

Your Car Matters

Tom Dwyer Automotive Services November/December 2012 Newsletter

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Shoo-Fly don't bother me.
Until January.

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Carl Wolfson is coming back!

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Who DOESN'T pay taxes

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Progressive Radio dies a
sudden death in
Portland



Icelandic Revolution

Iceland's crowdsourced
constitution



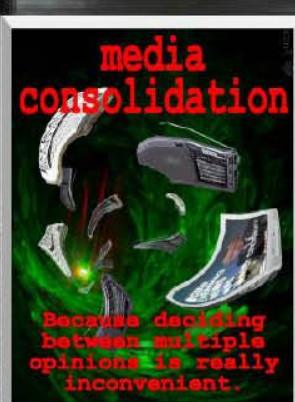
Election Bash Wrap-up

You know the good guys
won, but what else
happened?



News To Make You FURIOUS

Media Consolidation-
Because deciding
between multiple opinions
is really inconvenient.



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This Month's Matters...

Tom's Tidbits

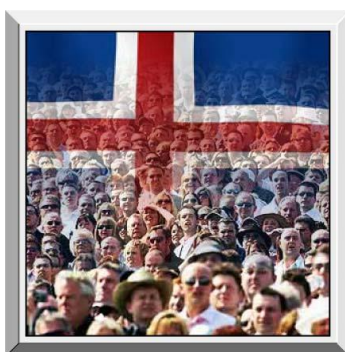
Fighting back on the loss of KPOJ

Our Feature Articles



The KPOJ Debacle

Progressive Radio dies a sudden death in Portland



Icelandic Revolution

Iceland's crowdsourced Constitution



Election Night Bash Wrapup

You've heard the good guy won.
But what else happened?

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Our special Toon-of-the-Month

Drew's Kitchen

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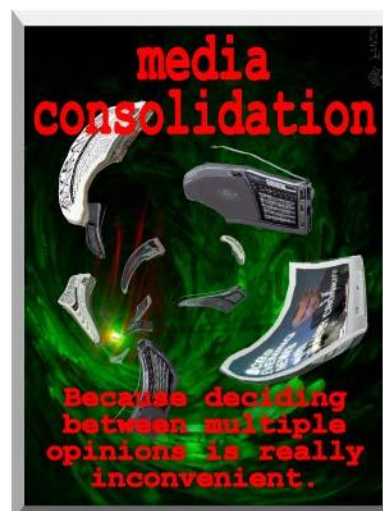
Rocking out to politics

Popcorn Shorts

Cool and important stuff that's too short for a big article

- Carl Wolfson is coming back
- Know your place in the Universe
- Unicorn habitat in North Korea
- Who DOESN'T pay taxes

News To Make You Furious



Tom's Tidbits

Fighting back on the loss of KPOJ



Greetings!

This is our first newsletter since the KPOJ crash, so it's my first chance to say anything about it. I used to plug into KPOJ in the morning and let it run through the day; it was the only station my work, car and home radios were set to for the last eight years. I always appreciated the steady stream of information I got from it, but never really thought about how much a part of my life it had become. Now that it's gone there's a gaping hole... I'm missing the friend I used to count on. Yes, I can (and do) stream Thom, Ed, Randi, Norman and Mike, but it's not the same.... AND I WANT MY LEFTY LOCAL MORNING RADIO SHOW BACK!

Aside from the loss to my ongoing education as a citizen, there's a much more nuts-and-bolts loss for our business. KPOJ was a huge source of new clients for us, and it's one we'll have to off-set somehow. So many people have asked how they can help us weather the death of KPOJ, and we've told them that the answer is the same for us as for all of the small, local businesses who supported the station: come use our services, and if you can't, please tell your friends! As strong as KPOJ was for us as an advertising medium, personal referrals from clients to their friends and family has always been our number one source of new clients. Nothing's as meaningful as advice from someone you trust! Please, tell someone you know about our company or any of these other past advertisers on KPOJ:

[Tom Dwyer Automotive Services](#)

[Morel Ink](#)

[Trade Roots](#)

[Stephen Hendricks Law](#)

[Eyes On Broadway](#)

[Dant Realty](#)

[Better World Mortgage](#)

[Mt. Tabor Chiropractic](#)

[The Floor Store](#)

[Black Cat Plumbing](#)

[Zero Rez Carpet Cleaning](#)

[Anna Bananas](#)

There's another issue that has us concerned... the brief closure of the Sellwood Bridge in early January as the old bridge is moved aside to become the temporary bridge while the new bridge is being built. This short closure will only be for a week but we're also concerned that people, over the long term, will perceive the ongoing bridge construction as an inconvenience and that may take a toll on our client base. Bridge construction shouldn't be a significant interference, but if you need to use it then the Ross Island Bridge only adds a few minutes to get you to this side of the river. The construction shouldn't impede access to our shop at all, especially if you use Umatilla instead of Tacoma when it's congested. We'll try to advise scheduled clients about the best routes to use as things progress, but if you find yourself inconvenienced by the bridge construction in any way please tell us... we'll do something to show how much we appreciate your support during the construction disarray. We plan to keep everyone posted on this and any Sellwood Bridge activity through our Sellwood Bridge Update column.

So what happens next for us without KPOJ? It's hard to tell, but we were here before KPOJ and we'll be here after. People overwhelmingly told us that they would miss the radio spots, so we plan to keep putting them together and posting them on our Facebook page. There are rumblings about a new station, and Carl is going to start a podcast of his show in January. We don't know what the future holds, but we believe Progressive Radio is a strong and viable medium that will not be gone for long. No matter who picks up the banner for Lefty Radio, you can be sure that Tom Dwyer Automotive Services will be here to support it when it comes back.

