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Bio:

Bahn is a writer, photographer, and communication consultant. She is also an adjunct communication instructor and founder of Falling Spring Publishing.

Bahn spent her early career in communication and leadership roles for several nonprofit organizations in the Mid-South, including serving as the co-director of Together for Hope, Arkansas (TFHA). TFHA focused on childhood literacy and youth development in Phillips County, Ark., where more than 45% of youth and children live below the national poverty line.

After almost a decade of work in nonprofits, Bahn started a new adventure in organic farming and sustainable agriculture at Lucky Star Farm near the Buffalo National River in Rush, Ark. From there, she returned to school to complete an M.A. in Communication Studies while working as the music librarian at 91.9 FM KASU, graduate assistant, and research assistant for The Awareness Myth.

Bahn then joined the Arkansas State University Department of Communication faculty in 2017. She served as the program director of strategic communication for Arkansas State Online Services, developing programs in nonprofit communication, social media management, and global strategic communication. Bahn designed and taught more than 13 courses in strategic writing, strategic visual communication, branding, social media, data visualization, research, and development communication. She also authored several research studies and presentations.

Currently, Bahn works as a communication instructor and consultant for nonprofit organizations and small businesses in Arkansas. Her writing and images have been published in local and regional newspapers, magazines, and online publications. In her free time, she enjoys paddling local waterways, studying old maps, and chasing her dog, Fancy, around the Missouri and Arkansas Ozarks.

Education:

M.A. Communication Studies, Arkansas State University, December 2016

B.S. Journalism, Arkansas State University, 2008

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Press Release:

For immediate release

Contact Marty Scarbrough, KASU Program Director

mscarbro@astate.edu

office: 870-972-2367

**Additional information and photographs are available at:
www.goldheartsisters.com**

Gold Heart will perform a concert of bluegrass standards, gospel, and original music on Monday, Aug. 22, at 7 p.m. at the Collins Theatre, 120 West Emerson Street, in downtown Paragould, Arkansas. The performance is part of the Bluegrass Monday concert series presented by KASU 91.9 FM. KASU will literally “pass the hat” to collect money to pay the group. The suggested donation is \$5 per person.

The five-piece band features the three Gold sisters, Tori, Jocey and Shelby, along with their father Trent who plays bass and their brother Kai, 14, who plays banjo. The sisters, now in their 20s, have been performing and recording bluegrass music for more than 10 years garnering fans from across the United States and Europe. Tori plays mandolin, Jocey plays guitar, and Shelby plays fiddle. Gold Heart features rich family harmonies and exceptional bluegrass picking.

From their home in Virginia, Gold Heart tours nationwide and has also performed in Canada, the United Kingdom, Germany and Austria. The single "Ain't That Crazy" from their fourth album, Places I've Been, hit #2 on the Bluegrass Today Radio Charts in June 2015. The Gold sisters have been recognized for their songwriting skills at various competitions. The band performed at the prestigious Showcase concert for the International Bluegrass Music Association's annual convention in 2009, 2014 and 2015. The sisters have also appeared twice on the PBS-TV program "Song Of The Mountains." The sisters three previous albums include: My Sisters and Me, Never Let Go and Journey to Heaven's Bright Shore.

The doors to the theatre will open at 6:00 on the night of the concert, and seating will be first-come, first-served.

In addition to the concert, Terry's Café, 201 South Pruett Street in Paragould, opens on Bluegrass Monday nights to welcome bluegrass music fans. The café serves a catfish buffet meal beginning at 4:30 p.m. on the evenings of Bluegrass Monday concerts. Concessions will also be available at the Collins Theatre.

Bluegrass Monday concerts are held on the fourth Monday night of each month. These concerts are presented with support from Bibb Chiropractic, the Posey Peddler, Holiday Inn Express and Suites of Paragould, the Northeast Arkansas Bluegrass Association and KASU.

KASU, 91.9 FM, is the 100,000 watt public broadcasting service of Arkansas State University in Jonesboro. For more information, contact KASU Program Director Marty Scarbrough at mscarbro@astate.edu or 870-972-2367. Bluegrass Monday is also on Facebook (search "Bluegrass Monday").

-end-

Feature Article:

When Helena-West Helena Mayor James Valley took office in 2006, the newly consolidated city was \$1.5 million in debt. The city's bills had piled up, past due payments lingered. "That's not loans or bonds," Valley said. "We had to pay light bills, water, gas. We had the good fortune they didn't cut us off."

The consolidation merged two cities, both in poor financial condition. Since his arrival, Valley has reopened the city's landfill, converting it to a \$27 million asset from a \$6 million liability. The city has opened a third fire station, lowered its fire insurance rating, and passed a city sales tax. "We're finally seeing the fruits of having money in the bank," Valley said.

But Valley's newest objective seems simple enough: improve the quality of life.

"The key to development is having the quality-of-life people can appreciate," Valley said. In a community where nearly 30 percent of the population lives below the national poverty line, Valley has sought help from local non-profit organizations. To attract business developers, the mayor knows he must make the city more attractive.

"We'd like to increase our population, but the way you do that is making it be a place you want to live," Valley said.

