



Make plans to attend the 2014 ONPA Convention at the Salem Convention Center Thursday-Friday, July 17-18

Register online at www.orennews.com

To get a room in the ONPA block, contact the Grand Hotel at 1-877-540-7800 and be sure to mention the ONPA block to receive the discounted rates.

THURSDAY, (Advertising Portion) July 17

7:30 a.m. – Registration table open

8-9 a.m. Breakfast – Introductions and discussion on challenges and successes at your paper

9-11:30 a.m. – **Mike Blinder Session - *Being Your Best on Every Sales Call!***

Mike Blinder President/ Founder of the Blinder Group is internationally recognized as an expert at media advertising. He will feature content from his Client 1st Training System that outlines the steps you need to take to prep for every single advertiser engagement. And, the attitude, style and traits you need to adapt into your selling style that ensures you get in the door and close more deals!

Topics that will be covered in these fast paced sessions, will include:

- * Getting Beyond the Rejection
- * Blinder “Best Bets” to Target for New Business
- * Goals/ System for Effective Prospecting (Phone or face-to-face)
- * Making 1st Contact to Gain a 1st Appointment
- * Proper Call Prep (Doing Your Homework Before Your 1st Meeting)
- * Building the Right Rapport with Your Customers
- * Adjusting Your Rapport (and Theirs) to Gain Their Trust

Noon – 1 p.m. **Best Ad Ideas Awards Luncheon**

1:15-2:30 p.m. **Best Revenue Idea Sharing Session 2014 - *The Best Just Got Better***

The Best Ad Idea Sharing session, is back with a twist. *The Best Just Got Better* is what we are calling it this year. Attendees are each allowed four minutes to present to the group a new and unique advertising revenue-generating idea to the large group. You must have deployed this idea since last year’s convention (July 2013 – June 2014). When all ideas are heard, voting will take place, and cash prizes will be awarded to the best revenue generating ideas.

Special sections, banner pages, unique ad sizes, sponsored promotions, creative ad placement,

See **CONVENTION** page 2

online campaigns and Daily Deals are all suggested areas of interest.

1st = \$150 | 2nd = \$75 | 3rd = \$50

After the *best of the best* ideas have been selected, the session will break into small groups that will work together to determine ways to bring the ideas back home, and to enhance the winning concepts to make them even more effective. From this session you will not only take away great revenue-producing ideas, but you'll discover new tricks, tweaks and enhancements to improve ideas you already have!

2:30-5 p.m. **Mike Blinder Session - *Doubling Your Digital Dollars- COST EFFECTIVELY!***

Can media companies, with limited resources, sell their digital assets and services with their traditional sales team? Mike Blinder will review real world case studies on how newspapers (of all sizes) are making sizable profits by expanding their product offerings to Digital Services, Social Networking Assistance & Native Advertising Sales, without having to launch separate online sales teams and pay huge outsourced vendor fees. Learn some easy to implement ways to use your existing sales resources to expand your product offerings to capture new revenue.

*Attendees will have access to all sales materials and deployment information so they can use these tactics to make money immediately, in their own markets.

Topics that will be covered in this fast paced session, will include:

- * Basic online advertising banner sales
- * “Bundling” banners with print for new business development
- * Online “Directory/ Marketplace/ Local Search” platform initiatives
- * Simplifying Digital Service selling:
 - Responsive Web site development
 - Search Engine Optimization
 - Social Networking support/sales
 - Reputation/ Visibility monitoring marketing
 - Mobile sites/ Apps/SMS sales implementations

THURSDAY AFTERNOON- July 17 — *Publishers arrive*

3:45-4:30 p.m. ONPA Board Meeting
5:30 -6 p.m. Past President reception only
6-7 p.m. Reception– All Welcome
7 p.m. Awards Banquet
Afterwards Hospitality Suite – All Welcome

FRIDAY – July 18

Friday

8 a.m.-9 a.m. Breakfast
8:45-9:15 a.m. Business meeting AP &-ONPA– separate rooms
9:15-10 a.m.. – ONPA legislative recap – Greg Peden
*10:15-11:45 a.m .- Gubernatorial Debate (*pending confirmation)
11:45-12:00 Break
12:00-12:45 p.m. – Attorney General Ellen Rosenblum
12:45-2 p.m. General Excellence Luncheon with installation of new President

The Oregon Newspapers Foundation:
Our way to help the future of journalism!

Oregon Newspapers Foundation
Supporting the future of Oregon newspapers

What does Oregon Newspapers Foundation do?

Your tax-deductible contributions help fund internships, scholarships, equipment grants, adviser education, and training and recognition for all ONPA member newspapers.

- SPONSOR REGIONAL SEMINARS
- OFFER SCHOLARSHIPS
- SPONSOR ANNUAL EVENTS
- ADMINISTER ANNUAL CONTESTS

contribute TODAY! oregon newspapers foundation
503.624.6397

Looking for a **Complete Combination Solution** for Print and Online Special Sections?

think green
GOING GREEN MEANS SAVING GREEN

Your Logo Here
Sponsor This Area

Now you can get fully-templated, full-color print special sections and companion, ready-to-post online MicroSite sections from Metro Editorial Services!

- Ready to sell
- Professional, eye-catching designs
- Timely, relevant editorial content
- Extremely Cost Effective!

View samples and get more information from metrocreativeconnection.com, call Metro Client Services at 1-800-223-1600, or send an e-mail to service@metro-email.com

Metro Creative Graphics, Inc.

METRO

1.800.223.1600
www.metrocreativeconnection.com

oregon publisher

Spring/Summer 2014

Oregon Publisher is the official newsletter of the Oregon Newspaper Publishers' Association. Previous issues can be viewed in PDF format by going to the publication page on the ONPA website.

Oregon Publisher staff

Laurie Hieb

Executive director and publisher

ONPA Board of Directors

Vance Tong

PRESIDENT

Associate Publisher, Portland Tribune

Dave Baker

PRESIDENT-ELECT

Eugene Register-Guard

Therese Bottomly

TREASURER

The Oregonian, Portland

Grady Singletary

IMMEDIATE PAST-PRESIDENT

Mail-Tribune, Medford

— DIRECTORS —

Lyndon Zaitz

Keizertimes

Allen Herriges

The Newberg Graphic

Scott Swanson

The New Era, Sweet Home

Mike McNally

Corvallis Gazette-Times

Timothy W. Gleason

University of Oregon, Eugene

Christine Moore

The Times, Tigard/Sherwood Gazette

Joe Petshow

Hood River News

Jeff Ackerman

The News-Review, Roseburg



7150 SW Hampton St., Suite 111
Portland OR 97223 • 503-624-6397
Fax 503-624-9811 (onpa) • 503-639-9009 (onac)
onpa@orenews.com • www.orenews.com

Collegiate Day and the Oregon Newspapers Foundation

The Oregon Newspaper Foundation held this year's annual Collegiate Day at Linn Benton Community College on May 9. The one-day event hosted 75 aspiring journalists from nine different colleges and universities from across Oregon.

These students were able to meet and listen to managing editor



Brent Walth

Brent Walth from Willamette Week, senior investigative reporter Les Zaitz from the Oregonian, and Hasso Herring from hh-today.com. The sessions covered were investigative reporting, mobile reporting and social media and editorial writing.



