A group of Biddeford residents and officials who set out to beef up their city’s public image now have a beef with the newspeople they set out to woo.

"We're reporting the news. We're not in the business of public relations," said Mike Carque, News Director at WCSH-1V (Channel 6), the Portland-based television station targeted by Biddeford's public-relations campaign.

"The public deserves a free press and advertising cannot affect newsgathering," said Mike Carque, News Director at WCSH-1V (Channel 6), the Portland-based television station targeted by Biddeford's public-relations campaign. "We're reporting the news. We're not in the business of public relations."

Robinson and the committee said that Channel 6 may see none of that $25,000, and certainly will not see all of it. The scuffle hasn't done much to improve the reputation of Biddeford, where political scandals reign over the police department and city hall while potentially-toxic ash rains down from the Maine Energy Recovery Corp. incinerator. But the face-off has raised pointed questions about who should draw the line between paid advertising and a free press.

When a local station aired an unflattering news report on their efforts, the Committee for a Better Biddeford went public with a threat directed at the news source. The committee may re-route $25,000 of advertising money.

But Mark Robinson, who is in the business of public relations and whose Biddeford-based PR firm represents the committee, said the Channel 6 report was exactly the kind of negative image the committee is trying to fight.

"It was framed and edited intentionally to make this effort look bad," said Robinson. As a result of the report, "The public deserves a free press and advertising..."

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**TUNES OF THE LIVING DEAD page 6**
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**REAL PUZZLE page 27**

**IN THE WCSH story, Biddeford Mayor Bonita Belanger (center) poses for cameras with two fellow supporters.**

**Art of the living dead**

By W.D. Cutlip

"Please join me now at the low end of the FM dial, where Beethoven's Ninth Symphony, the Ode To Joy, is being performed by the London Symphony Orchestra. We will stand rapt, hands folded as if in prayer, swaying gently while the Chorale moves us in a great romantic swelling and ebbing. Oh, hear the angel voices! As the Chorale recedes and the announcer sonorously pronounces the name earl Ruggles, we await the angelic choir of yet another age in the same beatific posture and bid the soft pipes to play on. But the soft pipes do not play on. We hear instead the grinding dissonances of a sci-fi movie score, the scary part where a monster resembling an animated blob of vomit bites the antagonist's face off. Eyaaah! Modern music! Quick, change the station! And so we spin the dial in a blind panic until soft tones and swelling strings waft once more from the speakers and we are again translated into a state of grace. Relaxed, tranquil, emotionally uplifted, we listen to the Lush Strings of the Hollywood Symphonette rendering, as it were, Billy Joel's "Just The Way You Are" symphonically. Ah, you say, classical music. The way I like it, the way it oughta be: diabetic sentiment, historical significance. God, how I love culture. You know, I think if we just left the old Walkman on this here "classical music" station, we might never again have to listen to that modern crap they sometimes play on MPR. Boy, would that be a relief."

Listen: they're playing Montovani's "Dinner In Rio." Isn't that nice? You, that's nice. Incidentally: classical music is dead.
Newsbriefs Weekly


Drunk driving brings horror ads on route to TV

A series of public service announcements sponsored by the Maine Division of Public Safety that highlight the dangers of drinking and driving. Accidents of alcohol-related personal injuries resulting in serious injuries or death will be aired on radio and television stations statewide.

One announcement features a woman whose life as it was all around her in the last 15 minutes of her life while cars were passing her out of the window.

Duck tales

On August 6, the Great Maine Duck Race will find 7,500 colorful ducks pointed down the Penobscot River. A benefit for the Hancock County Children's Home, the event, which has been held in various locations around the state, will also benefit the Tenants of the Ten Area Community Service, which raises funds for a wide variety of community needs.

Former Bath sewage manager in dozy doo-doo

The former manager of the Bath sewage treatment plant was fined $25 for neglecting his job. The Bath sewage treatment plant was fined $25 for negligence.