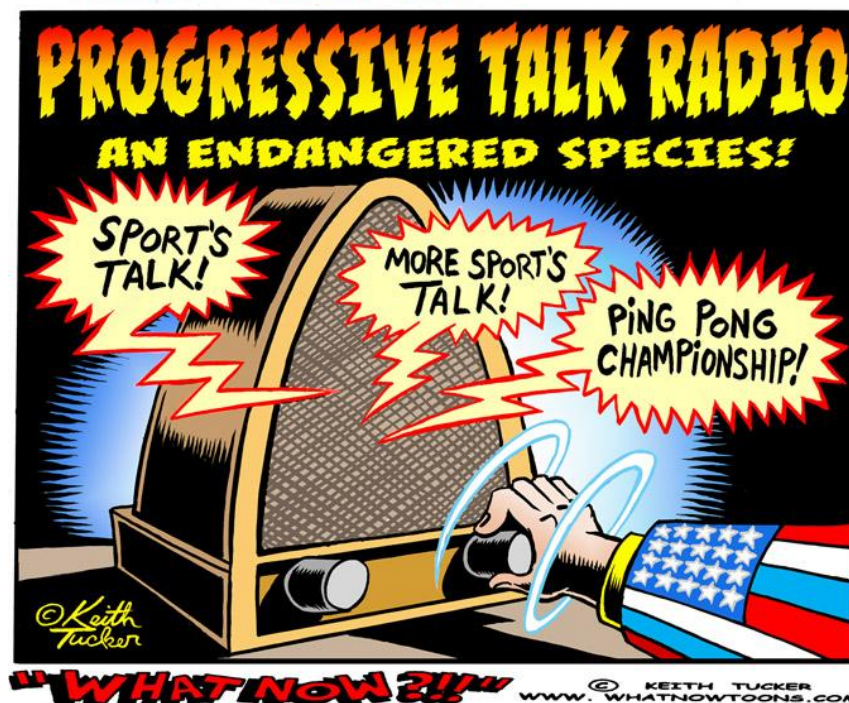
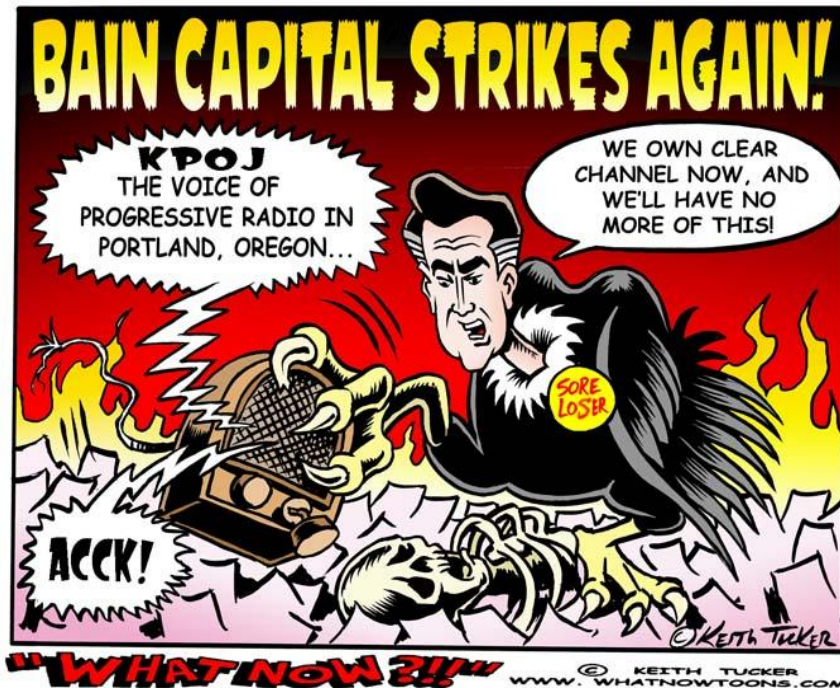
Take Care and Make a Great Day!

What NOW?!! Toons

See it FIRST in *Your Car Matters!*



Presenting a November AND December Toon from Keith on the KPOJ crash-and-burn



The KPOJ Debacle

Death comes to Progressive Talk in Portland



Well! The Friday after the election turned out to be quite a day for us at the shop. Obama had been in office two whole days when we got the news that KPOJ was dead. The following week was total chaos as we fielded calls from furious and betrayed KPOJ'ers sharing their concern and asking for the real story. We weren't sure what to tell them at the time, but we are now. Here's the story from our point of view, what's happened since the crash, and what we're thinking for the future...

What happened at the shop

For us, the story of KPOJ goes back to 2004 when the station started as an Air America affiliate. Tom Dwyer Automotive Services was an advertiser from early on, and the distinctly political content of our ads was an early feature. It's been a great relationship... our company has been introduced to a wonderful array of new people, and we got the pleasure of supporting the only rational alternative to the Right Wing sludge pump.

Eight years later there was a "disturbance in the Force" when Beavers Baseball hit the air in February. Everyone was shocked... college baseball on a political radio station? We were immediately on the phone. The station said they had been losing listeners for a while, and baseball was an attempt to expand listenership. So we rode it out and hoped that the experiment would either be successful or that they would learn the lesson quickly. The agony ended in May when we all got our station back, but the cost was high... Adam Klugman, who had been gaining traction as a Progressive host, had to close his show because of the interruptions on the weekend schedule.

A couple months ago we felt another tremor. A one-hour Oregon Beavers Sports show started airing each night at 6pm, but the station assured us again that this was an attempt to increase listenership. They said they were committed to the format and that we shouldn't worry. We were convinced, though, that the thunderous clicking sound we heard each day at 6pm was the sound of liberal's radios tuning out all over Portland. It couldn't mean anything good.

The big quake hit Friday morning, November 9th, when our KPOJ account representative came by the shop. KPOJ was changing formats, he said, and he thought we deserved to be told in person. Carl Wolfson had been told after his show that morning with no advance warning, and the switch would be made that afternoon. We immediately pulled our ads before the conversation got any farther, and when he painfully told us that the new format would be an all-sports feed from FOX it did little to make us second-guess ourselves. It was a ClearChannel corporate decision, we were told, and KPOJ had been losing money and listeners for over two years. They'd tried to increase ratings without success, and this was a more profitable way to go. We thanked our rep for his hard work and he thanked us for our

support, we shook hands, and that was it... our friend, KPOJ 620AM, Portland's Progressive Talk, was dead.

Of course, the corpse continued to twitch for a while as the usual programs were on throughout Friday morning and afternoon. The final program switch wouldn't happen until Friday afternoon at about 530pm. In fact, many people didn't even notice the change when it happened because they had gotten used to the Beavers sports show starting at 6pm. The first word on Friday came out on Carl Wolfson's Facebook, where he posted

"To my friends -- Clear Channel informed me this morning that they are moving in a new direction with KPOJ, beginning on Monday. I appreciate the opportunity they gave me for six years to be a voice for progressive causes in our state and nation. I will miss all of my fun friends at work (my excellent producer Paul, remains employed!). I love all of you, my loyal listeners. It has been my honor to give a platform to all of the outstanding groups, volunteers, elected officials and good people who make Oregon so special."