The city has partnered with local schools and non-profit organizations to aid economic and community development. Part of his plan includes reestablishing city parks and working on a master plan for downtown, now known for its decaying buildings and deserted storefronts. "We want to develop infrastructure on how to use that area that would be advantageous for economic development," he said. The city is also utilizing radio campaigns to encourage citizens to spend money at home. "A business looking to locate here wants to know how the people treat local established businesses," Valley said. "The quickest form of economic development is to get businesses here to expand. If you get 10 of them to add 10 jobs, you have 100 new jobs."

Valley said the city has adopted a "scattershot" approach to economic development. "We're doing a bunch of different things," he said. "We're hoping that all of them will bring some action." He said the city can't fail if it tries all these approaches. And he's not afraid of spreading the city's resources too thin.

To help, the city has partnered with the Together for Hope, Southern Financial Partners, and other local non-profit organizations. "We're not in this thing by ourselves," Valley said. "In the past I think the approach of the city was we can only do these few items and it led us down."

Together for Hope

A few blocks west of the Mississippi River, the Garden of EDEN lies on the corner of Walnut and Missouri streets in Helena-West Helena, Ark. This community garden sits, slipped in between abandoned juke joints and rundown restaurants. Broken liquor bottles litter the ground around it.

A greenhouse rests in the middle of the corner lot. It is an unusual sight amid such neglect. But it is a sign of growth in this stunted community. It is a sign of hope. "People think it just dropped out of the sky," said Will Tate, a Helena-West Helena resident.

But the Garden of EDEN in old downtown Helena didn't materialize overnight. It was the vision of two Delta transplants, Ben and Leonora Newell.

EDEN stands for Empowering Development through Education and Nutrition, Ben Newell said. "They're initiatives with the community," Newell said. The garden in old downtown Helena serves as a teaching tool for local schools. "Partnerships with kids so they can learn about nutrition, microenterprise and community service through gardening," he said.

A second community garden in old West Helena offers residents free produce. The gardens and the Newells have recently attracted attention from Heifer International to plant a third community garden. Set to grow organic vegetables and employ workers, the garden is currently under development in old West Helena.

Newell, a former corporate businessman, moved to Helena-West Helena from North Carolina six years ago with his wife, Leonora, and their three children. The Newells serve as coordinators for Together for Hope (TFH), one of the many non-profit organizations in Phillips County.

The Cooperative Baptist Fellowship started TFH, a rural poverty initiative, in 2001. Six years ago, CBF targeted 20 of the nation's poorest counties and committed resources in five regions to affect change in rural communities. Helena-West Helena falls into one of the 20 counties partnered with CBF.

Newell, 53, recalled the first year his family arrived in Helena. "The first year, everyone asked, 'Who are these crazy people walking around?'" Newell said. "It's a continual question, 'Are they still going to be around?'"

Newell said TFH's vision is to help Phillips County think strategically about its assets and resources to accomplish goals, not just dwell on problems.

In 2008, TFH will also open a 10-person business that manufactures building components for affordable housing. The business will create sustainable employment with livable wages of \$11 an hour.

"We're small potatoes in the formula," Newell said.

In the summer of 2007, TFH teamed with the city to open a new Helena-West Helena pool-house facility. It replaced the existing building that dated back to the 1920s. The original facility was infested with wasp nests and lacked shower curtains and divisions between bathroom stalls.

Through improving the quality of life for the people, Newell hopes to attract more economic developers to the community. "Economic developers want to make sure you have a healthy, educated workforce, and not divided racially," Newell said.

Newell admits getting started wasn't easy. "It wasn't just somewhat difficult, because of the trust factor that is evident and inherent in smaller places," he said. But people began to recognize Newell's sincerity when TFH started building trust among the community. "It starts with socially being inclusive, trying to be a part of the community in a holistic way," Newell said.

When the Newells arrived in Helena-West Helena, someone sent Newell to see Will Tate. Ask almost anyone in the city and they know Tate. A tall, talkative man, Tate knows his way around Helena-West Helena.

The Helena native comically recalled his initial encounter with Newell. Tate candidly expressed to Newell his disillusionment with people moving into town

offering help. "They'd all start sticking needles in us to see how poor we are, how black we are, how white we are, how many kids we have," Tate said. "I told Ben, 'I'm not gonna be rude, but if you and your organization start projects here, it's got to stay here when you go, and believe me, you will go.'"

Newell told Tate not to worry. Two community gardens later Newell and Tate's relationship prospers.

Their different racial backgrounds never interfered with business, contrary to the history of this region where even today, political, and economical divisions exist in a community that is some 62 percent black and 37 percent white.

Sharing in the Rainbow

Tate serves as the drop-out prevention case manager for the Helena-West Helena school district. However, this isn't Tate's only job. Often, he can be found in the middle of the community, organizing events, talking with people and trying to help citizens.

Tate agrees with Valley's vision to increase the population. "Around 45,000 people," Tate said. "Provided we get the industry in, we welcome people in, let them know we're not the best, but that's what we're shooting for."

The once booming Delta city has seen its population dwindle to a mere 15,012 from its peak of 25,000 in the late 1940s.

A population increase isn't Tate's only dream.

His current do-it-yourself project, "Sharing in the Rainbow," occupies his free time. Tate has already organized four events to join people together with more than 30 non-profit organizations in Helena-West Helena. "It's my intent to bring them together one time, once place, same day, same time in the area that needs these services the most," Tate said.