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A conversation with
Leilani and Dan Dearing

Dan Dearing and Dr. Leilani Dearing say that extraterrestrials from the planet Thalysian have been communicating with them for years. Last year Leilani, a clinical psychologist, and Dan, a professional musician, both live in Nashville, Tennessee to start an UFO communications center.

Leilani and Dan have been traveling across the country conducting seminars during which they relate their experiences with extraterrestrials and encourage audiences to come out of the closet with their own interstellar contacts. On the night of July 17, Nashville will be the site of such a Center for New Age Storytelling.

What led to your contact with extraterrestrials? Dan: We both were drug rehabilitation clients. To help us get through school and help our friends get a relationship, we both had to go through a drug rehabilitation medication led to contacts with entities that were "in the physical," which ultimately led to contact with entities that were "in the spiritual," from other planets.

What was your first contact with extraterrestrials? Leilani: Dan and I were living together in Nashville. I was there when he heard these loud noises - it was right after we got married. It was a strange experience that we both had.

What did you see? Dan: I felt something airbrush it was outside. It wasn't visible, but I had this feeling that something was out there. I was down by the laundry room and I was listening. I was hearing these strange sounds, and I was hearing this voice that was speaking to me.

Did you feel scared? Leilani: I felt scared at first. But then I realized that these beings were trying to communicate with me. They were communicating with me through my new baby, which is a Thalysian baby, and they were trying to protect her.
**Newsmakers**

**DANIEL MERRIAM**

"Sure, the mayor wants to present a rosy picture. But we have to tell both sides."

Mike Carque

**News Director**

WCSH-TV

"Racey speeches and public relations"

The committee held a press conference on June 20 to un-

mask their plan. A handful of TV, newspaper, and radio reporters were summoned to give the "new Biddeford" the best light possible. Like a surprising Press Energy" reunion, the three-year-old garbage incinera-

tor troubled by financial and mechanical problems. The Committee for a Better Biddeford plans to raise at least $25,000 to boost the city's image. The City of Biddeford gave $2,500 toward the effort. According to Robinson, the committee earmarked $25,000 for air time on WCSH-TV.

"We're trying to do some aggressive reporting," said Carque. "It's not easy to present just one side of the story. Sure, the mayor wants to present a rosy picture. But we have to tell both sides.

While Carque maintained that the committee was impelled to tell both sides of the story, Robinson and others on the committee attack it for being uncritical. Robinson said media coverage of the news conference was "blunt but fair."

The committee isn't attacking Channel 6 with words alone. On June 2, Robinson sent out a blunt press release countering the headline "Biddeford faces dilemma over NISIC campaign participa-

tion." The release revealed the committee's intention to air its own version of the segment, just before he interviewed two disgruntled Biddeford residents. One of those residents prophecized that WCSH, Robinson said.

"We're presenting the news, we respect the line that exists between the news and sales and advertising cannot affect the news," Robinson complained that Impemba was compelled to tell the truth.

Mark Robinson said that he values keeping news and sales separate. By the same token, the Committee for a Better Biddeford was formed in June by Biddeford residents. One of those residents prophecized that WCSH, Robinson said.

"Sales and politics have to be separate" Business in the public relations world, Robinson said that "Many times I've found myself dealing with a lot of marketing and giving a press release. Always try to present information in such a way that you may not be concerned with how to do it. But you have to do it.

Brian Robinson and others within the media have the opportunity to put out "fair" with Channel 6's coverage — but to further cloud the issues with the news.

Keeping sales and news departments separate in a variety of media organizations. "Sales and news live in the same street," said Mike Carque. "The public assumes a fair and advertising campaign after newspapering." Mark Robinson said that he values keeping news and sales departments separate. As a businessman who deals with the public, the request the line that exists between the news and sales department," Robinson said. "We respect the line that exists between the news and sales departments. But while Robinson pays lip service to the line between news and sales, his actions defy that.

Robinson and his paper, the weekly paper in the Biddeford area that can entice the full story. "There's a paper in here where we can basically get any editorial content in we want because we spend an arm and a leg on them.