Les Zaitz

ONF is so grateful to these professionals in our industry donating their time to giving back to these upcoming journalists. It is both moving and inspiring to see. After the sessions in the morning, the students gathered at tables by school, for the much anticipated awards luncheon.

Collegiate Day is only one of the foundation's contributions to its mission of education and research for journalism in the state of Oregon. ONF also underwrites and operates the statewide Better Newspaper Contest, Best Ad Ideas Contest, Collegiate Newspaper Contest, Advertising Conference, Spring Sales Symposium, and other special seminars/workshops.



Hasso Herring

Last year ONF contributed:

\$2,500 to support one mentor for the Journalism Education Association's Mentor Project, which helps retired journalists in mentoring high school newspaper advisers.

\$3,000 to support three journalism college students at \$1,000 each.

\$4,200 to help pay for the newly designed University of Oregon Oregon Newspaper Hall of Fame display.

\$2,500 to support the summer High School Journalism Camp.

So far this year, ONF has committed to contributing:

\$2,500 to support one mentor for the Journalism Education Association's Mentor Project, which supports retired journalists in mentoring high school newspaper advisers.

\$3,500 to support the summer High School Journalism Camp

\$3,173 additional to complete the new Hall of Fame display at University of Oregon

*College scholarships TBD

If you'd like to donate to the Oregon Newspaper Foundation and help our efforts, please mail checks to ONF, 7150 SW Hampton St. STE 111, Portland, OR 97223.

OBITUARY – Alton ‘Bunky’ Baker Jr.

Register Guard’s ‘Bunky’ Baker dies

The legendary Eugene newsman is remembered as a “reporter’s publisher”

By **JEFF WRIGHT**
The Register-Guard

Alton “Bunky” Baker Jr., one of two brothers who shepherded The Register-Guard through 40 years of award-winning journalism, died early Sunday evening of complications from pneumonia, family members said.

He was 94.

Baker joined the newspaper as a reporter in 1946, became managing editor in 1950 and was named publisher in 1961. He retired in 1986, and lived out his remaining years in Eugene. During his tenure, Baker oversaw the change from lead type to offset printing, a dramatic increase in the use of color in the paper, and the switch to a modern, computerized newsroom. He also was at the helm in 1983 when the newspaper switched from afternoon to morning weekday delivery. Baker was the eldest child of Alton Baker Sr., who purchased The Guard in 1927 and then The Register in 1930. The newspaper is now operated by the Baker family’s third generation — publisher Alton “Tony” Baker III is Bunky Baker’s son — and some fourth-generation family members also work at the family business. For many years, rumors surfaced that Bunky Baker — and his brother, Edwin “Ted” Baker — were intent on selling the paper, but they never did. Today, the Register-Guard stands among only a handful of daily newspapers



**Alton ‘Bunky’
Baker Jr.**

editor,” including The New York Times and the Washington Post, Baker told his niece, Ann Mack, in a 1999 interview for a family history.

“I’d drop them in the wastebasket,” Baker said of the letters. “Why, we were doing fine, getting along fine, it was our paper. I didn’t want somebody running it from New York, Wisconsin or North Carolina or whatever.”

Former colleagues on Sunday remembered Bunky Baker as a shy but determined newspaperman who took the roles of journalistic service and ethics to heart.

Doug Bates of Oakridge, who worked at The Register-Guard for 23 years before a distinguished career at The Oregonian, said he went to Baker as a young married man who needed a job to finish his degree at the University of Oregon. Baker hired Bates in the advertising department, and Bates later was promoted to news editor and then managing editor.

“He was like a second father

across the country that are locally rather than corporately owned. “Every two weeks I’d get a letter from somebody when I was publisher and

to me,” Bates said. “He was my mentor and friend and role model and newspaper idol. He embodied so many values of great journalism ... and it breaks my heart that he’s gone.”

Don Bishoff worked at the newspaper as a reporter, assistant city editor and editorial writer before Baker elevated him to the job of full-time columnist.

“He was a reporter’s publisher,” Bishoff said. “He was interested in producing the best possible newspaper and he wanted his reporters to have all the support they needed to do their jobs well. He was a consummate newsman.” Bishoff sometimes faced Baker across a bargaining table as a Eugene Newspaper Guild union negotiator. “We’d go at it hammer and tongs, and then we’d get an agreement in two or three days, shake hands, and there were no hard feelings afterward,” he said. Bunky Baker, Bishoff added in a shaking voice, “was one hell of a newsman and one hell of a nice guy.”

Lloyd Paseman, another longtime Register-Guard newsroom manager who still helps oversee the newspaper’s letters to the editor, said he long admired Baker for his high journalism standards. “He absolutely believed in the integrity of journalism, and the independence of the newsroom operation from

See **BAKER** page 6

Baker

Continued from page 5

editorial and advertising,” Paseman said.

Paseman recalled that when Baker divorced from his first wife, he insisted that an item noting the divorce be published in the paper.

“If it ever came to someone wanting to withhold public information or a public record, he didn’t want anyone to be able to point to his divorce and ask why the paper didn’t publish that,” Paseman said.

Don Robinson served as the newspaper’s editorial page editor for 22 years. He called Baker a “great publisher who cared about the paper, cared about the community and cared about journalism.”

Susan McDonald, one of Baker’s four adult children, recalled an incident when she was in junior high school that she said captured her father’s character. She said she came home to find a stranger in one of the bedrooms, cleaning the carpet. She learned that the man’s son had died and that her father, upon learning that the man could not afford to send his son’s body back home to California, stepped in and covered the cost. The grieving father insisted that he be allowed to clean the Baker family’s carpets as return payment.

McDonald said she remembers that her father “took stands on issues that were very unpopular with other people in the community. But he stood by them.

“As a father, he loved all of us fiercely,” she added.

Bunky Baker was the eldest of Mildred and Alton Baker Sr.’s five children. Three of his siblings also survive him: Edwin “Ted” Baker, Herbert Baker and Richard Baker. His sister, Louise Little, died previously.

Bunky Baker was born in Cleveland on Nov. 15, 1919. He graduated from University High School in Eugene in 1937, and from Pomona College in Claremont, Calif., in 1942, where he was a pitcher on the baseball team.

He served in the U.S. Army Air Corps for four years during World War II. He married Genevieve Mertzke on April 19, 1947, in Claremont, and they had four children. He married Jeannette Vollstedt on Feb. 14, 1976, in Walker.

Family lore is that from the time he was a toddler, Baker was referred to by his father as “my little Bunky” — and the nickname stuck. The name memorialized a military buddy who served with the senior Baker in France during World War I. As an adult, Baker succeeded Bill Tugman, a journalistic icon in his own right, as the newspaper’s managing editor.

Where Tugman was more of a seat-of-the-pants boss, Baker was methodical: Each day’s paper was planned. Copy and desk editors, whom Tugman had little use for, became key cogs in the process. The copy desk grew from two to almost a dozen.