Tate concentrates his efforts on the largest section of the city's housing department located across the northernmost levy. "I want to let people know what we have to offer," Tate said. "I want people to leave feeling very harmonious, a lot more knowledgeable."

Tate spends his free time walking the streets "telling drug dealers and ladies of the evening" about available non-profit services. "People look at me like I'm a fool," Tate laughed.

But his persistence is working. More than 600 people attended his last "Sharing in the Rainbow" event in April.

But Together for Hope and the Sharing in the Rainbow aren't the only non-profits affecting change in the community. The city has also forged a vital relationship with Southern Financial Partners, an affiliate of Southern Bancorp of Arkadelphia.

Southern Financial Partners

SFP, nicknamed "The Rural Turnaround Specialists," was recently named one of the top non-profit organizations in Arkansas by Arkansas Business. SFP has teamed with citizens to establish a plan to combat the effects of poverty in Phillips County.

Helena native and vice president of Southern Financial Partners Joe Black said SFP has invested \$7 million in Phillips County. The Walton Family Foundation has supplied another \$7 Million, with a total of \$41 million in investments from the public and private sectors into the region.

SFP has its hands in several projects in Phillips County. Contributions include financial support for the Knowledge is Power Program Delta College Preparatory School, permanent financing for the new \$4.5 million Helena Health Foundation/Delta AHEC Wellness Center and funding a \$30,000 study that led to the construction of a \$25 million biodiesel plant that will employ more than 40, among other developments.

"We will eventually measure change and progress through the use of systemic benchmarks such as a reduction in poverty rates, increase in homeownership, improved student performance," Black said. "In the short term, we measure change by the visual activities that are occurring, citizen perceptions."

Even Black admits that turning a community around isn't easy.

"Reviving distressed rural markets is not a quick fix," Black said. "We have to think in timelines of 10 to 15 years." Black said Helena must change from the

inside-out. With the help of non-profit organizations, citizens are learning to help themselves. "That is why we think it is so important that local organizations with a vested interest in the community must lead such change initiatives," he said. "Outside groups cannot make such a commitment."

SFP, the largest and most profitable rural development banking organization in the United States, recently awarded \$240,000 to assist with construction of a new facility for the Phillips County Boys and Girls Club. The Club's new flagship building is scheduled to open in early August 2008.

When asked about the Boys and Girls Club, Black said, "We anticipate it impacting student performance by providing an after-school environment that is safe, healthy and conducive to learning."

Boys and Girls Club

For Jason Rolett, working as the executive director of the Boys and Girls Club in Phillips County isn't just a job. It's a way of life.

"I have been involved with the Boys and Girls Club as long as I can remember," Rolett, 32, said. "I started swimming lessons at the Boys and Girls Club in North Little Rock when I was 2 years old."

Rolett's father, Ron, also serves as an executive director of the Boys and Girls Club in Bryan, Texas. "So, I guess you can say the Boys and Girls club has been a part of my family heritage," Rolett said. "In every city I lived in growing up, I was always a member of a Club from North Little Rock to Carlsbad to Bryan," Rolett said.

He began working as the athletic direction for the Boys and Girls Club during college at Texas Tech University in Lubbock. Rolett now shares his experience with Phillips County, the poorest county in Arkansas.

The Boys and Girls Club opened in the summer of 2006 and averages more than 90 children a day. The Club was born out of the Delta Bridge Project, in partnership with the Walton Foundation and Southern Bancorp, as well as a group from Helena Central High School, Rolett said. "Basically, a group of concerned citizens and teachers came together," he said. "After about a year of work behind the scenes the group went public with their intentions of starting a Club here and began fundraising and searching for a facility."

Helena-West Helena is plagued with a high school drop-out rate of nearly 40 percent.

In Phillips County, boys and girls are left to find their own recreation and companionship in the streets, Rolett said. An increasing number of children are at home with no adult care or supervision. "Young people need to know that someone cares about them," Rolett said.

The Club is open everyday after school and all day in the summer. It reaches out to children who cannot afford, or may lack access to, other community programs. The dues are low, averaging \$5-\$10 per year, Rolett said.

The Club focuses on five areas of growth: character and leadership development, education and career, health and life skills, the arts and sports fitness and recreation. "By talking to parents and teachers of our members, I have been told that their grades have been getting better by attending our homework help program," he said. "We haven't been open long enough to really see the impact we will have over time yet. Our teenage members have been great, and many portray many positive attributes for our younger members to learn from." Rolett said within the next five years he would like to see the Club reach 500 kids per day throughout Phillips County.

-end-

Column:

When my grandfather died in 2009, his gardening wisdom died with him. Six years later, I find myself covered in dirt at the end of each day, wondering if I'm making him proud.

Every Sunday of my childhood our family would gather at Daddy's house after church to eat his garden's yield: tomatoes, squash, okra, beans. Some of my earliest memories are sitting at his kitchen counter snapping beans and shelling peas. I remember his giant, weathered hands delicately peeling peaches for my grandmother to freeze. One of 12 children, Daddy grew up in Portia, Ark., and often drove us to buy peaches from roadside stands there or watermelons in Cave City.

He simply loved good produce.

These memories, and others, fueled my desire to learn about his green thumb. As a child I once saw the man put a stick in the ground that many years later grew into a tree. I thought he had a superpower. I later learned the mystery of soil, seed and water. And after many years working in the Arkansas Delta, witnessing poverty and hunger amidst some of the most fertile soil on the planet, I wondered how we got so much, so wrong.