The difference in approach taken by different newspapers does cause confusion. And so it may not be surprising that Robinson and the rest of the Committee for a Better Biddeford don't think they are blunting the line between news and sales when it publicizes its decision to "bother" spending $25,000 advertising at Channel 6 because of a news segment they aired. By the same tokens, isn't it surprising that Biddeford has a public relations problem.
Art of the living dead

Continued from front page

Fifty years ago the conductor of the Boston Symphony Orchestra, Serge Koussevitzky, launched Tanglewood, the first American music festival to be held around a resident composer. Leonard Bernstein, contemporary composer and now conductor of the London Symphony Orchestra, was a student.

"The first session was extraordinary," said Bernstein, in a recent New York Times article. "Koussevitzky's vision was so intense that you knew this could not be a music festival with just a school attached, that it had to have a composer at its heart and soul. He knew that everyone else in music was at the service of the composer."

The program was simple music that would please his patron. "I say it softly..."

"I like working with composers and helping to shape music," said Boveliow Summer Music Festival student Michael McCormick. "Unfortunately, most of them tend to be more fun for the musician than for the audience."..."Beethoven," said Michael McCormick, at this time this Beethoven was fairly lively and not as serious as his works from many years before..."Bach," "Mozart," "Beethoven"..."that's what I do best. I like working with composers and helping to shape music..."Beethoven," "the name given to the long-dead Greco-Roman world genius..."

Lives of dead artists

As a boy, Prince Leopold of Kothen had been lavishly supplied by his father, who shipped the best in music and music education to the prince. While still a boy, Leopold had already taken a composition..."Beethoven," "of all people, a revolutionary 19th century composer..."

Two ideas have retarded the development of music: the notion that the best music is written by dead people, and the introduction of the label "classical." Of the two, the name may have been the most destructive.

Two things came from this critical period of music history: the notion that the best music is written by dead people, and the introduction of the label "classical." Of the two, the practice of calling a musical genre "classical"..."that's the name given to the long-dead Greco-Roman world genius..."

The highlight of the summer performance..."beethoven has been brought to life by a series of concerts..."contemporary music is the integration of composition and performance. As a result, musicians..."

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Art of the living dead

Contemporary music

Now, everybody's going to start talking about music on the streets.

And in audiences with new music and music segments of concerts because before the new music began, they expected to the creation of advanced and hard-on-the-decor cases. So you hear the audience you know that the audience is going to walk in and out will look like this.

It's usually a large group. Because the 20th century is almost over. How many concerts does a percent of the 20th century music in them? Ten or 30.

Death of the lively arts

Joseph Schwanter, composer in residence at the Boston New Music Festival and winner of the 1979 Pulitzer Prize for his orchestral work "Amenities of Today," has lost interest in new music. Schwanter has not led him to believe that concert/classical music is dead, doing or even doing.

Sitting on the stage with Gilbert Hall, Mr. Schwanter gives the impression that all is well and even to be envied.

"There's music all over this country that you wouldn't believe. I've been in clubs of 500 that people have had excellent opera companies, music that they wouldn't expect to find, much more classical music is very strong in this country.

As the Contemporary Center holds forth to the main, I am impressed by his confidence and some of well-living. Joseph Schwanter has great faith in the future.

"It's a shame that we're not doing more younger composers, but they're 20 years ago," he says. "I became composer in residence for the St. Louis Symphony Orchestra in 1962, thanks to a National Endowment for the Arts program called Meet the Composer. Part of my responsibility was to recommend new works to conductors Leonard Sorkin. Composers had a good audience in the symphony new that program is still going.

However, at the moment of placing the program to be killed by a N.C.A., it's hard to handle music now. It is suddenly speaking with the young, that's living of a fast, frightened youth.

Indeed, the level of support for the arts has never been all that high in this country, largely due to an informal statement that begins on such "resonating" positions. Perhaps, if you will, Joseph Schwanter producing a pre-gest to make more funds available to composers at a music institution. "Socialism," he says. "And that classical music isn't written already? Why do we put society to bear on a writer to be a socialist that's already written? This here money would be more of use down on the town."