In September 1952, the paper built and moved to a new building at East 10th Avenue

and High Street, then a mostly residential area. It consisted of a one-story office and a new press capable of printing color and up to 64 pages; the old unit did 24. Upon inheriting the newspaper’s top positions, Baker and his brother, Ted, embraced innovation. In their first year, they stationed a reporter in Salem for the entire legislative session — a first for the paper. They beefed up the press in 1964, so 96 pages, instead of 64, could be run at a single time. They pioneered the use of color photographs, cutting-edge technology for the 1960s and something their father had first tried in 1954. They added a second story to the newspaper office in 1966-67.

Meanwhile, the paper’s reputation for first-class journalism soared under the brothers’ stewardship. In 1966, the paper won the prestigious University of Missouri Honor Award for Distinguished Service in Journalism. At the time, The Register-Guard was the first small-city newspaper outside Missouri to win the honor, joining past winners such as The New York Times, The Washington Post and The Christian Science Monitor.

Bunky Baker accepted the award in Columbia, Mo. He closed his acceptance speech with a reminder that he hadn’t forgotten the reason for the newspaper’s tradition of excellence. “I would like to accept it on behalf of my late father, Alton F. Baker, who for nearly 35 years gave direction and established the principles that have brought The Register-

Guard to this milestone of achievement.”
For the first time in the paper’s history, Bunky Baker also started casting a wider net for newsroom hires. He hired former Oakland Tribune sportswriter Blaine Newnham as the newspaper’s

sports editor. Under Newnham’s leadership, the sports section would soon be named the top section in the country for papers with 50,000 circulation or more. Then Baker added Pulitzer Prize-winning photographer Brian Lanker, who redesigned the look

of the paper and went on to win two national “photographer of the year” awards while at The Register-Guard.

— *Team Editor Mark Baker and former columnist Bob Welch contributed to this report*

A publisher with integrity

Editorial — The Register-Guard

Eugene

Alton ‘Bunky’ Baker was a newspaperman to the core

Every newspaper is different, but in general they can be kicked into two piles: The ones that become the mouthpiece of their communities’ power structure, and the ones that don’t. Which pile a newspaper lands in depends on the character of the person in charge. Alton “Bunky” Baker Jr., editor and publisher of The Register-Guard for two decades ending in 1982, and editor for another four years beyond that, made sure his newspaper was in the latter group.

Baker, who died Sunday at age 94, was born to the newspaper business. He was the eldest son of the senior Alton Baker, who purchased The Guard in 1927 and The Register in 1930. Baker joined The Register-Guard as a reporter in 1946, became managing editor in 1950 and succeeded his father as publisher in 1961. Together with his brother Ted, who became publisher in 1982, Baker led The Register-Guard through an era of prominence, prosperity and change.

Having an owner sitting in the publisher’s office can be a great advantage to a newspaper’s employees, and to its readers. For Baker, Eugene was not a rung on a corporate ladder. It was the city where he grew up, which gave Baker a feel for what his readers wanted and needed from their newspaper — including an understanding that what readers want and what they need are not always the same thing. And a publisher whose family owns his newspaper can take the long view, looking not just at the next quarter’s profits but tending to the next generation’s interests.

But running and owning a newspaper at the same time is hard. The advertisers who pay the bills may think they should have something to say about what’s in the news columns. Civic organizations may expect support rather than coverage. It takes backbone and a firm commitment to professional standards for any publisher to resist the slide into boosterism. The pressures become even more intense in the absence of the distance and insulation provided by corporate ownership. Baker had what it took to stay true to his newspaper’s readers.

Baker’s strengths came to be widely recognized, as when The Register-Guard won the University of Missouri Honor Award for Distinguished Service in Journalism in 1966. Baker’s acceptance remarks remain on point:

“I’m sorry to say this, but I believe the most glaring weakness on too many papers is the abdication of editorial responsibility. The easy way is to sit back and not take sides — not ruffle feathers. There is no anonymity in the smaller community. It is hard to kick hell out of an acquaintance in the paper one day and hobnob with him at a social function that evening. I know from experience. But then, no one ever told me that journalism was going to be easy.”

Baker proved that a newspaper can fulfill its editorial responsibility, for the benefit of both the newspaper and its community.

Newspapers and Baseball:

Two great American institutions evolving

By CAROLINE LITTLE, NAA president & CEO

There are few aspects of American life that are the same today as they were 100 years ago. Two of them are newspapers and baseball.

While spring officially starts in March, it doesn't truly begin for many until Opening Day rolls around and ceremonial first pitches are thrown. Whether it's at Wrigley Field, Fenway Park or your local minor league stadium, it's been that way for over a century and I imagine it will continue for at least another century.

For the duration of baseball's history, fans have turned to their local newspaper to keep tabs on their favorite teams and players. This has remained unchanged and continues today, as newspapers deliver special sections to preview the upcoming season, post daily box scores and deluge fans with coverage on a daily basis.

But baseball and newspapers have more in common than merely being a part of everyday American life. For both institutions, the reports of their demise have been greatly exaggerated.

Baseball has been besieged with the notion that the sport is fading, overtaken by football and ignored by today's youth. Quite the opposite is true – commissioner Bud Selig predicted his league would surpass \$9 billion in revenue for 2014.

If that sounds familiar, it's because the newspaper industry has dealt with a similar perception problem, with the idea that the younger generation would completely eschew newspapers. This, of course, is not true. Of young adults ages 18 to 34, more than half – 56 percent – read newspaper content in print or online during a typical week.

Newspapers and baseball do not look like they did in 1914 and that's why they remain essential in 2014. In 1914, it took only 19 home runs to lead the league – needless to say, that wouldn't lead the league this year. Though the sport has the same rules, it has evolved and transformed.

In 1914, you would read a newspaper in print and that was it. Today, you can read the newspaper in multiple platforms, choosing what works best for you. There are 161

million Americans that read newspaper content in print or online in any given month. Of those, 43 million read content on mobile devices. As the newspaper industry guides the way forward, it is based upon a perfect blend of print, digital and mobile platforms to better serve our readers and our advertisers.

It is worth noting that social media wasn't an issue in 1914, or even 2004. But in the past decade, its influence has skyrocketed and changed how our world operates. Baseball has used this to engage fans, giving them a forum to connect directly with their favorite players. For newspapers, it means access for readers to follow their favorite newspaper or reporter. And there is confluence of the two, when a fan can follow his or her favorite baseball team by following the team's newspaper beat writer.

Despite facing the perception that baseball is a sport for the older generation, a new generation of talent has infused MLB with excitement, whether that's Mike Trout in Anaheim or Bryce Harper in Washington, D.C. The newspaper industry, likewise, has an excited, engaged group of college students and young reporters ready to make their mark. I saw this firsthand at NAA mediaXchange 2014, when we enlisted five talented college reporters to cover and report on the news-making conference.

The youth movement for baseball is not limited to the diamond, just as it's not limited to the newsroom for newspapers. Theo Epstein, at 28, was the youngest general manager in history when the Boston Red Sox hired him in 2002 and, two years later, the team had its first World Series in 86 years.

Likewise, newspapers have become an incubator for innovation and change. At NAA mediaXchange, our inaugural Accelerator Pitch program featured eight startup companies with revolutionary ideas, from new mobile apps to improved social media use to re-defining how to sell classified ads. It opened my eyes to the limitless possibilities that exist for our industry as we move forward and expand our offerings across all platforms.