Could I, too, have this superpower that my grandfather had? And could I learn to use it for good?

These questions brought me to WWOOF—World Wide Opportunities on Organic Farms—an organization that connects farms and potential farmers, such as myself. Finding a farm is akin to online dating—a profile, a search engine, certain qualities you're seeking. Much like finding a mate, it can be a crapshoot. WWOOF also seems to be the best new way for young folks to travel (and scare their parents). And while I'd heard good and bad stories, I never imagined I'd find a farm like Lucky Star in Rush, Ark.

Growing up in the flatlands of northeast Arkansas, I always longed for the hills on the other side of the Black River. I moved to those hills, 14 miles south of Yellville, and joined the Lucky Star family in February. Lucky Star is a 200-acre permaculture homestead with goats, chickens, ducks, guineas and countless fruits and vegetables. It is heavenly, sitting only a few miles from the Buffalo National River.

Catherine E. Bahn

Writing Portfolio

Farming is learning a new pace of life. It's fast, furious, slow and steady. Each day is full of work and days often blend together. "Is this Tuesday? No, it's Thursday," is a common conversation you have with yourself. As an apprentice of sorts, I've gained firsthand experience starting seeds, taking care of animals, planting, weeding, building, and, most importantly, eating.

I haven't tasted a tomato this good since my grandfather was alive. Each time I fix a cucumber and tomato sandwich I think of him and his rows and tomatoes growing in his backyard. The long list of gardening questions I would ask him are slowly being answered one-by-one during my time at Lucky Star. The owners, David and Donna, are patient, intelligent, resourceful growers who graciously impart their wisdom to me. While our days can be long and hot, our meals are first class. We gather around an old farm table for dinner each evening to swap wisdom, recipes and dreams.

While my dream of becoming a farmer seems daunting some days—okay, most days—I am encouraged by my family's response to the produce I've shared. Tomatoes I started from seed, transplanted, planted in the garden soil, mulched, weeded, and truly loved. My family has long compared me to my grandpa, but living and learning at Lucky Star connects me to him in a way I never anticipated. As I reap and sow, I consider what he would think of my dreams, of WWOOF, of organic farming, of using this superpower for good.

And then, I eat a tomato from the garden, and I know how proud he is of me.

Appeared in Ozark Yoga Magazine, 2015.

Creative Nonfiction:

Every now and then I'd see Miss Mary at the grocery store.

She and Johnnie didn't have much—a borrowed house, a maroon pick-up, a disability check and a fat, tan-and-white mutt named Mr. Rusty Smith.

Sometimes, I'd avoid her. Not because I didn't want her hugs, or her pet names, but I knew how embarrassed she'd be if she knew I'd seen her buying 32 oz. cans of Natural Light.

If Mary was inside the store, you could bet all the money you had that Johnnie was sitting in the truck, talking to Mr. Rusty Smith. Mary didn't go anywhere without Johnnie. Johnnie didn't go anywhere without Mary. And that was that.

I met Mary years before her diagnosis, during my first summer of work in the Delta. She often cooked for volunteers coming into the community. You didn't even have to meet her to know that her greatest gift was her ability to cook. Fried chicken, greens, pork chops, yams, butter beans, anything you could imagine and more.

Part of my job was to ensure Mary got what she needed from the store, pay for it, and see that it all got to the kitchen in one piece. This meant visiting her at the house, sitting with her, helping plan a menu and meeting her as early as 5 am to shop. Some days when I visited Mary and Johnnie, I'd sit on the couch, in a room full of cigarette smoke with Bonanza blaring on the TV, and listen to their stories. Johnnie reminisced about his love of driving trucks, shared stories of back-breaking work in the fields, recounted surgery after surgery. Sometimes I'd even examine their x-rays for them, like I knew something about the film, something about the pain they each felt.

They often told the same stories. Nearly every visit started with a story about the hailstorm of 2010 when Mary crouched in the hallway with her Bible hollering at Johnnie to take cover, and ended with Johnnie telling me about driving big-rigs cross-country when he didn't even know how to read.

Some days, I pulled up at their small blue and white house on the edge of town and found the two of them sitting in the truck, the telephone strung out to the car--just in case someone called--pretending they had the gas money to drive somewhere, far away.

Miss Mary had no family, other than Johnnie. And Johnnie had no family anywhere nearby.

I traveled a lot and would call her and Johnnie sometimes to make sure they were ok. She'd always answer my calls the same way, "Hey, lamb chop." This wasn't her only name for me. They both regularly called me their angel. Family. Daughter, even.

Mary and Johnnie weren't married. In fact, they weren't even romantically involved. They'd joke sometimes about getting married, but didn't see the point. Later, when Johnnie was struggling with the reality he couldn't make decisions of how to honor Mary in her death, I'd often wish they'd gotten married simply for the legality of it—he told me he felt like he had no voice, he couldn't stick up for her. And he was always sticking up for her.

Mary never finished school. She dropped out to take care of her father. Her mother died when she was a child and she called an aunt "mother." Mary inherited that kindness, that compassion. Her father was a fugitive who fled from Mississippi, her mother a Cajun. She had a sister who could pass as white. These were the stories I'd hope to record. Even a few days before her death, I'd mapped out in my mind how Mary and I could travel through her life, detailing the events, writing her story. Of course, this was my idea, not hers.