Since ClearChannel had no interest in fielding calls on the change, frustrated KPOJ'ers looked elsewhere to share their feelings. They found us. Although we have no involvement with the station of any kind, we are pleased and proud to be so closely associated with it that people called us for the straight story. The response was jaw-dropping... we fielded almost 150 phone calls on the issue, and people are still continuing to call. Virtually every client who came in that week asked about it, and many people came by in-person to express their condolences. Our website, which typically gets about 100-150 hits on a regular day and about 650 at its busiest, jumped to over 1100 hits on the Monday after the closure. 179 new people signed up to receive our newsletter. The conversation exploded on our Facebook page as our number of "Likes", which had been hovering around 300, more than doubled to 641. For a station that wasn't in the top 10 in Portland, people obviously cared about its loss! We told them what we could, but the most important thing we could really do was sympathize.

It didn't take long for the death of KPOJ to hit the liberal blogosphere. From Carl's initial posting, an article popped up in the online version of Willamette Week, people started Facebooking and emailing, and the word was out. Here's a sample of some of the major platforms that addressed the issue...

Willamette Week-

Nov 9th- [KPOJ Cancelling Political Talk Radio](#)

Nov 13th- [Former KPOJ Host Carl Wolfson Hunting for a New Station](#)

Nov 14th- [Murmurs: KPOJ Format Shift Sparks Outrage](#)

Nov 28th- [Who Killed KPOJ? Many see a right-wing conspiracy in the death of Portland's commercial progressive talk-radio station. But Bain didn't act alone.](#)

Blue Oregon

Nov 13th- [Save KPOJ: Over 5000 petition signers, and counting.](#)

Nov 14th- (by Adam Klugman) [The real reason that Clear Channel dumped KPOJ](#)

Nov 15th- [Save KPOJ: Bonamici and Blumenauer weigh in](#)

Nov 19th- [Wyden, Merkley, and Schrader endorse Save KPOJ campaign; petition hits 13k signatures](#)

Nov 28th (by Carl Wolfson)- [Who killed KPOJ? Carl Wolfson shares the rest of the story.](#)

The Oregonian

Nov 9th- [KPOJ \(620 AM\) reportedly dropping political format](#) and [Update: Former KPOJ \(620 AM\) progressive talk is now Fox Sports radio](#)

Nov 16th- [Fans mad that KPOJ's progressive voice is gone](#)

Daily KOS

Nov 12th- [Portland's Progressive Radio KPOJ - Bain Company Goes FOX Sports](#)

Nov 14th- [What happened to my KPOJ- a primer](#)

Nov 26th- [4 progressive talk radio stations drop; industry analyst predicts multiple conglomerate bankruptcies](#)

Portland Mercury

Nov 12th- [Demise of Political Talk on KPOJ Sparks Outrage, Petitions](#)

Brad Blog

Nov 9th- [BREAKING: Portland's Clear Channel-owned KPOJ Progressive Talk Station Flipped to Fox Sports](#)

Nov 14th- ['What Public Airwaves?': Fighting the Death of Portland's Clear Channel-owned](#)

[Progressive KPOJ and Seattle's CBS-Owned Progressive KPTK](#)

Free Republic

Nov 9th- [KPOJ Portland to drop liberal talk for sports](#)

Portland Observer

Nov 21st- [Voice of Progressives Silenced](#)

Petitions

[SaveKPOJ.com](#) and [SaveKPOJ on Facebook](#)

Other sources-

Thomas Creek Concepts, Nov 11th- [AM 620 KPOJ Format Change](#)

Rev Chuck Currie, Nov 14th- [Save KPOJ](#)

Jack Bog's Blog, Nov 15th- [Portland radio and the big bleat](#)

What we think happened at KPOJ

One of the main questions we got that week was "What do you guys think happened?" First of all, we have no definitive inside knowledge of why the station changed formats. We've been told the station's lost money for a couple years, and to paraphrase Senator Mitch McConnell we "take them at their word" that they're telling the truth. But the people who asked us "what happened" aren't wondering about the profitability of the station. They're asking about a fairly sensible-sounding hypothesis that Mitt Romney's Bain Capital, owner of ClearChannel communications, owner of KPOJ, shut down the station in a fit of post-election revenge and/or a blatant effort to strangle a Progressive alternative to the message. It's even more sensible when you consider the Progressive station shutdowns in San Francisco, Los Angeles, and Spokane, and the rumored shutdown of the one in Seattle. While we wouldn't put it past Romney or the famously conservative ClearChannel to do a little post-election payback, there's no proof they did. While the conspiracy theory isn't too outlandish, the decision actually does seem to be motivated by money.

ClearChannel's a corporation, and their only directive is to make money. If KPOJ had been a cash cow for them they'd probably keep milking it as long as they could. We've heard from several sources that KPOJ was always in the black (although we obviously have no way to confirm that). However, there's a difference between "not making money" and "not making *enough* money". If it's right that KPOJ's money troubles started a couple years ago, that would coincide with the purchase of ClearChannel by Bain Capital. With the Bain model, a station that's been breaking even or running a small profit would suddenly have to generate higher profits to meet a new set of expenses... higher salaries, bonuses, dividends, and more. The personnel purges at KPOJ at the time of the Bain purchase testify to the efforts to cut expenses.

KPOJ tried to raise listenership to meet these higher expectations but the things they tried were, in our opinion, clumsy and thoughtless. When Beavers Baseball came on we were concerned that they were intentionally diluting the format, and we loudly told them so. Sports were not a "feature" to their loyal listeners. KPOJ was conspicuously absent at Occupy, and we thought they should have had a presence. We

tried to get them to post the names of the advertisers on the website so listeners could support them. None of these things happened, but the sports continued.

Look, we obviously don't know how to program a radio station, but as listeners we know what we want. Right or left, political talk radio is a niche market- the people who listen want content that applies to their subject. That builds the value of the station as an educational and informational medium. As advertisers, we know what we want as well. We want a station that is involved in the local community, raising the flag of our company, and introducing us to new local people who would need our product or service. We want the station to build value to us as an advertising medium. Theoretically, when both the listeners and the advertisers are happy a radio station prospers.