And down on the below floor is to go. Down to the new age to go, and down to the program or put down plan down.

"Which is another of our most common music of our time, the countervailing and financial independence to care. Classical music as such will never die but the years have drowned it as a work and never used. What remains is totally vital, will always do the right, the immediate reaction or the dedicated musical thinking for transcendental is the art of a sophisticated time.

But big, serious concert music may suffer if, as the reporter lends further and further to the past, people get the idea that strong quartet and string quartet are the funniest thing in the world."

Contemporary composers have much to say to modern audiences with new music "sensitively, deeply," conductors and of the Portland Symphony Orchestra. He should know. "Joseph Schwanter writes beautiful music," says Tito. "He knows how to make a beautiful color, different sound, with an instrument. So the sound turns people's ears, very, very, very.

"People like contemporary music. Really. And if American audiences get more exposure to contemporary composers, especially younger generations who don't grow up listening to Beethoven or Schubert but grow up listening to the contemporary composers, young people will like that music.

In Europe or Japan, they go to their music, to their music. And they really should know, you know. It's the music of their time."

Live! From the Gamper Festival

The Gamper Festival of Contemporary Music, now in its eight year, is the Bostonian Summer Music Festival's showcase for music by prominent composers and composition students.

The concerts will be held at the New England Conservatory, held July 18-22 in small and intimate compositions by Dan Cernatsky, George Cernatsky, Improvisation, David Lerner, Ronald Bauman, Joseph Schwanter, Elliott Zappa.

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Tickets "too aggressive"

My forgive me, does Portland really have a parking problem? The growing problem and I see is to do with the enforcement and residential parking. I visit friends in the Backfart and Gray Street areas, who unfortunately, are the only "emotional" parking system. Are we going to have some and punishment for these issues and how are we going to give the traffic department the help it needs and how are we going to get the new pilot program. Do we want to see the area some morning before everyone knows for work. It is incredible the number of parking tickets that are handed out in this neighborhood. My parents are going to move out of the city. Several of my friends have had their cars towed due to parking on the wrong side. Portland's Parking Department and meter and metermen have become all too aggressive in re-filling their quotas. Don't these city planning people have to do to them the people who pay then taxes? It obvious that if the city can put up more meters, more parking signs, starting parking fees and pilot programs, can generate more income. The better you treat with, Bull Parking Fined. The more income from fine generated, the better you treat with. The more parking meters, the more you can treat with. How do we come to this parking authority run amok? I've asked and it's not easy to say there are a lot of Portland residents who agree with my view.

K.C. Hughes
Cape Elizabeth

Health care has no "easy cure"
The existing health care "system" needs to be reformed and improved. The inequities in the availability of health services could be addressed by a national health program (CBW 75.90) with some people being denied health care for any reason. However, over 100 million people are on some form of public insurance for maximizing social benefits in reducing the wastefulness of the health care delivery to the taxpayer. Usually it is the other way around. The cost of providing health services on a national program would be lower and billions of dollars would be saved. Americans would have to accept higher taxes, lower government spending on other programs, or lower services.

Cason Bay Weekly
237 Clark Street, Portland, ME 04102
207-775-6801

212 Advertising - Portland

35MM photography

The Good Egg
307 Cumberland Ave, Portland, ME 04102
207-775-6801

The magical islands of the Bahamas are now in the Old Port.

Sunday's in the Old Port

From Noon 5 pm
The Old Port

Sunday, July 22
Schedule of Activities

12:00 - 4:30
Essence Maroonettes
Classic European Maroonettes
12:30 - 2:00
Annika Clark
Original Folk & Blues
1:00 - 3:00
"Charlie Who"
Alan Yachney
Silenf Clown, Juggler
Jug 2:00
BIG CHIEF
AND THE CONTINENTALS
Rhythm & Blues
4:00 - 5:00
Jack Honnan - Clarinet

This event is made possible by the contributions of Old Port Merchants and is sponsored by the New England Beer Company.

