about their town outside of town meetings.

When Orton, the owner of The Vermont Country Store, served on his town's planning commission, he grew frustrated that decisions were being made that would shape the town's future without any input from the majority of

commission meetings.

"What we're trying to create is large gatherings where these conversations can happen," Wegman said. "We're wide open to input."

Former planning commission chair



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