

essays on the  
**news**

a 2002 chapbook

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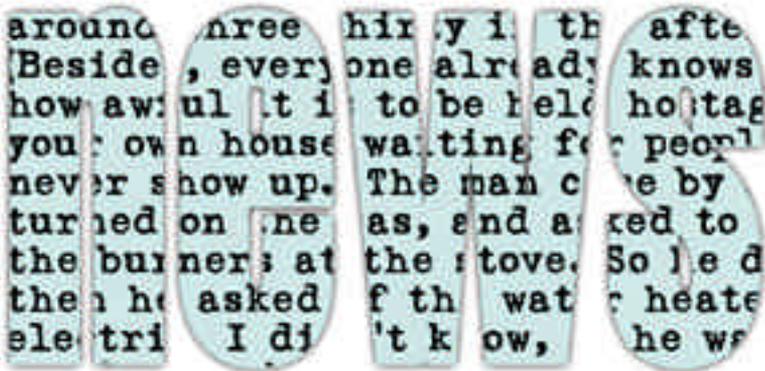
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michael ceralo  
**scars publicatrions**

## Essay on a News Report (27)

The story showed that the corporate takeover was nearly complete; the latest great sports play was already being called, not the usual pseudo-clever echo pun, but by the corporate name of the stadium where it took place





## Essay on a News Report (31)

The local news gushed excitedly over the merger between Key Bank and McDonald Company brokerage house, orgasming with obsessive localness, without ever once mentioning that the merger was illegal

## Essay on a News Report (49)

Another day's paper  
 featured a front-page story  
 not of a Beatles reunion,  
 which requiring resurrections  
 would really have been news,  
 but of yet another Beatles tribute band  
 And this was deemed more important  
 and featured more prominently  
 than a story about a nursing home  
 that would no longer care for patients  
 who needed a ventilator to help them breathe

around three thirty in the afternoon  
 (Beside, everyone already knows  
 how awful it is to be held hostage  
 your own house waiting for people  
 never show up. The man came by  
 turned on the gas, and asked to  
 the burners at the stove. So I led  
 then he asked if the water heater  
 electric. I didn't know, he was

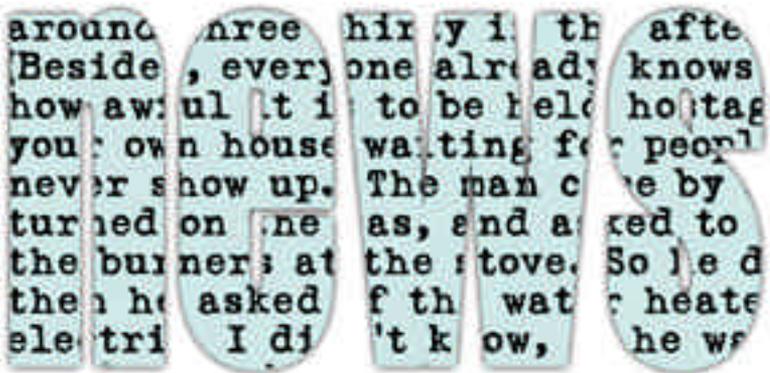


## Essay on a News Report (50)

I must have moved to utopia without realizing it,  
for during yet another ratings period  
the most pressing problem to be solved,  
the wrong most in need of righting,  
the dirty laundry most in need of airing,  
was,  
according to the crack investigative reporter's  
heavily advertised report,  
an 'expose' of psychic hotlines

## Essay on a News Report (51)

It was a perfect circle of ignorance-  
 ignorance in editorial judgement  
 combined with incredible ignorance  
 of the place they lived in  
 The front-page story,  
 complete with the usual idio-in-the-street interview,  
 talked of an exceptionally rainy spring,  
 while the weather data carried on the back pages  
 showed the story to be wrong



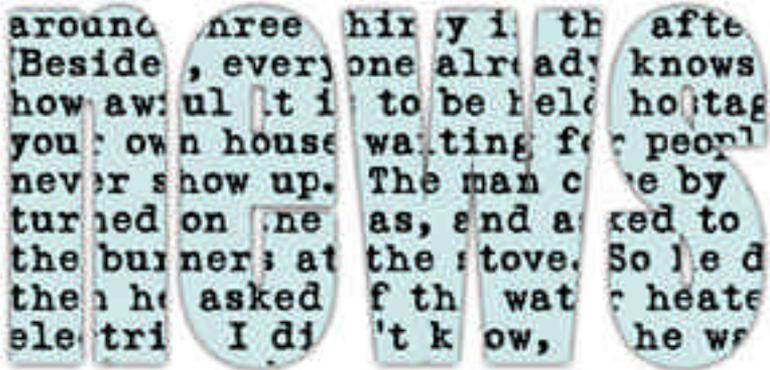


## Essay on a News Report (12)

The article addressed the arrest of Augusto Pinochet on charges of genocide against his own people  
Near the end of the article were hysterical quotes from the rented-brain apologist for the status quo, bemoaning the dangerous precedent of accountability, asking us to imagine anyone arresting, say, Henry Kissinger on similar charges  
Unfortunately, we can only imagine