But KPOJ couldn't really engage in any of the fixes we proposed for a very good reason. They require care, attention, knowledge of the audience, respect for the community, and a mission to provide excellence. All that's very expensive, requires individual conscious effort, and can't be done by a feed from New York. The Bain/ClearChannel plan is reportedly to do the minimum possible to keep the station active and rely on big national advertising buys to pay the bills. Companies like Sprint and Geico don't care what the content of the station is, they spend just about anywhere that delivers ears and their checks always cash. Not a bad client for a radio station to have, but these companies don't care about local content because they aren't speaking to a local audience. A show like Carl Wolfson's was high-quality and content-oriented, but locally focused and expensive to produce. Why spend the money? Sending out a "KPOJ Zany Fun Van" to every Progressive event would have required money for the van and crew, as well as a plugged-in knowledge of where to be. Why pay to do that, when the client doesn't care about local coverage? It's just not as profitable to deliver a radio product expressly tailored to a local market.

And this whole situation points out a problem with the way our media and telecommunications systems work. If KPOJ isn't making enough to make ClearChannel happy then ClearChannel is well within their rights to change the format, sell it completely, or make any other change they want. We support their right to do so; we know we wouldn't continue our own business without suitable profit. But what about the very legitimate need of an informed citizenry to real information? Not a steady stream of bile from any one perspective, but a spectrum of thoughts from every possible point of view?

All but the most vitriolic Right-Wingers would agree that a democracy can't function without an informed electorate, but here we see the failure of the free market to provide it. The free market has shaped talk radio into its present polarized format, but no one is responsible to see that it doesn't become a propaganda tool. Sophisticated listeners are supposed to be able to weigh what they're hearing and discern what is bull and what is pucky, but with no alternative streams they have no basis for comparison. In a free market they can have as little as one stream of information, but there is no obligation on the part of anyone to step in to provide an alternative. For those who do choose to "go out and buy your own damn station and program it like you want" the obstacles to entry are high. It's a big undertaking of money and knowledge to start a station, and as media companies consolidate the number of available slots on the dial gets smaller. Is the price we pay for a free market the loss of the informed public necessary for democracy?

If this happened in some ex-Soviet republic we'd laugh at the rubes who swallowed the company line that "it was just business". While we think the KPOJ closure actually is a business decision, it looks very suspicious and it only makes sense to question it. And even the possibility that any corporation or individual, regardless of political stripe, could be in the position to silence the political voice of so many people with the stroke of a pen is offensive. It's a critical problem, but the problem isn't "Romney did it" but "Romney could do it if he wanted to". Legally.

What happens going forward

So, what's next? We're still only a matter of weeks from the closing so it's probably a little unrealistic to expect anything definitive yet. Still, things are happening. Kari Chisolm of Blue Oregon has started a petition at SaveKPOJ.com asking ClearChannel to bring back KPOJ, and it's already garnered over 13,000 signatures. Carl Wolfson has plans to start a podcast version of his show in January. Oregon's Congressional delegation has expressed their outrage, as have other local and national figures. There are Facebook pages for Progressive Advertisers and Audiences and others. Mike Papantonio of "Ring of Fire" fame has discussed the possibility of lawsuits testing the Telecommunications Act, but nothing's in court yet. All these things are happening now, and there's probably much more going on behind-the-scenes, but we're pretty cynical. We don't think ClearChannel will change their mind, and we think our beloved KPOJ is gone.

But that doesn't mean Progressive Radio is dead in one of the most Progressive cities in America. We believe that KPOJ, and the rise of other outlets like MSNBC and Huffington Post, prove that there is a market for Progressive media of all types. One of the most frequent suggestions we dealt with in the deluge of KPOJ calls was that we start our own radio station. (Not the snarky "go out and buy your own damn station and program it like you want" mentioned above, but a genuine suggestion that we start a station). We had calls from people offering to pool money, offering experience in radio management, offering technical expertise, and more. We take all suggestions seriously, so we even looked into it enough that now we know how many radio stations are for sale in Portland. We were very, very tempted to accept the challenge.

But when it comes down to it, we're an automotive services company. We've stayed in business over thirty years by providing top-of-the-line technical expertise with unmatched client service, built on a foundation of absolute integrity. We are both proud and humbled to be able to say we are "trusted to keep your vehicles safe, breakdown-free, and operating at their best". That's what we do, and it's all we ever wanted to do. And, as tempted as we are, radio would be a distraction from that one overriding goal. We feel like we have to choose one or the other, so we'll leave radio to the care of the people who have been doing it for years. We're sure that someone out there will pick up the torch and Progressive radio will return to Portland one day. We don't think that can be us, but we can't wait until we have the privilege to support Progressive Radio in Portland again.

Postscript

We won't be updating this individual article but we'll probably be writing about this issue again, so please keep an eye out for our monthly newsletter. In the meantime, we've established [a page for the KPOJ Debacle on our website](#). If there are any developments in the story, we'll post the freshest information there. And thank you all again for the years of support you've shown our company!



Icelandic Revolution

Iceland's Crowd-sourced Constitution

"Inside Job", the story of the 2008 global financial meltdown and its aftermath, opens with the story of Iceland. Before the crisis it was a small but stable country with a quiet and secure financial sector, but the crisis hit hard, crushing the financial sector and bringing down its government as well. When they started the process of recovery Icelanders decided they needed to do more than just boot out the old politicians, they decided to start from scratch by writing an entirely new constitution. Even more, they decided that it wouldn't just be written for the people, but by the people in the world's first "crowd-sourced" constitution...



A country of 319 million people and a GDP of about \$12 billion, Iceland was a showcase for how unregulated fraud and speculation could crush a country. When their stock market plunged 90 percent, unemployment rose ninefold, inflation shot to more than 18 percent, and the country's biggest banks all failed. Since then Iceland has been a showcase for [how to survive an economic crash](#), in part because they did exactly the opposite of what the US and Europe did in the same situation. To upside-down homeowners, Iceland offered programs that would wipe out debt over 110% of the property's value. They subsidized mortgage interest expenses on a means-tested basis, giving the greatest support to people with low income, little home equity, or children. 4 years after the crisis, Iceland is out of the economic woods. They had a growth rate of 2.7 percent



in 2012 and are expecting up to 3 percent next year. The unemployment rate is at 6.3% and decreasing, and the budget deficit has sunk from 14 percent in 2008 to about 1.5 percent in 2012.

But aside from economic restructuring, the other fallout from the financial meltdown was a restructuring of government itself. The government resigned in January 2009 but that wasn't enough for Icelanders who actually charged government officials involved in the crisis, [including the Prime Minister himself](#).