Poverty wasn't something Mary became familiar with until later in life. She always told me she and her sisters had a new dress to wear to school each week. They made their own. She never hurt for anything, she said. I often wondered how she found herself in this place: a place of scarcity, insecurity. She and Johnnie lived solely on disability checks and would often call with a need. In the summers they needed fans; in the winters, heaters. Sometimes, they'd need money. Both required expensive prescription drugs to make living tolerable. Johnnie had major reconstructive back surgery prior to moving in with Mary, before his house burned. They told him he'd never walk again. Mary disagreed; so did Johnnie.

They didn't ask for money often, but when they did, I tried my best to find some. Johnnie despised asking me for money. He'd demand I be paid back as soon their check would arrive. They'd drive over to the house to repay a loan every so often because Johnnie insisted. Usually, Mary would hand me the cash, and when Johnnie wasn't looking, I'd hand it back to her.

When Mary became ill, Johnnie found his strength again. He'd often tell me, "When she was down, I was up." And when he felt down, Mary was up. This was how they survived. Each partner taking turns, one always up, one always down. I knew

Johnnie wouldn't last long after Mary was gone. And he didn't. Two weeks was all. The day she died he told me, "Catherine, if the Lord would let my fly, I'd fly."

I visited Mary a few days before her death. I hadn't seen her for several months because I'd been traveling so much. That day I asked her what she'd like for lunch, anything at all. She wanted a chicken sandwich from Wendy's and a gallon of chocolate milk. She'd lost so much weight you could barely recognize her. When she wasn't paying us any attention, Johnnie told me that it was bone cancer. She hinted at it, but never told me directly. I was never concerned we'd lose her so quickly. After she'd eaten only a bite or two out of her sandwich and asked me to put in the fridge, she told me, "Catherine, I am not frightened. I feel no pain. I learned a long time ago there's no sense in worrying about something you can't control. You just give it to the Lord, and he'll do the rest."

Johnnie didn't come to the funeral. And I never saw him again.

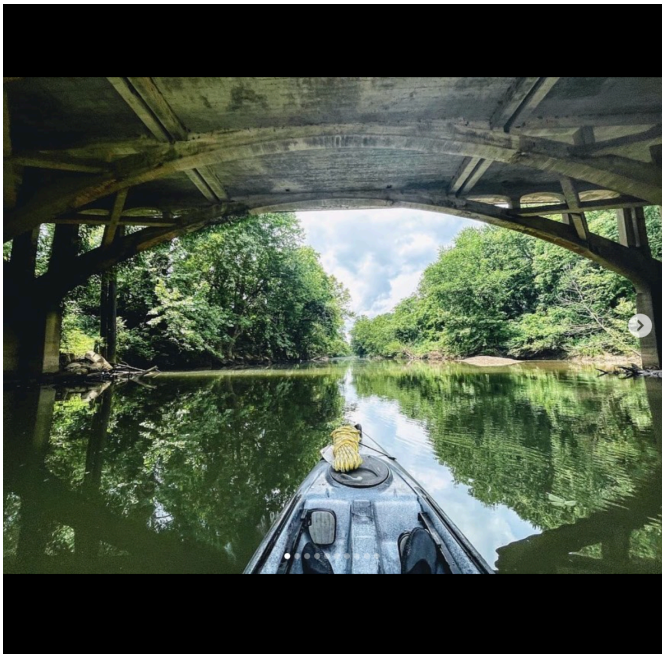
I always hoped she'd be around to attend my wedding, meet my husband, meet my children. It was something I looked forward to. But then again, that was my idea, not hers.

I remember the first time I heard Mary cuss. I nearly fell on the floor. She was always full of surprises. She was one of the sweetest and orneriest ladies you'd ever meet. She was graceful yet authentic.

And every now and then, when I'm at the store, I think I see her, walking slowly down the aisle, leaning on her cart, hiding her Natural Light. And when I close my eyes to remember her and Johnnie, I smile, and regret never sharing a beer with the two of them and Mr. Rusty Smith.

Delta Ink radio competition, accepted 2012.

Social Media:



ruralriversproject
Poke Bayou

ruralriversproject Rural Rivers Wrapped 2021:

1. Poke Bayou float to White River, Ark.
2. Paddle boarder at Cane Bluff, Eleven Point Wild and Scenic River
3. Alley Springs, Jacks Fork Ozark National Scenic Riverway
4. Cold Springs, Spring River
5. Steele Creek, Buffalo National River
6. Boze Mill, Eleven Point Wild and Scenic River
7. Sam A. Baker State Park, St. Francis River
8. Riverton to 142 float, Eleven Point Wild and Scenic River
9. Gravel road somewhere in Mark Twain National Forest
10. Piney River Float Trip Ale from Cane Bluff to Greer, Eleven Point Wild and Scenic River

Endless gravel roads, tailgate picnics, and rural rivers. Here's to celebrating what we've seen and what's left to see.