Spring is a time for limitless possibilities, especially after this past brutal winter that battered much of the country with ice, snow and endless gray days. The clouds are parting, the temperature is rising and the sun is shining.

By the time October rolls around, we will be crowning a new World Series champion. We will also be looking at a newspaper industry that has continued its evolution and growth, with new initiatives and ideas that will ensure its relevance for another 100 years.

Member news & views

The following are stories and editorials from member publications which give a synopsis of what's happening in Oregon newspapers. Some have been edited to be more concise, others are published in their entirety.

The Oregonian wins Pulitzer Prize

The Oregonian

The Oregonian has won the Pulitzer Prize for editorial writing for a series about efforts to curb

rising costs in the state's public pensions system.

Investigative reporter Les Zaitz was also named a finalist for explanatory reporting for a series detailing the lethal infiltration of Mexican drug cartels in Oregon. The Pulitzer is the eighth in the paper's history and the first since the Oregonian Media Group launched in October with four-day-a-week home delivery and an emphasis on digital journalism. Monday's award highlights The Oregonian's continued focus on quality journalism regardless of the medium, editors said.

"The really good thing about these editorials is that it kept in the forefront an issue that was and is important to all Oregonians," said Publisher N.



Les Zaitz

Christian Anderson III, who oversees the editorial staff. "In its most basic form, it's about funding schools."

Pulitzer organizers praised The Oregonian for "its lucid editorials that explain the urgent but complex issue of rising pension costs, notably engaging readers and driving home the link between necessary solutions and their impact on everyday lives."

The Oregon Legislature last year reduced cost-of-living increases and approved other changes to the Public Employees Retirement System. Lawmakers said the \$5 billion in long-term savings is needed to better fund schools and other services. The Oregon Supreme Court could overturn the changes.

"I thought the editorials were spot-on, they led to action, they held the governor accountable, and they were smartly reported and written," Editor Peter Bhatia said. "At a time when they were going through significant transition, it really is a deserved and wonderful tribute. It's important to remember it's all about the journalism."

Erik Lukens, The Oregonian's editorial and commentary editor, said he was on the phone Monday when excited-looking colleagues started tapping on his office window.

"I was pretty stunned," he said. "I wasn't expecting it and was just happy for everybody."

Lukens also credited investigative reporter Ted Sickinger's extensive reporting

on PERS.

The newsroom gathered Monday afternoon to celebrate the editorial staff's prize and Zaitz's finalist honor. Zaitz was also a finalist for a 2007 Pulitzer along with two other reporters.

Zaitz, reached by phone at his John Day ranch, said the honor "was kind of a shock" and he's not disappointed to not win. "The recognition at the national level that your work was among the best last year is satisfying," he said.

Headlight Herald names new publisher

Headlight Herald, Tillamook

Tillamook native Adam Schwend has been named publisher of the Headlight Herald.

Swend was hired in August 2013 as a salesman at the newspaper, quickly working his way up to director of sales.

As publisher effective Jan. 13, he now oversees all departments of the company, including

news, production, sales, circulation and administration, said Steve Hungerford, CEO of the Headlight Herald's parent organization, Country Media Inc. "The Headlight Herald was a huge part of my connection to



Adam Schwend

See **MEMBER** page 12



explore what's possible

At Oregon Lithoprint, we'll help you find the perfect marriage of color, size, texture, weight, format and binding. We'll help you publish something unique, something that resonates, something that hits your target spot on.

**WHO ARE YOU?
LET US HELP YOU TELL THE WORLD.**

With award-winning color on uncoated stocks, we print quality projects in a variety of sizes and formats.

Offering soy based inks
and recycled paper.

**OLI OREGON
LITHOPRINT**

1315 NE Miller St. | PO Box 299 | McMinnville, OR 97128
PHONE 503-472-5115 | TOLL FREE 877-472-1198 | FAX 503-434-1462
www.oregonlitho.com | sales@oregonlitho.com

Member news & views, continued from page 10

the community growing up,” said Schwend. “I think my grandmother has clippings of every time my name has ever been mentioned in it. “It’s actually very humbling. Being at the helm of a business that has been an institution in this community for 125 years isn’t something I take lightly.” Schwend said his family has been active in the community for four generations as farmers, business owners, laborers and community leaders. “I’ve been to college and I’ve gotten degrees,” said Schwend, “but knowing the history of the people, the government, the families and the businesses of this community is something you have to learn by being part of this community.”

He said the Headlight Herald is in the midst of reinventing itself to meet the information and marketing needs of a changing population. “The way people are getting information is changing, and Tillamook County isn’t immune to that,” he said.

“We need to continue our work to diversify the way we deliver content to our readers, as well as diversify ways to provide advertising opportunities to our advertisers.”

Schwend noted that the Headlight Herald’s website gets hundreds of thousands of page views each month. He said he’ll continue to develop additional ways for advertisers to take advantage of that visibility.

“In the same way,” he added,

“we’re also moving towards giving added value to our readers by working to provide them with a ‘membership’ rather than a ‘subscription’ to the newspaper.” Schwend said a membership offers a growing variety of ways to read the Headlight Herald’s content, participate in online forums, enjoy access to special events and receive other offers available only to members. “It isn’t just a change in terminology,” he said. “It’s a completely different way to view us as an organization. And a completely different way to approach the unique service that we provide to the community.”

Schwend replaces former publisher Samantha Swindler, who has joined The Oregonian’s organization in Forest Grove.

What a difference a year makes

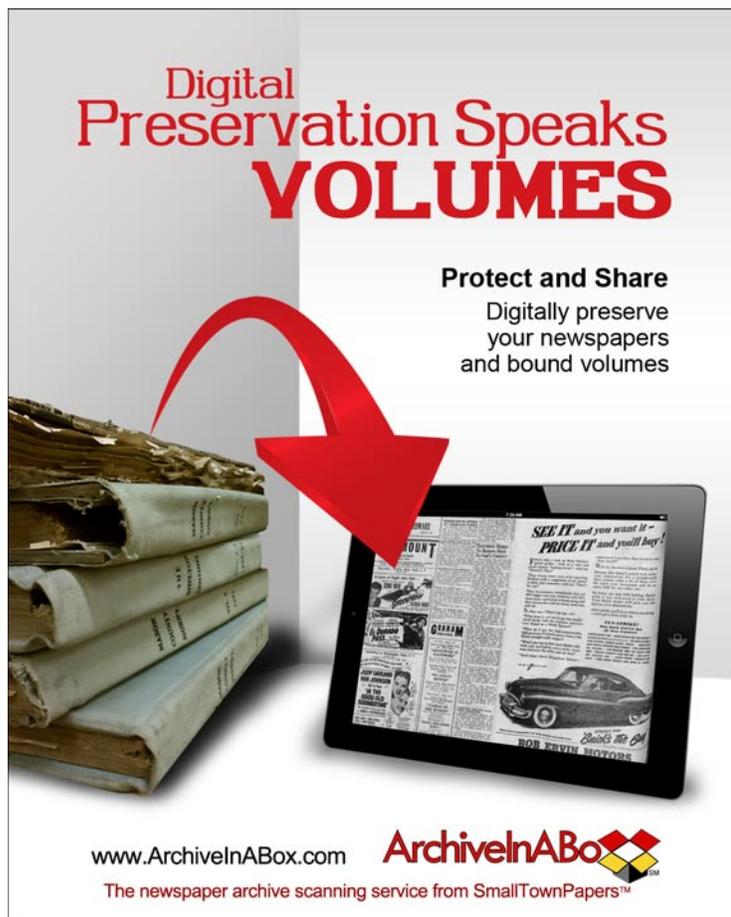
By NANCY McCARTHY

The Daily Astorian (and Cannon Beach Gazette, Seaside Signal)

It was just a year ago today that I didn’t know how much life for some of us on the south side of Clatsop County was about to change.