When the old government bailed out, a new coalition of the Social Democratic Alliance and the Left-Green Movement stepped in. One of their first decisions was that the Icelandic Constitution, written in 1944 and based on the model of their once-colonial-master, Denmark, needed an overhaul. They assembled a group of 25 citizens into a Constitutional Council to write a new one. The council took ideas from citizens online and wrote a draft finished in January of 2011. When complete, the result was submitted to a (non-binding) online vote. 235,000 voters took part, and 66% said they liked the new constitution and thought it should serve as the basis for the final version.

We thought this story was interesting because it points out how much power citizens can exercise when their government asks them, and how they can rise to the occasion when given the opportunity. Since the vote was non-binding and the Constitutional Council is working on changes based on the online votes, the story is still evolving. But if you're as interested as we were, here are some links you'll like...

[Icelanders back first 'crowdsourced constitution'](#)

[Voters in Iceland back new constitution, more resource control](#)

[Icelanders Approve Crowdsourced Constitution](#)

[Iceland's 'Facebook' constitution closer to reality](#)

[Iceland Constitutional Referendum: Reactions to Results](#)

[Iceland's crowd-sourced constitution: A brief guide](#)

[Icelanders 'like' their crowdsourced constitution](#)

[Review of Iceland Constitution Submitted in January](#)

[Icelanders approve their crowdsourced constitution](#)

[The Icelandic constitutional experiment](#)

[We can learn from Iceland's crash – and their recovery](#)

Election Night Bash Wrap-up

The good guys won, but what else happened?



One of life's truly horrible experiences is when someone you know dies unexpectedly. There's a surreal feeling whenever you think of them... "I was just talking to him last week", or "She seemed so healthy". We're experiencing that now when it comes to the Election Night Bash. KPOJ was one of our co-sponsors for the event, and now we're left with the feeling that "We didn't know that was the last time we would see them". Whether you were at the party or not, here is a quick catch-up on one of our last nights with a good friend...

The night started great and got better. Nick Storie had gotten the Historic Bob White Theatre into fine shape for the event. The folks from O'Malley's Bar, down the street from the Bob White, were bringing in the last of the beer. Dan Payne at VIP events was getting the final connections set up for the video, and Tapatio Restaurant was bringing in their food. Dave Fife from KPOJ was there as well, helping with the last-minute arrangements.

The first question was where to setup the food. We had to separate the underage folks from the elderly folks, so we decided to make the large theater area all-ages, and restrict the drinkers to the Wurlitzer room. For the most part that worked, but a few people didn't like it because they had brought their kids and couldn't sit in the all-ages area with them if they had a beer. We wanted beer and we wanted an all-ages show, but found out it was difficult to do both. At the next Bash, we'll have learned our lesson!

Our own Charles Letherwood took the stage at about 630p to emcee the show and welcome everyone to the event. He explained that most of the evening would be a chance to relax and watch the returns, but that we'd also be breaking in a couple times with giveaways. There weren't many glitches during the night, but this was one... how would we get raffle tickets to everyone when it was a free event and no one was issued tickets on the way in? The only answer was to go to each person individually and hand them a ticket. Slow and awkward, but eventually it worked.

Now people settled down to waiting, eating, and drinking. Since most of the in-play states were on the east coast, the polls were closing and important results were coming in early. It already looked like a good night, and cheers erupted as the list of Republican Teabag nutcases who wouldn't return in 2013 expanded. George Allen, gone. Connie Mack, and Richard Mourdock, gone. Joe Walsh and Todd Akin, gone. Allen West was gone too, but he wouldn't admit it until weeks later. Still, a very good night.

He doesn't go to very many events, but he couldn't miss this one. At our first giveaway break, Tom Dwyer himself took the stage to thank everyone for coming, thank the people who helped us make the Bash happen, and to give a few thoughts on the political landscape. We caught most of his speech on video, ([part 1](#), [part 2](#), [part 3](#)) but you can read the [full text here](#). As Tom left the stage we

gave away the first of six fabulous prize packages including bumper stickers, pens, signed books, cash, and some special individual surprises in each pack. Dave's Killer Bread also stepped up with a box of bread to give out. This was much more fun to give out than the prize packages, because they suggested we just throw the loaves from the stage. And we did.

It wasn't long before the report came in from Ohio... Obama had won Ohio in what would turn out to be 50% to Romney's 48%. Even FOX called the election at that point... Barack Obama had won a second term, and the crowd went wild. It was a wonderful night, well spent with good friends, good food, and a good start for another four years for our country. We didn't know at the time that just three short days later, KPOJ would... well, nevermind. It's still too raw.

We could write more about this, but we all know the best part of any party isn't the story as much as the pictures. So, here are the few pictures we have from the Bash. If you have any you'd like to share, please email them to Charles@tomdwyer.com. Thanks again to everyone for their support and the wonderful evening, and don't worry... we're already making plans for the next quadrennium!





One of the hallmarks of a Drew's Kitchen Dish is its simplicity. Every food has its own unique flavor, but that special taste can be easily covered by complex sauces or exotic spices. This month's recipe is very simple, and takes full advantage of the complex flavors of a Prime Rib roast. The trick isn't in the ingredients... it's how you actually heat the meat.

Ingredients

- 1 prime rib roast, 6-8 pounds
- Half of whole clove garlic
- Coarse black pepper
- Rock salt

Directions

- Peel and slice garlic clove into thick slivers
- With a sharp knife, cut 8-10 deep slits into top of roast, each about 1 ½" deep and ¾" long. Insert garlic slivers deep into each slit, and then squeeze the slits closed with your fingers.
- Season roast with generous amount of coarse pepper and rock salt
- Preheat the oven to 375°
- Roast for 45 minutes
- Turn oven off. DO NOT OPEN OVEN DOOR.
- 1½ hour before eating, open oven, put meat thermometer in roast, set oven to 375°. Keep roast in oven.
- Meat is perfect at 130°-132°
- Let roast sit for 25 minutes before carving.

Shop Talk

Keeping up with the Dwyer Holiday Season



There's a lot going on around the shop for the Holidays, so let's dive in...