## Essay on a News Report (13)

In a hard-hitting investigative piece proving  
 that mainstream news outlets aren't the only ones  
 possessing a firm grasp of the obvious,  
 the alternative paper found pollution  
 in an urban industrial neighborhood  
 And this so upset a local restaurant owner,  
 a see-no-evil, hear-no-evil, speak-no-evil type,  
 that she wrote a letter to the editor  
 informing them she would no longer carry their paper  
 And this woman is also bringing this world view  
 to the poetry press that she's involved with



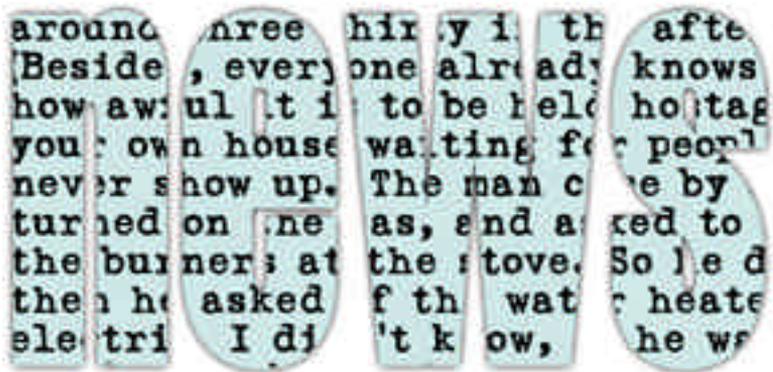


## Essay on a News Report (15)

With regard fro no amendment other than the first,  
the newspaper headline and subsequent article  
deplored the fact that the accused  
could not receive the death penalty

## Essay on a News Report (18)

After reading that paean to greed known as the stock market report, the news reader was incredulous as he read a report of a study that showed that non-profit health care groups had much higher rates of patient satisfaction than for-profit groups





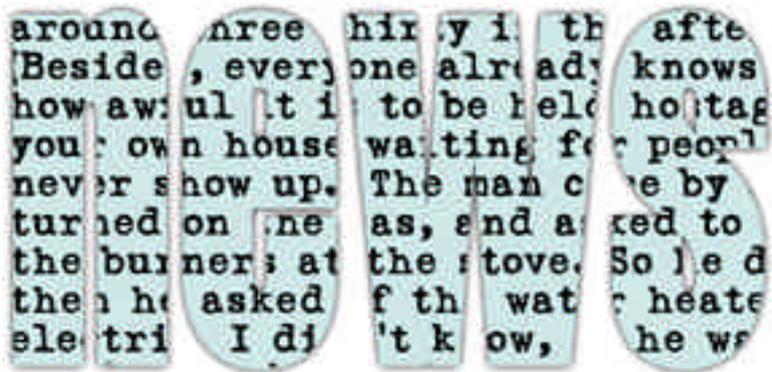
## Essay on a News Report (24)

During sweeps month,  
the local TV stations  
advertised their news programs  
in other media such as  
radio and newspaperes  
One station was particularly proud  
of its crack investigative reporter,  
who had somehow ferreted out the fact  
that germs are plentiful on this planet

## Essay on a News Report (54)

Having enthusiastically endorsed her in their editorials,  
they now attacked her on those same pages  
after she proved to be incompetent or corrupt  
or both,

I forget,  
and of course with no admission  
of wrongdoing on their part



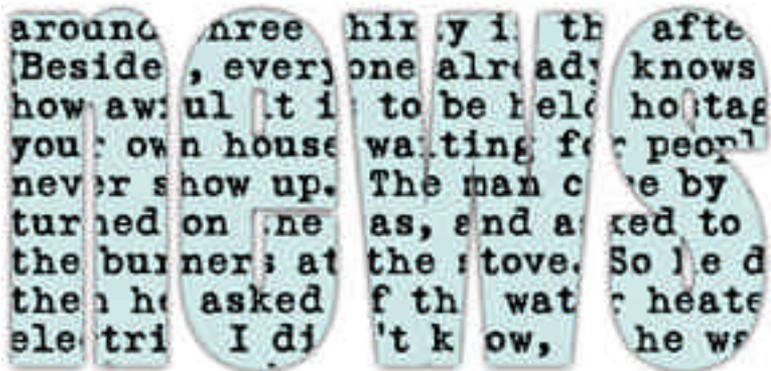


## Essay on a News Report (55)

Fulfilling license requirements  
by reading five minutes of news a day,  
largely gleaned by reading the paper,  
the radio reader reported,  
with an air of actual discovery,  
that the main issues in a current labor dispute  
were wages and benefits

## Essay on a News Report (56)

The network pulled a piece by its ‘investigative’ reporter  
 where he hoped to outwit children  
 when ‘interviewing’ them about ‘indoctrination’  
 by environmental groups  
 The same reporter somehow missed  
 the pseudo-educational corporate propoganda  
 his employer has graciously given the nation’s schools





## Essay on a News Report (57)

The 'ace' curmudgeon/columnist,  
a walking talking living breathing cliché,  
wrote a surprisingly moving column  
about his union activist father,  
in the process disproving a different cliché:  
the apple can fall very far from the tree indeed



## Essay on a News Report (58)

Even on a traditionally slow news day  
the local rag could find no event  
anywhere in the world  
that they deemed more important  
than to warn their readers that police  
would be out conducting court-sanctioned illegality  
next weekend



essays on the  
news  
Michael Ceralo



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[ccandd96@aol.com](mailto:ccandd96@aol.com)

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829 Brian Court, Gurnee, IL 60031-3155, USA, Northern Hemisphere,  
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