A year ago today, I was happily

See **MEMBER** page 13



Digital Preservation Speaks VOLUMES

Protect and Share
Digitally preserve your newspapers and bound volumes

www.ArchivalnABox.com **ArchivalnABox**
The newspaper archive scanning service from SmallTownPapers™

Member news & views, continued from page 12

humming along, working as a reporter, covering the news of Cannon Beach, Seaside and Gearhart for The Daily Astorian. Then, on March 8, 2013, I was appointed editor of the Cannon Beach Gazette and the Seaside Signal.

My business card belies my split personality.

On one side, the logos for the Gazette and the Signal are side by side. Underneath them is my name. Underneath my name is "Editor," in all caps.

On the other side of the card is the logo for The Daily Astorian. Next to that, is my name, with the title, "South Clatsop County Reporter." The two new titles, the business card, the much greater responsibility all came about because the EO Media Group, which operates The Daily Astorian, the Chinook Observer and other newspapers in Oregon, bought the Gazette, Signal and the Coast River Business Journal on March 1, 2013.

Ever since the announcement of the purchase, life has been busy. The Seaside office moved out of its smaller location next to Seaside Health Foods to a larger site a mile to the north.

EXPANDED

With an expanded office came an expanded news staff: Louie Opatz was hired to cover Seaside and Gearhart, and Erick Bengel covers Cannon Beach. Together, we write stories and take photos for The Daily Astorian, the Gazette and the Signal. With additional manpower, we can take a more

comprehensive look at South County issues as well as cover the events and personalities in each town.

With the new acquisitions, sales reps Wendy Richardson and Michael Ficker have been able to provide a greater variety of publications and websites for local businesses to promote their goods and services.

In addition, Rebecca Herren puts together the calendars for the Gazette, the Signal, the Coast Weekend and the Coast Weekend website; answers phones; assists those who come to the office requesting everything from new subscriptions to classified ads; helps Wendy and Michael with advertising tasks; and even takes the trash to the curb.

We're a full-service office and a pretty cohesive group.

HECTIC

The year has been hectic, and that's an understatement. We have had our share of surprises, challenges and exhausting days. Once, during the first few months of the reorganization, a friend asked me if I was having any fun. It's a question I ask myself now quite often. And, usually, the answer is yes.

Here's what I have enjoyed about the past year:

- I have a big desk and a quiet office. OK, that's a personal thing, but I had to mention it. My office is no longer a storage room, as it was in the previous location.
- So many people came up to me after hearing the news about the sale and my appointment as

editor and congratulated me. They seemed to be truly happy about the change, and they continue to be supportive.

- I have enjoyed being able to work with Louie and Erick in exploring issues in greater depth than I was able to do as an individual reporter. When the Seaside School District proposed a \$128 million bond measure to build a K-12 campus, we were able to look at all of the measure's nuances, including the benefits of the proposed site, other schools designed by the architectural firm, the measure's financial implications, the deteriorating condition of the district's schools and the potential threat of a tsunami.

Recently, we took an in-depth look at the proposed Cannon Beach Academy charter proposal, and we have followed the journey of Phil Simmons and his charter school committee as they plan a new school in Cannon Beach.

OTHER NEWS

Following the January fires in Arch Cape and Falcon Cove, Louie and Erick asked how prepared local fire crews are to fight wildland fires, what regulations timber companies must follow and what role the state Department of Forestry plays in fighting fires.

- I enjoy working with the local columnists who fill a page or two every week with news about tourism efforts, art exhibits, library activities and

See **MEMBER** page 14

Member news & views, continued from page 13

everyday life in the communities. Freelance photographer Jeff Ter Har has helped to enrich the papers with his photos of sports events, local festivals and parades, and, of course, the local elk herd.

Finally, I enjoy receiving emails and visits from people I have come to know during the past seven years that I have been a South County reporter and, now, editor. Sometimes they contact me to complain. Sometimes they come to praise. Often, they want something to be covered. We strive to please: And with so many outlets we have now, it's easier to find just the right niche. I'm not saying that there haven't been challenges, and they will continue. We can't always cover everything we want to; there aren't enough hours in the day to be at every event.

But we want to continue hearing from you, to make The Daily Astorian, the Seaside Signal and the Cannon Beach Gazette (and all their websites) your source of hometown news.

A year ago, I had no idea how my life would "explode." But it was a good thing, even with two titles added to my name. Happy first anniversary!

Peter Bhatia to take teaching job

The Oregonian

Peter Bhatia, editor of The Oregonian and vice president/content of Oregonian Media Group, announced Thursday that he would be leaving the company later this year to take a

teaching position at the Cronkite School of Journalism and Mass Communication at Arizona State University.

Bhatia has served for 20 years as managing editor, executive editor and, since 2010, editor of



Peter Bhatia

The Oregonian. Last October, he became vice president/content of the new digitally focused Oregonian Media Group.

"It's been a great honor to lead a superb group of journalists and to help position our company for the digital future," he said. "I will leave with the greatest respect for my colleagues and optimism for what can be accomplished here as the company continues to grow its digital sophistication and audience."

"Peter has done a terrific job of leading our journalists through the difficult transition to a digitally focused news organization," said N. Christian Anderson III, president and publisher of The Oregonian and Oregonian Media Group. "We will miss him. Still, we recognize that this new opportunity means he will be helping develop the newsrooms of the future. I can't think of a better person to lend his experience and values to students who want to be part of this exciting profession." Anderson said Oregonian Media Group will do a national search for Bhatia's replacement.

Bhatia, 60, has worked in journalism since his graduation from college in 1975. During his tenure in Portland, The Oregonian's newsroom won four Pulitzer prizes. Newsrooms he helped lead in Sacramento and in San Francisco won three other Pulitzers.

Shannon named ops, circulation director

The Herald and News Klamath Falls

The Herald and News has named Bill Shannon as its operations and circulation director, overseeing circulation, press and mailroom operations.

Shannon, 58, most recently was the circulation director at the Fort Bend Herald in Rosenberg, Texas, owned by Hartman Newspapers.

He began his community newspaper career as a circulation district manager for The Pantagraph in Bloomington, Ill. in 1977.

His first circulation director position was at The Gazette in Janesville, Wis. — 7 1/2 years before moving to the Pacific Northwest where he held various circulation, sales and director positions with both Gannett and Lee Enterprises newspaper chains in Washington state and Missoula, Mont.

Shannon and his wife of 35 years, Jean, have four grown children and two grandchildren who live in the Seattle area. Shannon and his wife enjoy the

See **MEMBER** page 16



Hiscox is a proud sponsor of ONPA and recognize their commitment in supporting Oregon newspapers.

