

John W. Troutt Jr., editor, publisher, chief executive officer and owner of *The Jonesboro Sun*, still runs the newspaper at 68: "The real truth is that news is what I like to do."

An early problem to be solved was how to handle the dozens of out-of-town journalists descending on the town, including TV crews from as far away as Japan. Equally challenging were the hundreds of journalists calling the newspaper from around the world, looking for updates, contacts, background and sound bites.

Troutt decided to put his two sons — assistant publishers Bob, 39, and Ed, 36 — in charge of all of the out-of-town journalists. (Bob and Ed have journalism degrees, are part-owners of the newspaper and have business interests outside the newspaper.) They handled hundreds of phone calls and e-mail messages, dealt with the scores of visiting press, and freed their father and the news staff to work on the story.

How and what did *The Jonesboro Sun* staff members do and how well did they do it? Here is a thumbnail analysis of the crucial first eight days of the story, beginning with the day after the shootings and continuing through the charging of the two suspects, the funeral services, and ending with the communitywide memorial service.

March 25 First day after the shootings

Banner headline: "Snipers rain death, terror at Westside." Two stories drop out of it, headed: "Four youths, teacher die; 10 more hit" and "Young pair in custody."

The lead story is written in graceful narrative, not inverted pyramid style, acknowledging that virtually everyone in Jonesboro already had learned of the basic facts on TV and radio. It begins "Slaughter on the school yard: before Terrible Tuesday, parents, educators and even policemen wanted to believe it couldn't happen here." After giving the basic facts of the dead and wounded, it goes on to say, "To make the tragedy even more horrific, police sources say they believe the two camouflage-clad shooters are two Westside students, Andrew Golden and Mitchell Johnson, boys aged 11 and 13."



The Jonesboro Sun's first day of coverage, March 25, included the impact of the shootings on the community, as well information on the crime itself.

The other top story recounts that one of the boys arrested had told fellow students the day before that they would soon learn if they would live or die, but his threat had been discounted. A third story on the bottom says the boys tripped a fire alarm that drew the students and teachers outdoors into the schoolyard to be shot. Page 3A is dominated by a 33-inch story of the major efforts immediately under way to counsel the shocked and grieving and begin the healing process. Several other stories inside the A section and on Page 1B and inside the B section cover in detail the grief of families and citizens, vigils being maintained for the critically wounded,