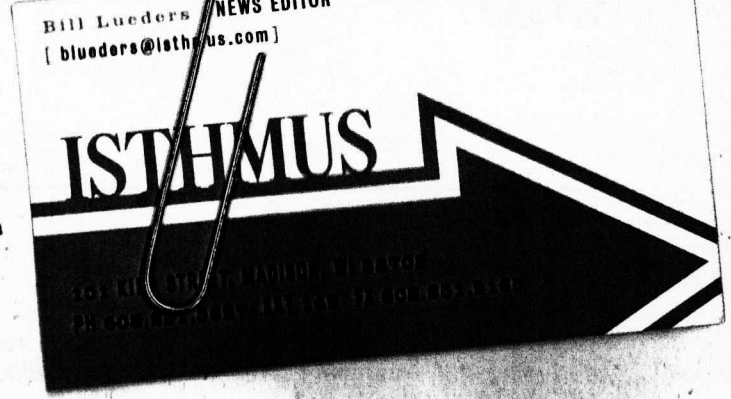




101 KING STREET, MADISON, WI 53703

PHONE 608.251.5627 FAX 608.251.2165 ONLINE [TheDailyPage.com](http://TheDailyPage.com)



Alumnae Association Fellowship  
Vagelos Alumnae Center  
Barnard College  
3009 Broadway  
New York, NY 10027-6598

Nov. 23, 2009

### Recommendation for Sally Franson

Dear Alumnae Association members,

I don't know Sally Franson well and have not worked with her extensively. I don't believe we've ever met, and I probably wouldn't recognize her if I fell on her, unless she was wearing a name tag. And yet, I can tell you sincerely that I have never written a recommendation letter for anyone with more enthusiasm.

A few months back, Franson wrote my paper, *Isthmus*, with an idea for a story about a young woman with cancer – herself. The idea got routed to me, as the paper's news editor, because I was involved with a citywide reporting project on the issue of health-care access. (I won't bore you with details but you can learn all about this project, All Together Now –Madison, from its website, [www.atnmadison.org](http://www.atnmadison.org).)

I was somewhat aware of Franson as a result of her previous contributions to *Isthmus*, a 60,000-circulation weekly newspaper in Madison. In 2007 and 2008, she wrote more than two dozen articles for the paper and its website, mainly on the arts, meaning they were handled by other editors. You can peruse these contributions on our website at <http://www.thedailypage.com/search/searchAuthor.php?authorID=180>.

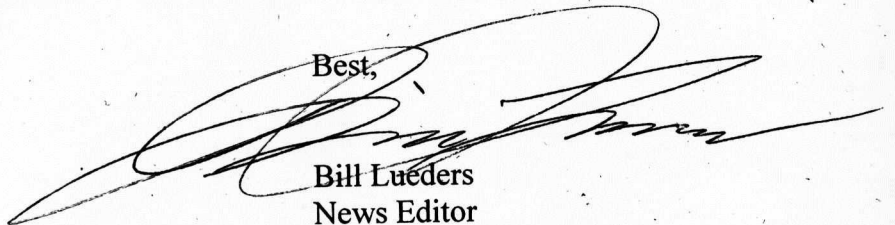
These were all well-written, and Franson's editors here thought highly of her contributions. So I was pleased to encourage her to write the cancer piece, and to work with her on it; the 2,700-word essay is now all set to run, probably in early January.

In more than a quarter-century as an editor, I have seldom seen any story of this caliber, not even from people who have many years of professional experience. It is an exquisitely well-written piece, and I am proud to have played a role in it.

A friend of mine who went on to become an editor at several daily newspapers once told me about something he called "The Touch." He believed some writers have it, and some don't. It is, I suppose, the capacity for elegant yet straightforward expression. Sally Franson has it.

If you are in a position to reward and nurture this talent, you should consider yourself fortunate.

Best,



Bill Lueders  
News Editor