

Coconut Telegraph

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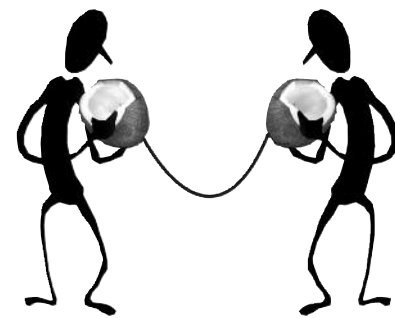
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Articles

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Editorial

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ago - the first Gannett newspaper. I was taught by the best and discovered I had an inherent, natural talent for advertising and a wicked sense of humor. Gannett also paid for my Cornell

University courses where I learned some writing skills.

Through the years I worked for several different publications and took the best from all of them to create the Coconut

Telegraph. We are proud to serve the Florida Keys, and also share a sense of humor and community-mindedness that we feel is indicative of this community.

The most rewarding part of producing this paper is being able to give back to the population in so many ways. We are able to bring attention to fundraisers, organizations, and community events that may otherwise

receive little notice. We are also able to pay tribute to those we've lost.

This month we are sad to have lost some great people in our community. Paul Moen, a local entertainer and friend, being one of them.

He was featured as Entertainer of the Month in 2008, when we were just getting started, and we are honoring him again with excerpts from that article. See page 7.

Two years ago was another year that took many

of our friends and we ran a full-page memorial to them. We plan to do this again in December. If you have lost a loved one and want them to be a part of the memorial please send me an email with a photo attached by November 24.

From all of us at the Coconut Telegraph, we send a heartfelt thank you to all of you. We sincerely appreciate your wonderful support.

*From all of us
to all of you,
a heartfelt
thank you
for your
loyal support.*

- Denise Malefyt
Coconut Telegraph Editor

Editorial:

Happy Anniversary to us!

This is our 60th issue and we are celebrating five years producing the Coconut Telegraph. I cannot thank our loyal advertisers and avid readers enough.

A few years back we almost came to a screeching halt when Jimmy Buffett sued us for trademark infringement. It happened when we expanded our circulation to the Internet and the "Buffett Empire" was threatened. We raised a stink you could smell all the way to Key West, and eventually had to surrender our \$7 domain name. Mr. Buffett got a figurative black eye and the Coconut Telegraph got national television exposure. He made us famous. Thank you Jimmy Buffett!

Another time we made history was when

we ran a snow removal ad in the paper as a hoax. It appeared on Jay Leno! Now because of our expert web designer Omar Perez, the Coconut Telegraph at theconchtelegraph.com is read all over the world.

The Coconut Telegraph was conceived in 2006 when I was out of a job. My first newspaper job was with the Elmira Star Gazette, in upstate New York over 30 years

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