For 20 years we've provided multimedia liability insurance to the publishing industry. No two risks or claims are alike. That's why Hiscox isn't one size fits all. That's OUR policy.

To learn more, visit: **hiscoxusa.com/broker** or contact your insurance broker.



Member news & views, continued from page 14

outdoors, hiking and camping, and are thrilled to be living in Klamath Falls with all that it has to offer.

Shannon grew up in Father Flanagan's Boys Town, and attended the University of Nebraska.

"I am honored to be joining the Herald and News team and grateful to have been given the opportunity to live and work in the Klamath Falls area," he said. "The Herald and News, both in print and online, is extremely vibrant in presentation of daily local news and information, and it shows in its loyal and strong readership and audience base," he said. "I am so enthusiastic about getting the word out that there is absolutely no other media source

around that consistently provides local news and information like the Herald and News."

Johnston chief ops officer for Pioneer

Family-owned media company is comprised of 26 small, medium-sized community newspapers
SEATTLE — Eric Johnston has been named chief operating officer for Pioneer News Group, which operates the Herald and News and more than two dozen other community newspapers, according to a news release. Pioneer News Group is a family-owned media company based out of Seattle and is comprised of 26 small and medium-sized community newspapers in Washington, Utah, Oregon,

Montana and Idaho. Johnston was previously the publisher of the Modesto Bee with oversight responsibilities for the Merced Sun and four weekly newspapers in California's Central Valley owned by the McClatchy Company. He held key online and interactive positions with the Fresno Bee and Modesto Bee before being named publisher in 2009. While at McClatchy, Johnston earned two McClatchy



Eric Johnston

See **MEMBER** page 17

AP

The Associated Press
121 SW Salmon St., Suite 1450
Portland, OR
97204

News: 503-228-2169
Services: 206-682-1212

www.ap.org
www.ap.org/northwest

Member news & views, continued from page 17

President's Awards and two Newspaper Association of America "Digital Edge" Awards. "We're very excited to have Eric join Pioneer," said Mike Gugliotto, president and CEO of Pioneer News Group. "He was the first publisher in the McClatchy Company to come from the digital ranks and brings with him unique and invaluable experience of both the print and digital side of the business. He's been involved with a number of industry-changing initiatives, fits our culture well and will be a great match with Pioneer's management team to help lead our company."

"I am proud to be joining Pioneer News Group, a company that not only has a strong family legacy and commitment, but is also dedicated to community journalism for the benefit of each and every reader — whether delivered to their mobile device, their desktop or their doorstep," said Johnston. "I have worked in this industry for more than 20 years, and believe in the mission of the community newspaper. I share Pioneer's desire to strengthen the industry, to develop new business opportunities and to solidify the foundation of journalism for generations to come."

Johnston is an Eagle Scout and a member of the board of directors for the California Newspaper Publishers Association. He's also a board member for the education foundation for Stanislaus County, Gallo Center

for the Arts and Stanislaus Community Foundation. Johnston is a graduate of California State University, Fresno with a Bachelor of Arts in Journalism.

Caldwell joins Baker City Herald staff

By CHRIS COLLINS
WesCom News Service

BAKER CITY — Pat Caldwell's job hunting days serendipitously coincided with the Baker City Herald's search for a new reporter.

Caldwell, 46, started his new job with the Herald on Jan 6. He will cover city and county government as well as business and agriculture, said Jayson Jacoby, Baker City Herald editor. Caldwell replaces Terri Harber, who joined the Herald staff in February of 2011 and left last month to take a position with the Moscow-Pullman Daily News at Moscow, Idaho.

Caldwell, the youngest of five brothers, is no stranger to Eastern Oregon or to the newspaper business. He grew up in La Grande and is a 1986 La Grande High School graduate. He graduated from Eastern Oregon University in 1991 with a degree in history.

Caldwell says he was naturally inclined toward a career in journalism, following in the footsteps of his oldest brother, Bob, 18 years his senior.

"I like to write. I was good at it and I got paid for it," he said of his desire to work as a journalist.

Pat started out, just as his older brother had, in the sports department of his hometown newspaper, The Observer, in 1991.

Bob Caldwell's longtime newspaper career took him to The Oregonian, where he served for many years as the editorial page editor before his death in 2012 at the age of 63.

Pat's career path also parallels that of his second oldest brother, Mike, 16 years his senior. Mike Caldwell retired in July as a brigadier general after 40 years with the Oregon National Guard. (His brother, Pete, lives in La Grande and works for the Oregon Department of Transportation. And his brother, Kevin, is employed in the timber industry in Salem.)

Pat Caldwell has served in the National Guard for 22 years, including full-time work for the past three years as a combat correspondent. That job took him to Iraq for more than a year.

"I always wanted to be a war correspondent, but I probably could have done without it," he says now, reflecting on the shoulder and ankle injuries and other health issues he's been plagued with since returning from Iraq.

"It's hard on your body," he said of the seven-day-a-week stress of war with no time off. "I saw a lot of Iraq and I was shot at, mortared and rocketed."

On the other hand, Caldwell

See **MEMBER** page 18

Member news & views, continued from page 17

is proud to have shared the experience with people who he says, for the most part, were “the best Americans I’ve ever seen or been around.”

Stories about some of those soldiers, including Baker City and La Grande residents, have been published in the Baker City Herald and the La Grande Observer over the past few years.

Caldwell’s military service also includes working as a public information officer out of the war zone and being part of the Guard’s reintegration program designed to help soldiers returning home after their deployments.

Caldwell’s journalism career has taken him to stints at several Oregon newspapers as a sports reporter, including The Observer, the Argus Observer in Ontario and the Statesman Journal at Salem. He also worked for the Meridian Valley Times, a twice-weekly newspaper in Meridian, Idaho, which is no longer in business, from November 1997 to June 1998.

From Meridian, he was hired as news editor at The Argus Observer. He worked in that position for about three years before taking over as editor in October 2001.

He left Argus Observer in January 2010 to prepare for deployment to Iraq with the Eastern Oregon 3rd Battalion 116th Cavalry Regiment.

Caldwell worked full time as

a combat correspondent until September 2013 when the position was cut for lack of funding. Since then he’s been working as a freelance writer. A staff sergeant in the National Guard, Caldwell will continue his part-time service as a public information officer in addition to his position with the Baker City Herald.

The divorced father of four lives in New Plymouth, Idaho, but he plans to move to Baker City as soon as possible, pending the sale of his home in Idaho.

His oldest daughter, Madison, 20, is a student at Carroll College in Helena, Mont. His two sons, Connell, 17, and 10-year-old Kiernan will move to Baker City with their dad. And his daughter, Kennedy, 4, lives with her mother in New Plymouth.

Until he moves, Caldwell will commute from La Grande, where he’ll stay during the week with his 88-year-old mother, Barbara (Joyce) Caldwell.

His mother grew up at Juntura between Ontario and Burns. She attended Baker High School and was enrolled in the Cadet Nurse Corps training here during World War II.

Pat’s father, Don Caldwell, who died in 1986, came to Baker County with his family from Utah when his father took a job at Lime. Pat’s parents met at Radium Hot Springs near Haines after his dad returned home after World War II.

