

Fact sheet was misleading

Letter to the editor

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As a community member trying to learn more about the large-scale fly-in development proposed for the Town of Russell, I read all of today's article on the subject, including the boxed text labeled 'Waypoint Fact Sheet.'

I even read the small type in parentheses at the very end of that box, which stated: 'Information provided by CFS, LLC.' CFS, LLC is the registered business name of the Minneapolis-based group behind Waypoint, the development formerly known as Shadow Wood Landing. Common sense suggests that a for-profit developer involved in a land-use and zoning controversy is not the best source for an objective overview of the development. However, what appears under the heading 'Waypoint Fact Sheet' seems to be a press release from the group, reprinted in its entirety. The text is complete with fuzzily glowing statements about 'thoughtful stewardship' and 'sensitive interaction with our host community.'

A press release is not a fact sheet. A press release is designed to put a product or concept in its most favorable light in order to sell it. The originators of the press release can call it a fact sheet, or they can call it the Queen of Romania, but it is neither. I hope The Daily Press takes more care in its selection of source material in the future.

I also hope that readers of the newspaper ignored the boxed 'facts' in favor of the actual article, in which Rick Olivo provided information and quotes from a number of sources. Included among these was the interesting assertion by the CEO of the development group that that the re-opening of the original lawsuit in opposition to the property's rezone "has nothing to do with us." Also noteworthy: DNR Water Regulation and Zoning Specialist John Spangberg's observation that some of the development group's revised proposals for the airstrip would have required the filling of up to four and half acres of wetlands. "Sensitive interaction with our host community" and "thoughtful stewardship" this is not, no matter how it is advertised.

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