- Where were you on November 21st, 1987? We know where we were- opening the doors of 530 SE Tenino St. for our grand opening party. That's right, October marked our 25th anniversary in the same location "...at the east end of the Sellwood Bridge". Tom had been open for about 6 years in another location, but that was when we settled in to the same home we occupy today. It was much smaller then; we only occupied the front end of the shop (about 4,000 square feet then and 13,000 now) but growth would come, and 25 years later we're still going strong. Thank you to everyone whose trust and support has made it possible. With your help we'll be here for another 25 years to come!
- It's December, and that means FREE COFFEE SEASON! Nancy at Schondecken's Coffee Roasters brings us bags of freshly roasted whole bean (or ground if you prefer) coffee. We'll start giving them out the week before Christmas, and continue until they're all gone. We're sure you'll understand that the coffee is free with purchase only, but we hope you can take advantage and grab some of Nancy's best FREE COFFEE!
- OUR HOLIDAY SCHEDULE will be
 - CLOSED Monday and Tuesday, Christmas Eve and Christmas Day
 - OPEN Monday, December 31 on New Year's Eve
 - CLOSED Tuesday, January 1 on New Year's Day
- Our 2013 Charitable Giving calendars are in! Each year we ask our clients to suggest non-profit community groups that they think need some exposure, and then we select 12 to include in our Charitable Giving calendar. Come by and pick up your FREE calendar today!
- While you're doing your Christmas shopping, please remember that we offer gift certificates so you can share the joy of auto maintenance with your loved ones. Certificates are available in any amount. Just call the shop and we'll get you taken care of.
- With the demise of KPOJ, several people have mentioned boycotts of the new station. We don't think that will work because it would be virtually impossible to make an impact large enough to be noticed. However, there is something useful we can do instead. To the local businesses that used to advertise on KPOJ, the loss of the station means a loss in business. If you ever considered using the services of the old advertisers, don't wait... now is the time. Word-of-mouth is the best way to send your friends to local companies that will appreciate you. Buy an anniversary gift from Katy at Trade Roots, or get your Christmas cards printed at Morel Ink, or update your frames at Eyes on Broadway. We'll still be glad to get your car ready for winter, Better World Mortgage can still refi your house, and Stephen Hendricks can still handle your legal work. It's almost impossible to punish the big companies that don't care what kind of content they support, but it won't take much to matter to the companies that put their necks on the block to support rational information sources. Progressive Radio will return to Portland in some form, but support NOW for these local companies means they'll still be there to support Progressive Radio when it DOES come back.
- If you can't actually use one of the local KPOJ advertisers, then writing a review is quick, cheap, and very useful. Please consider reviewing a couple of your favorite companies on any of these platforms...



[\(Click here for a video on "How to write a Google review in less than 1 minute 30 seconds"\)](#)

Health Notes

12 health myths you probably believe



Being healthy means having accurate information. Many times it's hard to separate truth from fiction on the complex issues of health, medicine, diet, and exercise, and we're not going to pretend that we can clear everything up in an article. However, LiveScience.com can bust several health myths for you, including some that will keep you happier during the holidays. All these myths come from articles in the *British Medical Journal*.

Myth: Sugar makes kids hyperactive.

"There have been more studies on this than on many drugs," said article author Dr. Aaron Carroll of the Indiana University School of Medicine, "all of which show there is no link between sugar and hyperactivity." Even if the kids are "sugar sensitive" or have attention-deficit disorder, he continued, sweets do not change their behavior.

Parents may *think* their kids become more chaotic after candy and other treats but "it is in their heads," said primary author Dr. Rachel Vreeman, also of the Indiana University School of Medicine. She pointed to a study that told parents their kid was slurping a sugar-loaded beverage, when the drink instead was essentially water. The parents reported the child going bonkers when objective observers thought otherwise, she said.

Myth: Suicides increase over the holidays.

The weather is woeful, the relatives are rude and melancholy moods abound. "But contrary to what many of us think, suicides are actually more common, around the world, during times of year that are warmer and sunnier," Vreeman said. The article also cites a 35-year study conducted in the United States showing that holidays – including Christmas, the Fourth of July and birthdays – are not preferred times to take one's life.

Myth: Poinsettias are toxic.

Shooing the dog or child away from the perilous plant of holiday cheer? Let the hollering subside. The American Association of Poison Control Centers has a record of 22,793 cases of human poinsettia ingestion and *zero* resulted in significant poisoning. Ninety-six percent of the poinsettia-eaters didn't even need to see a doctor, Vreeman said. And rats that gobbled several hundred grams of the pureed flower, the equivalent of a human eating 500-600 poinsettia leaves, did just fine. Still, it's best to call the poison control center when any non-food plant is eaten, she said.

Myth: You lose most of your body heat through your head.

Your mother said it. Every hat salesman touts it. Even the U.S. Army Field Manual claims "40 to 45 percent of body heat" is lost through the head, the researchers write in this week's article, but it is simply not true. Body heat leaves from any skin surface in proportion to the area exposed, said Vreeman. As for people who claim a hat renders shorts acceptable in cold weather? "Those people are being very, very foolish," Carroll said. "There is nothing special about the head."

Myth: Eating at night makes you fat.

While eating late at night has been associated with obesity, midnight munching does not cause obesity. "You shouldn't be afraid to have that midnight snack any more than a mid-day or mid-morning snack," Carroll said. The article, citing several studies, suggests that Santa's jolly belly is the result of too many calories overall, not just the holiday treats laid out for him in the evening.

Myth: We use only 10 percent of our brains.

Fact: Physicians and comedians alike, including Jerry Seinfeld, love to cite this one. It's sometimes erroneously credited to Albert Einstein. But MRI scans, PET scans and other imaging studies show no dormant areas of the brain, and even viewing individual neurons or cells reveals no inactive areas, the new paper points out. Metabolic studies of how brain cells process chemicals show no nonfunctioning areas. The myth probably originated with self-improvement hucksters in the early 1900s who wanted to convince people that they had yet not reached their full potential, Carroll figures. It also doesn't jibe with the fact that our other organs run at full tilt.

Myth: You should drink at least eight glasses of water a day.

Fact: "There is no medical evidence to suggest that you need that much water," said Dr. Rachel Vreeman, a pediatrics research fellow at the university and co-author of the journal article. Vreeman thinks this myth can be traced back to a 1945 recommendation from the Nutrition Council that a person consume the equivalent of 8 glasses (64 ounces) of fluid a day. Over the years, "fluid" turned to water. But fruits and vegetables, plus coffee and other liquids, count.

Myth: Fingernails and hair grow after death.

Fact: Most physicians queried on this one initially thought it was true. Upon further reflection, they realized it's impossible. Here's what happens: "As the body's skin is drying out, soft tissue, especially skin, is retracting," Vreeman said. "The nails appear much more prominent as the skin dries out. The same is true, but less obvious, with hair. As the skin is shrinking back, the hair looks more prominent or sticks up a bit."