#ruralrivers #rural #rivers #elevenpointriver
#elevenpointnationalriver #wildandscenicrivers
#wildandscenic #marktwainnationalforest #ozarks #missouri

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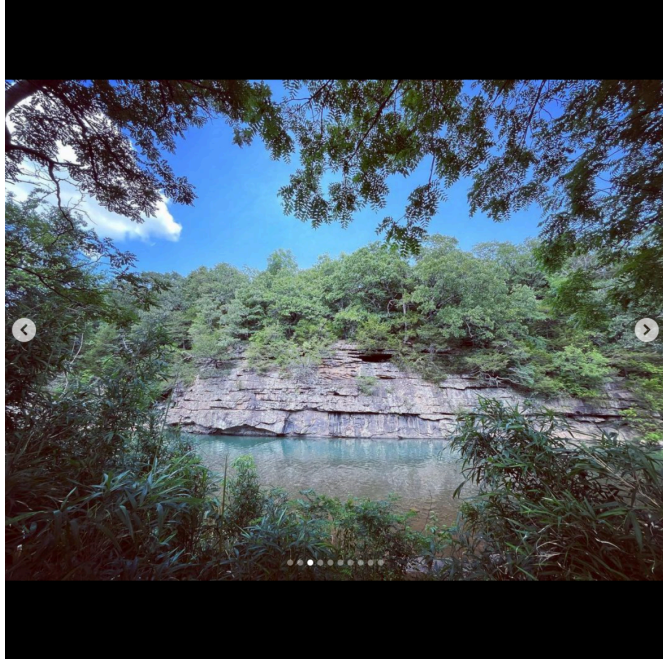
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Catherine E. Bahn

Writing Portfolio



ruraliversproject
Bayou Access on the Spring River

ruraliversproject Summer river scenes:

1. Spring River, Bayou Access, Ark.
2. Eleven Point, Riverton Access, Mo.
3. White River, West Fork, Ark.
4. St. Francis River, Sam A. Baker State Park, Mo.
5. Strawberry River, Peebles Bluff Access, Ark.
6. White River, Jacksonport State Park, Ark.
7. Black River, Coffey Access, Ark.
8. Eleven Point River, Riverton, Mo.
9. Buffalo River, Harriet, Ark.
10. Eleven Point River bottoms, Myrtle Access, Mo.

#wonderfularkansas #arkansasstateparks #ozarks #auxarcs
#river #rural #ruralriver #elevenpointriver
#elevenpointnationalriver #wildandscenicrivers
#marktwainnationalforest #missouri #missouriozarks
#buffalonationalriver #buffaloriver #blackriver #whiteriver
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Together for Hope, Arkansas
Liked · December 17, 2013 · Edited

We did it! You, our Together For Hope Arkansas family, provided a new book for every child served through Stories on Wheels at six preschools and two family programs. We received books and financial donations from here in Helena and all across the country, for a grand total of 562 books collected for Christmas this year - that's more than four times as many books as we collected last year!

Today our friends at KIPP Delta Public Schools opened their Christmas gifts from Stories on Wheels and were so excited! We are so thankful for everyone who gave. In an effort to publicly give thanks, we're tagging all known donors. We are overwhelmed by your generosity.

Merry Christmas everyone! — with Van Jones, Lydia White, Cathy Cunningham and 46 others.

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👍 Holly Hobert Richey, Jenny Hodge, William Stalay and 81 others like this.

📄 13 shares

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👤 Pam Durso Makes my heart happy to be connected to such an amazing ministry!
December 17, 2013 at 3:33pm · Like

👤 Kerry Russell I am so proud if the work you are doing there!
December 17, 2013 at 3:42pm · Like

👤 Jon Towns Haha wow!! How did you know i donated?? Anyways im glad i could help!
December 17, 2013 at 7:07pm · Like

👤 Jennv Hodge Congratulations on dreaming big!
Write a comment...

Sample chapter from textbook for Strategic Visual Communication:

Module 1

Strategic Visual Communication Foundations and Color Theory

Strategic Visual Communication combines the tenets of strategic communication and principles of visual communication. We (Bahn & Hill, 2024) define strategic visual communication as

Strategic Visual Communication is the intentional and research-based use of visual elements within strategically selected platforms to reach an intended audience for a desired impact (Bahn and Hill, 2024).

- Intentional and research-based means that the visual messages are designed with a purpose.
- Visual elements can include photos, videos, color, design, fonts, shapes, and icons to convey meaning.
- Platforms and channels are selected strategically to most effectively reach the intended audience.
- The desired impact is the communication goal of your strategic visual communication - what you want your audience to think, feel, or do.

The Importance of Visual Communication

Prehistoric civilizations used images to communicate, and scholars agree that visual communication is arguably as important, if not more important, than verbal communication in conveying messages (Lester, 2014). The saying "A picture is worth a thousand words" underscores the power of visual elements such as images, design, shapes, and color in conveying meaning.

Understanding Color Theory

Applying color theory principles, such as color harmony, is essential in developing brands for individuals and organizations. For instance, if you want to position your company brand as trustworthy, you would use a different color (blue) than if you want to convey excitement (red). As color scholar JL Morton (2024) highlights, colors are complex, and their meanings can vary across contexts and cultures. For example, while yellow can convey happiness, it can also signify caution. Seeing red in Asia could symbolize good luck, whereas in North America, red is often associated with a drop in stock prices.

References:

[Lester](#), P. (2014) *Visual communication: Images with messages*. Wadsworth/Cengage Learning.

Morton, J.L. (2024). The meanings of colors. *Color Matters*.