UPCOMING ENTERTAINMENT
Sundays Noon - 5 pm in the Old Port

Sunday, August 5
RECKONING Vibration
also Carlos Beccar, Mr. Ray the Clown


The magical islands of the Bahamas are now in the Old Port.

HAR-EXCHANGE

Sunday, July 29
BELLAZJazz BAND
Djangoland Jazz
also Maxxell Rose, Martin Stengasser, Jack Honnan

Sunday, August 5
ROCKIN' VIBRATION
also Carlos Beccar, Mr. Ray the Clown


HAR-EXCHANGE

REMEMBER TO GIVE A FREE GIFT TO YOUR TOTUS, FEEDING HIGHLIGHTING OR COOLING & EXCHANGE & OLD PORT

New England Beer Company

Clean, crunchy, pale ale.

Brewed in Portland, Maine.

207-775-6801

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Rhythm & Blues
4:00 - 5:00
Jack Honnan - Clarinet

This event is made possible by the contributions of Old Port Merchants and is sponsored by the New England Beer Company.

UPCOMING ENTERTAINMENT
Sundays Noon - 5 pm in the Old Port

Sunday, August 5
RECKONING Vibration
also Carlos Beccar, Mr. Ray the Clown


HAR-EXCHANGE

Sunday, July 29
BELLAZJazz BAND
Djangoland Jazz
also Maxxell Rose, Martin Stengasser, Jack Honnan

Sunday, August 5
ROCKIN' VIBRATION
also Carlos Beccar, Mr. Ray the Clown

18 festivals open tonight with a program devoted to the works of Michael Weller. The event begins at 8 p.m. Thursday-Friday at 8 p.m. for all ages, $3 for nonmembers. For more information, call 775-9339.

21 ships head down the bay this afternoon for the Fiddlers' contest underway at 3 p.m. in downtown Portland. The contest is open to all ages and features live music and children. For information, call 724-9297.

22 children from the Samantha School World Peace on stage in a play about world peace. Governor Moor will be at the band stand. The afternoon, as the first annual Portland Council of Governments already had been working to educate the people and other interested individuals on her work at 5:15 p.m. tomorrow at 12:30 p.m. The powers that be just received a proposal from a number of organizations to create a new festival this year. The festival, called "The Wind," will be held in the fall of 1989.

23 spoken word performance features the music of the band. The event features the work of several local poets, including Michael Weller. For more information, call 775-8114.

25 New music for nubile love. The event is open to all ages and features live music and rock and roll. For more information, call 727-9395.

26 Looking for information on Landmarks and Historical Society brings the "Back from the Future" and "Inside the Bay" exhibit. The exhibit opens today with a panel discussion of the future of Maine. For more information, call 773-8191.

27 Sunday morning jazz at Cafe No. 6 at 9 a.m. For more information, call 773-8191.

29 canoeatical who loves to nautical himself with houseboat tours. The ride is sponsored by School Writers and Publishers Association and the Maine Arts Commission. For more information, call 773-6353.

31 Extension and Maine Organic Farmers and Gardeners Association are sponsoring "Small Farms Field Day at Wolfe's Neck Farm in South Portland. Pratical field demonstrations, informative displays, and exhibits will focus on the importance of local food systems. The day begins at 8 a.m. For more information, call 773-8191.
Another 40 Hours Another chance to fly this low on another ticket for young Barry. Its an offer Barry can refuse. Conceived as an ecogetic, you are done for the Barry and its a free-for-all. A fly. Barry. Desperate. Finally.

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all nc:ketron

NIGHT!

Bible boys

Bible boys. Back in 1997, Hector followed the recent discovery stories rather than listen to them. A second interview. A first interview. When they convened, the two boys were a pair ofפקס

THE ROYAL PALMS

at the site of the original site.

The Good Grove Entertainment Weekly Continues from page 18

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**SUMMER BLOWOUT SALE!**

Friday, July 20
7pm-11pm

select artists $11.99

**Entertainment Weekly**

**MONDAY 7.23**

Southeast Seminar Music Festival, Portland

Oaks School, 12-5, 6-9

Theater in Bar Harbor. Free and open to the public.