Pat says he’s looking forward

to working in Baker County and already has ties to the community through family and friends.

“I know a lot of people here because of the Guard,” he said. “Mom knows a lot of people here because of the nurses corps.”

Caldwell also has combined his writing skill and his wartime experiences in a nearly completed novel titled “Sine Mora: A Year in Iraq With the Volunteer Cavalry.”

News Media, Siuslaw News promotions

By THERESA BAER

Siuslaw News

Three changes in management at the Siuslaw News were made last week, meaning three



John Bartlett

promotions for key staff. News Media Corporation has named Siuslaw News Publisher John Bartlett as division manager for several offices and plants on the West Coast. Bartlett, who is 61, maintains the position of publisher for Siuslaw News and will also lead 11 publications in California, which include papers in Paso Robles, Watsonville and King City.

For now, Bartlett will divide

See **MEMBER** page 20



**Davis Wright
Tremaine LLP**

DEFINING SUCCESS TOGETHER

Duane A. Bosworth
1300 SW Fifth Avenue, Suite 2300
Portland, Oregon 97201-5630
503.778.5224



Counsel to Oregon newspaper publishers large and small, including the defense of libel and privacy claims, internet liability issues, reporter subpoenas, pre-publication review and helping newsrooms obtain access to public records and meetings.

Anchorage
Bellevue
Los Angeles

New York
Portland
San Francisco

Seattle
Shanghai
Washington, D.C.

dwt.com



Member news & views, continued from page 18

his time between Florence and California, where he began his career with News Media in 1998. "I am very excited to assume responsibility for the paper where I started my newspaper career," Bartlett said of the Watsonville Register-Pajaronian.

"I look forward to working with the other locations in California," he added. "It does mean I will not be in Florence as much, but I am happy to keep Florence as part of my group and intend to continue being a part of this wonderful community."

News Media's Chief Operating Officer, Mike Tompkins, said of Bartlett's move within the organization, "Continuity and family are very important to us, and to be able to leave both the Siuslaw News and our California weeklies, where both John and Jenna began their careers with the company, in the hands of the very capable Bartlett family is just a terrific opportunity."

Tompkins and News Media headquarters are located in Rochelle, Ill. The corporation owns about 75 newspapers across the country.

Jenna Bartlett, 36, formerly Siuslaw News social media manager in the sales department, has been promoted general manager. She will oversee all operations at the Florence paper. She has lived in Florence since 2010 and has been employed at the paper for almost three years. She has been with News Media in a number of capacities for nine years.

Jenna has been working for newspapers for about 18 years, previously as publisher at Tucson (Ariz.) West Publishing. She is the oldest daughter of John Bartlett. Longtime staff member Susan Gutierrez has been promoted to advertising director. She has been the Siuslaw News sales manager for about 15 years, and takes on additional administrative responsibilities as the director. John, who announced the changes Friday, March 31, said, "I am so proud of the Siuslaw News staff and the example they set for community newspapers. It is this awesome staff that has allowed me to take on these additional responsibilities."

New managing editor named at Daily Astorian

The Daily Astorian and dailyastorian.com have a new newsroom leader. Today, Editor and Publisher Steve Forrester announced Laura Sellers is the newspaper's managing editor. She succeeds Patrick Webb, who held the position for 13 years. The managing editor is responsible for directing the newspaper's reporting and manages newsroom personnel. This is Sellers' second term as managing editor. In 1995, she became the first woman to lead the newspaper's editors and reporters and built the Astorian's first website with her husband.

"With Laura's keen news sense and her deep involvement in the digital frontier, she is ideally suited to lead our news operation in this dynamic

atmosphere and at this pivotal moment," Forrester said.

Describing her career in Astoria and the company's digital operations, Sellers said: "I've come full circle by rejoining this newsroom, which played such a pivotal role in my journalism career. After 22 years with this company, it's more exciting than ever to be back in the trenches and guiding this team of talented journalists, while we report the news that reflects our communities and impacts our lives."

During her tenure, the newspaper received its first two Oregon general excellence awards. In 2000, she became the Astorian's parent company's first Internet editor, overseeing its transition to the then-new world of digital publishing. Over the years, she has held a succession of titles while leading the digital team; most recently as digital development director. She is on the board of the Associated Press Media Editors, and in 2017, will become the national organization's president. Sellers will talk more about the road ahead in an upcoming Editor's Notebook.

She and husband Carl Earl have lived in the Astoria area since 1992 when he became the newspaper's



Laura Sellers

See **MEMBER** page 21

Member news & views, continued from page 20

production manager and she was an advertising designer. Earl is now the corporate systems manager.

The Daily Astorian is owned by EO Media Group. The company publishes 11 newspapers and 18 websites. Learn more at eomediagroup.com.

Mill City Press ends publication in April **Statesman Journal**

The Mill City Independent Press has stopped the presses. The last issue published by owner Judy Downer rolled out on April 30. Previously called the Enterprise, the paper was officially established as the Independent Press in 1998. Bill and Judy Downer of Mill City purchased the publication from Phil Foster of Gates, "Oh, about five years ago," he estimates.

The paper had been owned by his wife, Lori, and daughter-in-law Sinneme Baney. When Lori passed, Foster said he was glad to let the Downers take it over.

"I'm an ex-logger so I have no concept of newspapers. To me you read it, then burn it. That's all I knew how to do," he said.

After Bill Downer's death, wife Judy found producing the paper increasingly difficult. She wrote in her final column: "It is with heavy heart that I must make this my final edition of the Independent Press. It has been a fun ride ... We appreciated all of our contributors and we valued each of our advertisers and subscribers. Unfortunately, due to the higher costs of postage and supplies, I have been placed in a no win situation financially."

Volume #17, Issue #18 was the

last time the publication was printed.

"Bill loved working on (the paper)," Downer said. "He enjoyed working on the community events. He was the mayor in Mill City in 1996 and he was on the planning commission for a number of years before that so he had a pretty good idea what should be happening at City Hall."

"I found that while Bill Downer was alive, he was very responsive to the canyon's issues and his editorials reflected his strong opinions about local government waste and mismanagement," Ken Cartwright, of Mill City, said. "Bill's editorials were left of center, and he never apologized for that."

See **MEMBER** page 22

REGISTER TODAY FOR THE SUMMER ONPA CONVENTION

(SEE SCHEDULE IN FRONT)

JULY 17-18 AT THE SALEM CONFERENCE CENTER!

**REGISTER AT WWW.ORENEWS.COM, CLICK ON
MEMBERS, AND SCROLL DOWN TO EVENTS**

News-Review turns 147 years old

The News-Review

There's more to the newspaper's history than gunplay

The News-Review traces its origins to the spring of 1867 and a statement signed by brothers Thomas Gale and Henry Gale. "On or before the first day of May 1867, the undersign propose to commence the publication of a weekly newspaper at Roseburg, Douglas County, Oregon, to be entitled The Roseburg Ensign," the brothers wrote.

The Gales beat their deadline by one day, publishing on April 30 — 147 years ago today.

The Ensign was sold and renamed more than once and eventually merged with the Umpqua Valley News to form the Roseburg News-Review, later shortened to News-Review.