Myth: Shaved hair grows back faster, coarser and darker.

Fact: A 1928 clinical trial compared hair growth in shaved patches to growth in non-shaved patches. The hair which replaced the shaved hair was no darker or thicker, and did not grow in faster. More recent studies have confirmed that one. Here's the deal: When hair first comes in after being shaved, it grows with a blunt edge on top, Carroll and Vreeman explain. Over time, the blunt edge gets worn so it may seem thicker than it actually is. Hair that's just emerging can be darker too, because it hasn't been bleached by the sun.

Myth: Reading in dim light ruins your eyesight.

Fact: The researchers found no evidence that reading in dim light causes permanent eye damage. It can cause eye strain and temporarily decreased acuity, which subsides after rest.

Myth: Eating turkey makes you drowsy.

Fact: Even Carroll and Vreeman believed this one until they researched it. The thing is, a chemical in turkey called tryptophan is known to cause drowsiness. But turkey doesn't contain any more of it than does chicken or beef. This myth is fueled by the fact that turkey is often eaten with a colossal holiday meal, often accompanied by alcohol — both things that will make you sleepy.

Myth: Mobile phones are dangerous in hospitals.

Fact: There are no known cases of death related to this one. Cases of less-serious interference with hospital devices seem to be largely anecdotal, the researchers found. In one real study, mobile phones were found to interfere with 4 percent of devices, but only when the phone was within 3 feet of the device. A more recent study, this year, found no interference in 300 tests in 75 treatment rooms. To the contrary, when doctors use mobile phones, the improved communication means they [make fewer mistakes](#). "Whenever we talk about this work, doctors at first express disbelief that these things are not true," said Vreeman said. "But after we carefully lay out medical evidence, they are very willing to accept that these beliefs are actually false."

Sellwood Bridge Update

Shoo Fly don't bother me. Until January.



Work on the bridge will be fairly slow through the holidays to accommodate the shopping traffic and holiday travelers. They'll make up for it in January with the first full closure of the bridge for the Shoo Fly. What's the Shoo Fly, you ask? This is the process in which the crews will cut the existing bridge, scoot it over 40 feet to the north, and then build on-ramps and off-ramps to it where it will serve as the temporary bridge during the rest of the construction process. Anyone planning to come to our shop during this time should plan on using either the Ross Island Bridge or the I-205 Bridge as an alternate. The closure should last one week, and we'll be giving you more information in our January newsletter.

Here is an update regarding the bridge work during the holidays:

- Flaggers will continue to hold traffic at times during the holiday season, because construction continues and flagging is needed safeguard the public and workers.
- There should be fewer traffic delays on the west side of the bridge during the holidays because most of the west approach to the detour bridge and utility relocates on Hwy 43 will be done.
- If crews get a permit to excavate the hill on the west side of Hwy. 43, that work could begin in December. It would involve night work to blast the slope and remove soil. We still don't know when they will have a permit to do this work. Traffic impact would be mostly at night.

For Project Information: For project information, contact Mike Pullen (mike.j.pullen@multco.us, 503-209-4111) or visit www.sellwoodbridge.org. View live construction from our two web cams at www.sellwoodbridge.org/?p=construction-camera.

Don't forget ...

Multnomah County is set to keep you updated on the bridge construction 24/7. Their website at SellwoodBridge.org has full project information, archives, and other resources. Probably the most interesting thing on the site is the cameras set up to cover the new bridge construction. The link at left takes you to the live camera, and there's also a time-lapse video that will condense the each day's construction progress into just a few minutes.



We appreciate your patience!

We know that this construction can cause headaches for everyone with business in Sellwood. We appreciate your patience during this time, and we want to make it as easy as possible to use our service while the project continues. If you find yourself inconvenienced by the bridge construction in any way please tell us... we'll do something to show how much we appreciate your support during the construction disarray.

And on the next page, for your holiday enjoyment, are some images from the current bridge construction...



Ramp coming from the East



Ramp going toward the West



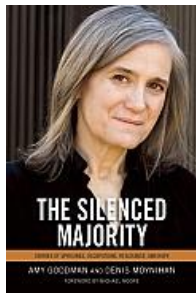
Demolition on one last condo

Book Spotlight

Progressive Media Two-Fer



On the heels of the KPOJ demise, we decided to double up on this month's spotlight. Here are two books that will tell you a little about Progressive Media, how it works, and why we need to keep it strong (as if you need to be convinced!)



"The Silenced Majority" by Amy Goodman and Denis Moynihan

This timely new sequel to Goodman's *New York Times* bestseller of the same name gives voice to the many ordinary people standing up to corporate and government power—and refusing to be silent. *The Silenced Majority* pulls back the veil of corporate media reporting to dig deep into the politics of "climate apartheid," the implications of the Fukushima nuclear disaster, the movement to halt the execution of Troy Anthony Davis, and the globalization of dissent "From Tahrir Square to Liberty Plaza." Throughout Goodman and Moynihan show the power of ordinary people to change their media—and

change the world.



"Beyond the Echo Chamber" by Jessica Clark

Two progressive media veterans look at the explosive growth of progressive media outlets between the national elections of 2004 and 2008, showing how those outlets built large audiences and had a huge influence on policy debates and political campaigns. Using case studies, the authors show how progressive media networks have developed and how they operate in a media world dominated by corporate interests. Prescriptive as well as descriptive, this book provides both an excellent assessment of the state progressive media at the beginning of 2009, but also a useful account of just how these media were able to become so successful.

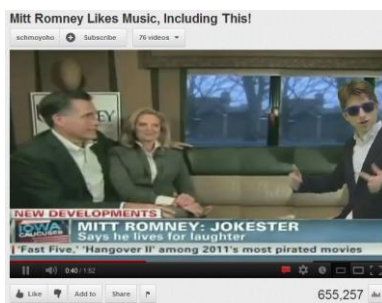
Humorousness

Rocking out to Politics



One of the fun things you may have missed during the last election was a group called the Gregory Brothers (Evan, Michael, Gregory, and Sarah, the “girliest brother”) and their work “songifying” the news. They use Auto-Tune, software originally designed to correct slight pitch discrepancies in singing, to turn spoken words into song. Their first autotuned political videos appeared in 2009 but they first got national attention in 2010 with “Bed Intruder Song”, a song based on an interview with crime victims in an Alabama housing project. During the election, their autotuned rap featuring Mitt Romney describing all the things he likes got frequent airplay on our recently deceased KPOJ.