**TUESDAY 7.24**

Shel David (in studio) 11:30 am

Westmore Library, Portland

For more information, call 755-5866.

Mr. Jack McRae (interview) 12:45 pm

Shaw on the Downs Outlaw Country Festival, Portland.

Free and open to the public.

**STAGE**

**WEDNESDAY 7.25**

American Museum of Natural History:

The Mummy, Noon-5 pm. Free and open to the public.

Royal Theater in downtown Portland. 12:15-3:00 pm.

Portland Art Museum, Portland. Free and open to the public. See more information at 706-7181.

We will hold our 7th and 12th Thursdays at the public library. For more information, call 705-5636.

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**Desert of Maine**

20 CA s co

A boldistic approach to charismatic messages by a professional experient in commercial realities.

Kathleen D. McGonagle, LPN, CMT
Therapeutic Massage
207-843-3306 or 781-5540

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**Entertainment Weekly**

Continued from page 22

**ART**

Annette Worth American Fried and Pies, Painting and Plastering, 912

Adam Wright, a student from New Mexico, created a piece that is a response to the diversity and complexity of human experiences. The piece features four large, colorful geometric shapes that represent different aspects of life. The shapes are arranged in a way that creates a sense of balance and harmony.

**Roses $15 DOZEN DELIVERED**

**SENSE**

Final Reading Thursday, October 3rd, 8 p.m.

**WELNESS**

Wellness Wednesday is a weekly event that includes yoga and meditation classes, as well as a healthy lunch. The classes are held from 12 to 1 p.m., and the lunch is served from 11:30 to 1 p.m. The event is open to the public, and reservations are required. For more information, call 776-9250.

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Not just politicians and potatoes

The one in the country that has the misconception that Maine produces only politicians and potatoes should think again. Maine produces many wonderful treats. From the fresh Maine blueberries to the Maine maple syrup, Maine has a lot to offer. A great place to visit is the Maine State House, which is home to the largest clock in the state. It is a wonderful place to learn about the history of Maine and its role in American history. The clock is a beautiful blend of traditional and modern design, and it is a true centerpiece of the building. The clock is not only a timepiece but also a symbol of Maine's rich history and culture. It is a wonderful place to visit and learn about the history of the state.
ERНИー POKK

A MESSAGE

To: All Whirlpool Employees

From: LYDIA BERRY

Subject: Important Notice

Dear Whirlpool Employees,

I am writing to inform you of a critical situation that has arisen within our company. According to recent developments, our stock price has declined significantly, impacting our overall performance and future prospects.

I want to assure you that the management team is taking immediate action to address this issue. We are implementing a series of strategic measures to stabilize the stock price and improve our financial situation.

Firstly, we are considering a new product launch that will be targeted at the younger demographic, aiming to revitalize our market presence. This product launch is expected to generate additional revenue and attract new customers.

Secondly, we are reviewing our current operations to identify areas where efficiency can be improved. This includes evaluating our supply chain management, production processes, and cost control measures.

Lastly, we are exploring potential partnerships and collaborations that could offer synergies and expand our market reach. These initiatives are aimed at strengthening our competitive position and boosting profitability.

I am confident that these steps will help us weather this challenging period and position our company for long-term success. I encourage all employees to remain committed and dedicated to our shared mission.

Thank you for your continued support and commitment to Whirlpool.

Best regards,

LYDIA BERRY

Chief Executive Officer

---

REAL PUZZLE

Flight Plan

Here's an unusual aviation challenge: a mystery flight path puzzle.

The puzzle consists of a network of lines, each representing a possible route. Each line is labeled with a number, representing the distance in miles. The objective is to determine a sequence of routes that form a valid flight plan, starting and ending at the designated points.

To solve the puzzle, you need to:

1. Identify the starting and ending points.
2. Ensure each route connects to the next in the sequence.
3. Sum the distances of all routes in the sequence to match the total given for the flight plan.

The solution involves logical deduction and spatial reasoning to identify a sequence that satisfies all the given conditions.

Enjoy the challenge! Good luck.

---

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