<https://www.colormatters.com/color-symbolism/the-meanings-of-colors>

Required Readings:

Strategic Visual Communication Workbook, Module 1 (MLO1ab)

[What is Strategic Communication](#) (Section 1 and 2) (MLO1b)

[The Meanings of Colors](#) (Click on left for individual colors) (MLO1a)

[Color Theory 101: A Complete Guide to Color Wheels & Color Schemes](#) (MLO1ab)

[Color Psychology: How To Use it in Marketing and Branding](#) (MLO1a)

Required Video:

[Decoding Color Theory: Elevate Your Marketing, Web Design, + Branding](#) (MLO1a)

Optional readings:

See [Hallahan](#) et al 2007; [Roberts](#), 2016; and [Bohan](#), 2021 for tenets and definitions of strategic communication.

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Extended Abstract

[Extended Abstract] Framing the Renaming of “Sq___”: A Visual and Textual Analysis of Owned Media by the Department of Interior Related to Secretary’s Orders 3404 and 3405

Background and Introduction

In its almost 250-year history, the United States of America has declared only three words as “derogatory” and banned them from federal usage. Operating through the US Department of Interior and subsidiaries, the US government in 1963 mandated that the pejorative for “African Americans” be replaced with the actual word “Negro,” which remains on maps today. In 1974, the pejorative for the word “Japanese” was replaced with “Japanese.” In 2021 the Secretary of the DOI, Deb Haaland, declared the word “squaw” as a derogatory term and ordered it removed from all federal usage in Secretary’s Order 3404 (Does, nd). The DOI explained the term was historically used as an ethnic, racial, and sexist slur for Indigenous women (Secretary, 2021). Secretary’s Order 3405 established the Advisory Committee on Reconciliation in Place Names, which also developed processes for replacing derogatory names (What, nd).

Secretary’s Order 3404 resulted in replacement of more than 650 place names (see Appendix A) and took more than a year to accomplish (Interior Department, 2022). Replacing names that have been attached to geographic features for, in some instances, hundreds of years (Domestic Names Committee, 2016) necessitated

careful planning and strategic communication. As defined by Hallahan et al (2007), strategic communication is the “purposeful communication activities by organizational leaders and members to advance the organization’s mission” (p. 27). The purpose of this study is to examine the framing of textual and visual communication of owned media, defined as controlled content (Dietrich, 2020; Holtzhausen & Ansgar, 2014), published by Department of Interior and government entities related to Secretary’s Orders 3404/3405.

Place name, or toponymy, scholarship is multi-disciplinary, most traditionally studied by historians, geographers, and cartographers (Harley, 1990). Linguists have increasingly added to place name literature (Luu, 2016). Additionally, rhetoricians have considered the rhetoric of place as protest (Endres & Senda-Cook, 2011). The emergent disciplines of geographic communication (Adams & Jansson, 2012) and public interest communication (Brunner, 2017) provide a potential connection to toponymy scholarship. Studying the DOI’s owned media through a strategic communication framing lens illuminates textual and visual messaging strategies. Preliminary findings indicate the DOI featured Secretary of Interior Haaland, the first Native American to serve as cabinet secretary (Secretary, nd), as taking historic action to make public lands and waters inclusive. Images often depicted Haaland in front of majestic landscapes such as mountains. Analyzing findings in a framing context will not only make significant contributions to communication scholarship but also help position communication scholarship into place name studies.

Literature Review: Place Names and Theoretical Framework

Place Names and Indigenous Women

RDK Herman (2015) noted movements to replace derogatory place names as well as restore Indigenous names have increased in recent decades. Specifically, “[a] campaign against “squaw” place-names is also prominent, despite controversies and disagreements within and beyond Indian communities.” (p. 40). From the time Europeans moved westward across the American continent, two toponym trends emerged:

- 1) European settlers abandoned or ignored Indigenous names in favor of names from their homeland, the Bible, or even eponyms (Miller, 1969),
- 2) Male settlers commonly named geographic features after women, often using unflattering slurs in the case of Indigenous names (Brown & Rich, 2015).

In 2015, *Smithsonian Magazine* concluded its story about President Barak Obama “wrestling” with restoring Mt. McKinley to its Athabaskan name “Denali” by saying, “A new conversation on Indian place names is taking place, one that may see another resurgence of native toponymy” (Herman, D., 2015, para 20).

Place names often hold symbolic meaning, and replacing toponyms can face competing agendas. As Cohen and Kliot (1992) wrote, “Affixing names to places is inextricably linked with nation building and state formation. Sweeping changes in the naming process reflect ideological upheavals and are often expressions of ideological values” (p. 803). Scholars have noted the loss of Indigenous language in land

descriptions (Miller, 1969). Some cartographers, while acknowledging ethical dilemmas, have held that maps should not be changed to correct representational deficiencies or address social issues (Harley, 1990). Recently, however, scholars from across disciplines have called for changing public places with names that promote white supremacy (McGill, et al, 2022).

Theoretical framework: Framing and Visual Framing in Strategic

Communication

Entman (1993) described frames by saying, “To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described” (p. 52). Communication researchers have widely applied framing analysis to news releases on topics such as human rights (Barnett, 2005), public health (Lee, 2014), and gun control (Steidley & Colen, 2017). Attempts at framing prioritize selection and salience – or making something more noticeable.

