I felt when I first read 
what it means to be good. 
for me now in these two 
latter moral, but then I 
mostly as I was fashioning 
"good" had not so clearly 
looking for Elvis, for 
but the profound wrong-

to the school reading 
was not Naeeem Murr 
Black Lung" by Devon 
a miner, whose father 
"Black Lung" would seem, 
people, a thirteen-year-old 
of coal miners coughing 
like it then, this work 
"Death De Profundis" 
was a child, that there 
that to get there one had 
buy a record, or spend 
merely imitated 
from "The Black Lung" 
standing shyly beside 
ction between the two 
at time: we both had no 
his, had possibly loved 
ly a photograph 
more obscure connection 
Devon, but between our 
described the eyes of my 
and the stuff of fire.

Things Are Not As Bad As They Seem

Confession: that there is in fact an end 
to winter and its relentless reinvention, 
sheath ice cracking from pines, 
road signs visible again and asphalt warming, 
the frozen beets in the root cellar 
beginning their history of nurture and pickle and store.

The cats trail like wedding bands 
behind the boys who sell what they call 
spare blood in jars and their compelling 
stories of salt and postage. 
We spend recent evenings in complacence 
and ambivalence, not worrying the season out 
but enduring its remainder.

For $15, those blood-selling boys 
will pester the last ice from the driveway with hoes 
resulting in tool-ring and clatter, 
the feverish grins on their faces 
new with exertion.

I find a daisy petrified in barn light 
when I undo the lock on the door. 
Fresh tracks, a magnifying glass, 
a sleeping bag that reminds me of a pupa, 
and a worn copy of Penthouse Forum 
these remainders of human secrets.

Even the postcard from my posthumous mother reeks of Spring.

Prisoners in the county jail 
sting the bars with cups and pens 
and rings signaling release.

The new television station in town 
broadcasts its first, brought to you 
by Northwest Airlines and the few 
living original members 
of the Lawrence Welk orchestra.

Smoke signs from the cabins still brave the lake.

Deciduous trees restock.
The lake ice separates and slows out;
a few floes stagger like commas to the breakers.

Season is a decision.

What seams there are in the world
unstitch and shudder and fade.

*Question: Assuming Why Teach Public Relations Consistently*

While practitioners of the profession are often seen as ship building, the media relations "can still engage observation and anecdotal relations as a professionalized. PR can be seen as garnering publicity and attention, the profession can be seen as a public relations activity. Words like "spin" are associated with public relations activity. Media accounts of public relations use the term as a negative, "gimmick" or "public relations bears out the anecdotal view. A recent study by an association with the largest high volume of news carrying negative themes, "PR just means public spin doctors" (Frank, 2005). It is concluded from a national that public perception is often as unfavorable of