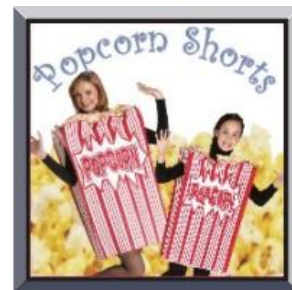
For Humorousness this month, we decided to give you a look at several of their best vids. If you like them, you can find more on YouTube, where the Gregory Brothers post under the name ['schmoyoho'](#).



Popcorn Shorts

Cool stuff that's too small for a big article

Just like it says, Popcorn Shorts is about the kind of things we think are really interesting, but don't really need a large article to explain them. From the sublime to the ridiculous, check in here for crunchy bits of info you'll love to munch. Bet you can't eat just one!



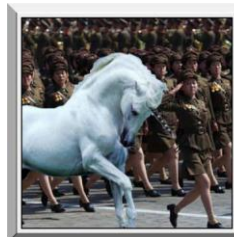
Carl Wolfson is coming back



It hurt losing KPOJ. It hurt losing Thom and Ed. It hurt losing Randi, Norm, Mike, and all the rest of the voices in the Progressive choir. But what hurt most was losing

our local beacon of rationality, Carl Wolfson. His morning show, produced by Paul Pimentel, was smart, entertaining, and engaging. It consistently showed a level of excellence rare for any radio venue, local or national. The pain is still there, but we may not have to limp along without Carl for much longer... rumor has it that he'll be starting a podcast in January. If you can't wait till then you might want to check out his new webpage or follow him on Facebook. Stay tuned!

Unicorn habitat in North Korea



North Koreans don't have food, they don't have an economy, they don't have a functioning government, but they do have one thing no one else does... unicorns. North Korean

archaeologists recently confirmed (actually re-confirmed, in case there was any doubt) that they've found the lair of a unicorn ridden by King Tongmyong in the Koryo Kingdom (918-1392 AD). How do they know a unicorn lived there? "A rectangular rock carved with the words "Unicorn Lair" stands in front. Here's two links, the first to an [overview of the story](#) and the second that explains [why this story makes sense](#) in terms of Korean culture.

Know your place in the Universe



Fans of the "Hitchhikers Guide To The Galaxy" series will remember a powerful image... the ultimate punishment was to be locked in a room where you would be exposed to the whole

grandeur of the universe, and then, in the midst of your amazement you would be shown your position in the vastness of creation and immediately go insane. This [motion graphic from Astronomy Picture of the Day](#) probably won't drive you insane but it will give you a lot to think about. From the quantum foam that underlies existence to the outer edges of the observable universe, you can zoom in and out to get a feel for the relative size of everything in existence.

Who Doesn't Pay Taxes



The debate over the Fiscal Cliff is looming, and Repubs are having aneurysms about returning to Clinton-era tax rates. As they babble on about a few percentage points in here and there, there's a big pot

of people who are barely being taxed, aren't being taxed at all, or are actually getting rebates! Here, courtesy of Senator Bernie Sanders, are [the top 10 corporate deadbeats and slackers](#).

News To Make You Furious

Media Consolidation means Opinion Consolidation



The KPOJ fiasco has raised fundamental questions of how alternative points of view can flourish in a free market. If (as the company line goes) a radio format is losing money, is there any obligation to provide a forum for that point of view? Whose obligation would it be? If someone doesn't like what they're hearing and decides to "go out and buy their own damn station and program it like they want", how possible is it? What laws can or should be written to govern the shape of our public airwaves?

One of the major forces affecting the voices we hear on-air is media consolidation. In recent years there has been a frenzy of media companies buying each other, weeding out the independents in favor of a large corporate model. As the number of companies participating in our national dialogue

decreases, so does the number of opinions we hear. How bad is it? In 1983, 90% of American media was owned by 50 companies. At the end of the 1990's just 9 companies dominated the media world. In 2001, that same 90% of media was controlled by just 6 companies. In 2004, it was down to just 5.

This month we'll give you everything you need to get Furious (and get informed) about media consolidation. It's not a new issue, so there's lots of reporting already out and many organizations in place to fight it.

We'll start with our "Picture is worth a thousand words" department, where you'll find several powerful infographics that give many of the basics of the consolidation problem. Click any of the images below to be taken to a full-size image:



Despite their own problems with corporate funding and influence, public radio and TV consistently lead the pack in reporting on just about any issue. ["NOW" with Bill Moyers](#) has some excellent resources on media consolidation, including the [Fairness Doctrine](#), a [Media Regulation Timeline](#), [Details of FCC rules changes](#), and [Local and National Media Ownership](#).

[Global Issues](#) is a one-stop-shopping site for a wide range of societal, environmental, and governmental issues that affect us all. [Their page on media consolidation](#) has sub-pages for [ownership concentration](#), [vertical integration](#), [freedom of the internet](#), and the vital problem of [interlocking directorates](#). (One of our

favorite sites to see how corporate boards are intertwined is [TheyRule.net](#). Surf over there to see how media companies are actually structured.)

In an [interview with Bill Maher on "Real Time with Real Maher"](#), CBS Anchor Dan Rather discusses how in a media environment owned by a handful of giant corporations, the news has become "politicized" and "trivialized." He says the only interests that get served are those of the corporations, not those of the journalists trying to report the news, and certainly not the interests of the audience watching at home.

[Free Press](#) says that it is "...building a powerful nationwide movement to change media and technology policies, promote the public interest and strengthen democracy." Their website has an ongoing blog, supplies tools for activism, and has an ongoing list of actions you can participate in to help promote media diversity.

What's the solution to media consolidation? According to the FCC, the obvious solution is to [relax the rules governing media ownership](#). FCC chair Julius Genachowski has called for a vote to "streamline and modernize media ownership rules, including eliminating outdated prohibitions on newspaper-radio and TV-radio cross-ownership." This is breaking news, reported on Nov. 20 at [Democracy Now](#).

[Common Cause](#), the "...nonpartisan, nonprofit advocacy organization for citizens to make their voices heard in the political process and to hold their elected leaders accountable to the public interest", has established a "Media and Democracy Initiative" within their group. [Check here for some of their facts on the issue](#), as well as links to learn more, take action, or support their work.

If movies are your thing, then there's a documentary about the downside of media consolidation. [Broadcast Blues](#), directed and produced by Sue Wilson, is a film you'll definitely want to see.