While suggesting the utility of framing to analyze messages, Hallahan (1999) noted that “framing plays an integral role in public relations” (p. 207). A 2010 analysis of 30 years of framing research found that frames could provide both “theoretical and practical understanding of public relations campaigns,” (Lim & Jones, 2010). Ihlen and Verhoeven (2015) identified framing as a social theory included in the growing strategic communication discipline.

While Entman's (1993) article primarily addressed framing of texts, visual framing has become increasingly popular (Brantner et al., 2012) but lacks an agreed upon definition (Bock, 2020). Dhanesh and Rahman (2021), in a study of the importance of visual frames in public relations, noted while there is no recognized definition of visual framing, image order and priority influence the interpretation of the image and its subject. Their conclusions emphasized frame building based on dramatic visuals and storytelling in persuasive public relations. Visual analysis is an important component for a framing analysis of strategic communication given that public relations function as "imagemakers" attempting to construct what Lippmann termed "the pictures inside our heads" (in Hallahan, 1999, p. 206).

A study of Secretary's Orders 3404/3405 follows Entman's (1993) proposal on the use of framing analysis by communication scholars. A visual and textual frame analysis provides the lens to analyze the owned media from the DOI and government websites addressing the following research questions:

RQ1: What are the frames evident in texts of DOI/government owned media related to Secretary's Orders 3404/305?

RQ2: What are the frames evident in images and multimedia of DOI/government owned media related to Secretary's Orders 3404/305?

Method

A qualitative textual and visual analysis is being used to identify frames in DOI/government owned media and answer the research questions. Procedures

follow Gibson (2009), who noted the usefulness of textual analysis in exploring frames. Data was collected from the DOI/government webpages in the form of owned media including press releases, multimedia, and publications. The researcher used the search function on the DOI newsroom page to search for “3404,” “3405,” “derogatory,” and “sq___.” Repetitive and unrelated documents were removed. The collected documents were organized in a spreadsheet and printed. Data are being reviewed several times, the first few times for content and understanding. Documents are being read, marked up, and sorted into emerging frames. Emergent data is also being reviewed. For example, some news releases or “frequently asked questions” reference additional publications. Those materials are being collected for additional analysis. A visual analysis follows procedures advanced by Bahn (2016), in that images and words are analyzed simultaneously and treated with the same rigor. Photographs will be downloaded and multimedia videos linked for analysis. An exhaustive sample and analysis are planned. Peer debriefing will be utilized for trustworthiness of identified frames.

Expected findings, discussion, and remaining analysis

Preliminary analysis illuminates evident frames in DOI/government owned media related to Secretary’s Order 3404/3405: 1) Words matter. “Sq_ _ _” is a slur, and there is no place for racist names in federal usage, 2) It’s (past) time for reconciliation. Haaland is “taking action” to expedite processes that previously took

years to implement, and 3) The nation's public lands and waterways should be welcoming and inclusive.

Images and multimedia highlighted scenic landscapes. DOI-related government entities such as the United States Geological Survey and the Board of Geographic Names emphasized official policies of the government. For example, in response to a Frequently Asked Question, the USGS specified only the word "sq_ _" was within the scope of Secretary's Orders 3404/3405. Additionally, news releases highlighted the complexities of the renaming processes and the Task Force's careful consideration of thousands of public and Tribal recommendations.

The preliminary framing findings will be further organized following peer debriefing. Additionally, the researchers look forward to discussing the frames in both strategic communication and place name contexts. As Entman proposed (1993), synthesizing the findings will allow for an important development in the nation's history to be viewed through communication frames and provide a foundation for future research.

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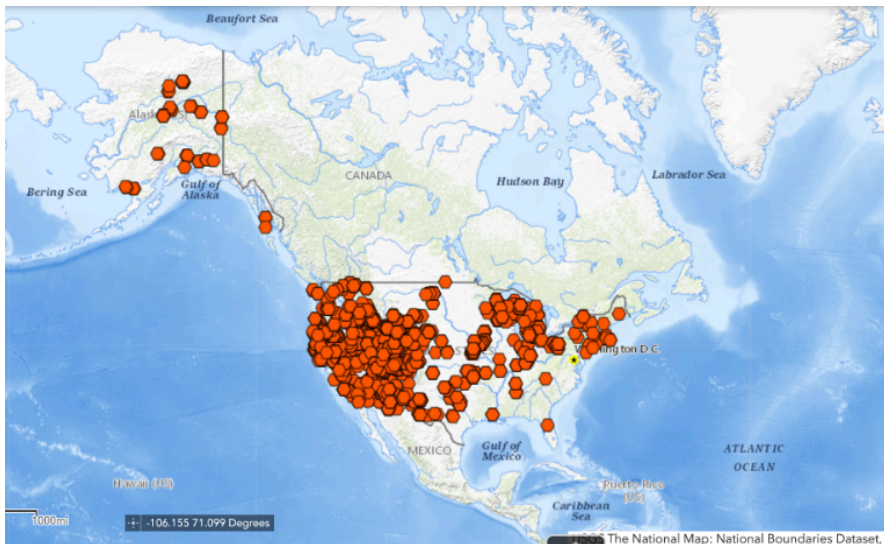
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Appendix A



Locations of “Sq__” Geographic Features Affected by Secretary Order 3404

Retrieved from https://geonarrative.usgs.gov/names_taskforce/