

Monroe A. Miller, Jr.  
2200 Camp Branch Road  
Waynesville, NC 28786  
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**Subject: The Biltmore Beacon. Who is the Publisher? **Jonathan Key!****

After receiving a stern lecture from **Becky Johnson** about Capitalistic Societies the other day, I decided to continue to peruse the Mountaineer website. Guess what I came across? [!]

There was an image of another newspaper in the spot normally set aside to advertise the Mountaineer's new and up coming front page slot, e-Edition (low resolution, which you cannot see the detail of unless you are a subscriber), and it was something called "The Biltmore Beacon".

WTF?



It has since disappeared. Intrigued, I pressed on to investigate. I found <https://www.biltmorebeacon.com/>

Wow, this newspaper looks like a little mini Mountaineer! There is a slot on the main page of the website which nearly replicates the e-Edition slot in the Mountaineer, but when you click on it, you get the entire full resolution newspaper, just like you used to be able to do with the Mountaineer, until they revised their business model [re: **Becky Johnson**]. I quickly went to the second page, where newspapers usually have information about themselves. Guess who is listed as the Publisher?



**Jonathan Key - PUBLISHER**

# The Biltmore Beacon

Serving the Biltmore Communities  
for more than 8 years

*PUBLISHER*

Jonathan Key

*EDITOR*

Jeannette Carrillo

*BUSINESS*

Jean McClure

*ADVERTISING*

Lori Gilbert  
828-713-7434

*DESIGN & LAYOUT*

Matthew Perusi

Jack Snyder

Cheyanna Weaver

*CONTRIBUTING*

*WRITERS*

Carol Viau

Eric S. Brown

Bob Cohen

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*CONTACT*

220 N. Main St. | Waynesville, NC 28786

**828-452-0661**

[thebiltmorebeacon@gmail.com](mailto:thebiltmorebeacon@gmail.com)

[www.biltmorebeacon.com](http://www.biltmorebeacon.com)

Look at the CONTACT information. It is exactly the same as the contact information for the Mountaineer!

[themountaineer.com](http://themountaineer.com)

220 N Main Street

Waynesville, NC 28786

Phone: 828-452-0661

Email: [jkey@themountaineer.com](mailto:jkey@themountaineer.com)

[**Editor's Note:** Another familiar name on this page is **Carol Viau**, notable for writing puff pieces about **Sarge's** - Vol #10, Issue # 8: Sep 22, 2019 **Sarge's** Running a Scam, on [www.haywoodtp.net](http://www.haywoodtp.net), or <https://www.haywoodtp.net/pubTP/T190922.pdf> ]

This CONTACT information lists at the top: "Serving the Biltmore Communities for more than 8 Years".

Wait a minute... If you look up Biltmore Beacon on Wikipedia, you find:

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The Biltmore Beacon is a weekly newspaper by the Mountaineer Publishing Company. It reports the news and events of Asheville, North Carolina and is specifically written to be of interest to residents and businesses in the various Biltmore communities including Biltmore Forest, Biltmore Park, Biltmore Lake, The Ramble at Biltmore Forest, Main Street at Biltmore Park and Biltmore Village.

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"Editor Shelby Harrell". The Mountaineer. Retrieved January 22, 2020.

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This indicates:

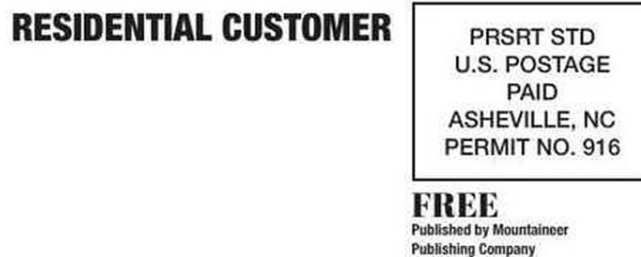
- Shelby Harrell was the Editor at one time, now Jeannette Carrillo, and
- There is nothing in this Wikipedia page about any activity regarding the Biltmore Beacon prior to January 22, 2020.

So I suggest **Jonathan Key** get someone to update the Wikipedia page and put some stuff on their that shows there was activity going back eight (8) years.

Let's go back to the Front Page.



Whoa! There is a little paid postage thing:



So here we are, **Jonathan Key** is running a complete separate organization under the roof of the Mountaineer, and this rag is Free! How does **Jonathan Key** pay for this rag? According to **Becky Johnson**, I presume she would categorize this as not a traditional media outlet, just like the Smoky Mountain News. If that's the case, **Jonathan Key** can pay for this one of two ways:

- Paid Advertising, or, more likely,
- Stiff everyone in Haywood County who normally enjoys reading the online version of the Mountaineer by cutting off their access and demanding people start paying a subscription fee.

The handwriting is on the wall. Pretty soon, **Jonathan Key** will start imposing his business model to readers of The Biltmore Beacon, so get it while you can.

[**Editor's Note:** This is a clear indication that someone is scrambling to stay afloat. Good luck with that.]

Monroe A. Miller, Jr.  
Haywood County Taxpayer

[LetsGoBrandon](#)