

HAMODIA

THE NEWSPAPER OF TORAH JEWRY

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The Media and the Message

We are living in an era of rapid change. The communication media are a significant part of it, and this is reflected in the world of Torah publishing and journalism.

Most noteworthy is the shifting in verbal communication from print to wireless. Newspapers and magazines are shrinking in both size and impact. News, ideas, commentary and critique flow with speed, potency, and total lack of accountability on the Internet, and the printed word — researched and responsible — simply cannot compete. As a result — each for specific reasons of its own — *The Wall Street Journal* is thinner, *U.S. News and World Report* has shifted from a

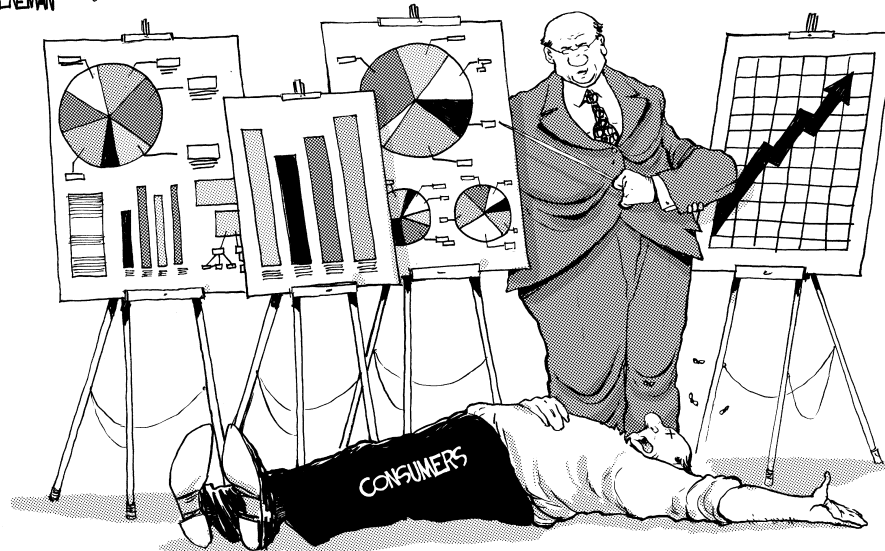
rocky waters of today's turbulent economy. Subscriptions, sold for \$42 per year, have dropped by only a few hundred in the past year. More telling, advertisers have not abandoned it in favor of the internet. What's more, the publication has plans to add several reporters to its editorial staff.

While most Torah publications are in the realm of none of the periodicals mentioned, we may be able to glean some lessons from their experiences. Analysts note that *The Readers Digest* may have been suffering from a loss of its following for a very basic reason. It had gained the loyalty of its millions of readers by its policy of propagating moral conduct and ethical standards, catering to those with traditional values. In recent years though, presumably in response to slackening readership, it expanded the content of its articles to include suggestive and sensational material, offending much of its key readership. Trying to be all things to all people can leave the magazine without one identifiable audience.

In contrast, *The Budget* is careful not

*Not every word or sentence
is destined for "the Book."
But it must be consistent
with the values of the Book.*

SEEMAN *The Wall Ledger*



"AS YOU CAN SEE FROM THESE ECONOMIC INDICATORS, THE RECOVERY HAS BEGUN TO.... Y'KNOW IF YOU'RE NOT GOING TO PAY ATTENTION, I'M NOT GOING TO BOTHER EXPLAINING THIS."

Letters to the Editor

Appreciates Papermaster Series

I am a great-granddaughter of Rav Papermaster, z"l. Dr. Yitchok Levine and I have been in contact these past several weeks, during the run of the three Papermaster articles in *Hamodia* in July. He mentioned that you would welcome a letter with more about the Papermaster family. I also had Dr. Levine connect with my cousin Dr. Ted Papermaster (the Rav's oldest living grandson, 95 years old, who is very alert, *baruch Hashem*), and thus there are more stories!

I extend my *hakaras hatov* to you for providing the opportunity to print

the articles, which were excerpts from Isadore Papermaster's treatise (Isadore was one of the Rav's older sons), and from the stories I documented in a work about the Rebbetzin and the other women in the North Dakota community. Dr. Levine is to be commended for putting these works into an appropriate format and sharing them with the *frum* community. It is a great honor to our family that you chose to share these memories.

Mrs. B.J. Kremen Goldman