But the paper's history begins with the Gales, whose rough-and-tumble ways contributed to a no-holds-barred approach to journalism that was known as "the Oregon Style."

Oregon's first newspaper preceded The Ensign by two decades, according to "Newspapering in the Old West," a 1965 pictorial history of frontier journalism by Robert F. Karolevitz. Pioneer editors created a style characterized by vituperative editorials, personal attacks (often against rival editor) and "a free-swinging brand of personal journalism," Karolevitz wrote.

His chapter on Oregon's early newspaper history is titled "The

Invective Was Infectious."

"Actually, all the western states had editors who wrote in this libel-damned fashion, but Oregon had the jump on most of them," Karolevitz wrote.

The period's most notorious episode between warring editors occurred in Roseburg, four years after the Gales started the Ensign. By then, The Ensign had competition, the Roseburg Plaindealer, which was edited by a roaming newspaper man, Col William Thompson.

Looking back decades later, Thompson said he was taking business away from the Gale brothers, who responded "by indulging in abuse of the coarsest kind."

"I paid no further attention to their attacks than to occasionally poke fun at them," Thompson recalled in his 1912 memoir, "Reminiscences of Pioneer."

The bitter feud climaxed June 11, 1871. Thompson and the Gale brothers, all three men in their 20s, were wounded in a shootout in a public street on a Sunday morning. The reminiscing Thompson portrayed the Gales as bushwhackers who shot him five times, while he fired a single shot from a pistol.

News-Review reporter David Loftus gave a more balanced account in a special section of the newspaper published in 1988. Thompson responded in kind to the Gales vitriol, according to Loftus.

"Newspapers in that era were not always meant to inform, so much

as to give their friends a poke in the ribs and their enemies a knee in the groin," Loftus wrote.

Everybody survived, but neither Gale nor Thompson were long for Roseburg. Both papers were sold in 1872. The Ensign was renamed The Pantagraph, while the Plaindealer became the Umpqua Valley News.

The Pantagraph went through another name change before becoming the Roseburg Review in 1887. The weekly newspaper became a daily newspaper the following year.

Some 53 years after the shootout between Thompson and the Gales, the Roseburg Review, descendent of The Ensign, merged with the Umpqua Valley News, descendent of The Plaindealer.

Frank Jenkins and his associates in the Southern Oregon Publishing Co. bought The News-Review in 1930 and sold it to Scripps League of Seattle in 1960. Jenkins served as war correspondent on Gen. Dwight Eisenhower's staff during World War II and was an original inductee into the Oregon Newspaper Hall of Fame.

In 1975, Phil Swift acquired The News-Review. Swift Communications retains The News-Review today.

Successive editors and publishers of The News-Review haven't resorted to gunplay, but they did inherit the Gale brothers' original purpose in starting a newspaper. "The interests and importance of the Umpqua Valley demand the

See **MEMBER** page 23

Member news & views, continued from page 22

services of a local organ, devoted to the various development of the varied resources of this state,” the brothers wrote. “To make The Ensign a faithful and reliable advocate of these interests shall be our earnest and constant aim. “We shall at all times endeavor to furnish our readers with a correct record of local events.” At the start of the 148th year, the mission hasn’t changed.

Luke Roney brings a decade of experience

West Linn Tidings, Wilsonville Spokesman

Luke Roney brings a decade of experience

to the Tidings

Luke

Roney has

joined the

West Linn

Tidings

and the

Wilsonville

Spokesman

staffs as editor.

Roney, who brings a decade of news experience to the newspapers, said he will focus on continuing and growing the paper’s role as the preeminent news source for residents.

Roney’s background in community journalism is strong.

Before signing on with the Tidings and Spokesman, Roney launched and ran a local news site in Newport Beach, Calif., for AOL’s Patch network.

Prior to that, he spent several years at the Orange County



Luke Roney

Register as an editor and designer on both daily and community products. He began his career as a reporter, and later city editor, at the Hollister Freelance, a small-town daily in Central California. “For any city, having a sense of community is important,” Roney said. “A large part of a local paper’s duty is to help foster that by telling the stories of the community. It’s a duty I take seriously.”

A native of Southern California, Roney moved to Oregon last year with his wife, two young sons and cats, Mr. Weiss and Spot.

“It was my wife’s idea, and I ran with it — best decision we’ve ever made,” he said.

Wescom promotes two staff members

Wescom News

Longtime staffers Vosburg and Durkee fill vacancies

Familiar faces will take on new positions at the Del Norte Triplicate.

Cindy Vosburg, the Triplicate’s regional advertising director since 2007, will also be its publisher, it was announced Monday.

“I am eager to continue the Triplicate’s mission of delivering local news and information to the community,” Vosburg said.

Matthew Durkee, who has worked at the Triplicate since 2007 and served as assistant editor since 2008, has been named editor.

“Speaking about what matters to those who live and work in Del Norte County is our pride and joy, and we look forward to furthering

our efforts to make this a better place by serving as its premier news source.”

Gordon Black, president of Western Communications, the Bend, Ore.-based company that owns the Triplicate, said he was happy to make in-house promotions that keep veteran employees in top spots at the Triplicate.

Vosburg and Durkee are filling positions vacated by former editor and publisher Richard Wiens, who has taken a job with Civil Beat, an online news organization in Honolulu.

Born and raised in the San Francisco Bay area, Vosburg moved to the Manteca area of California’s Central Valley in the mid-1970s and started her first newspaper job at the Manteca News as an outside advertising salesperson and later at The Manteca Bulletin. In 1986 she went to work for The McClatchy Corporation at The Modesto Bee, working her way through various sales and management positions in the advertising department over the next 22 years. Vosburg came to Del Norte County in 2007 for the position of regional advertising director for the Triplicate in Crescent City and the Curry Coastal Pilot in Brookings.

“I grew up spending summers here visiting my aunt, uncle and cousins. My uncle was a commercial fisherman, and in the off-seasons worked at the Smith River lumber mill. The happiest moments of my childhood were

See **MEMBER** page 26

APPS!



*Starting at
\$200 a month!*

*iPhone
and Android*

TOWNNews.COM

Online solutions. Bottom-line results.

TownNews.com hosts, designs and works with more than 1,500 websites.
Contact Teri Sutton: 866-213-0476 • info@townnews.com

The background of the top half of the page is a photograph of the Oregon State Capitol building at night. The building is illuminated, showing its large dome and classical architectural details. The sky is dark, suggesting dusk or dawn. The text is overlaid on the right side of the image.

Oregonians agree^{**}:

Public notices should stay in the newspaper!

You have a right to know what your government is doing.

Current Oregon law requires public notices to be printed in a newspaper whose readers are affected by the notice. But many government agencies in Oregon believe that posting public notices on their web sites instead of in the local newspaper will reach the public more effectively.

If they did that, ***you'd have to know in advance where, when, and how to look, and what to look for***, in order to be informed about government actions that could affect you directly.

Less than 10% of the U.S. population currently visits a government web site daily,* but 80% of all Oregon adults read a newspaper at least once during an average week, and 54% read public notices printed there.**

Keep public notices in the newspaper!

* U.S. Census Bureau, May 2009. ** American Opinion Research, Princeton NJ, September 2010.

spent here with my family, so when the position came open for ad director, I applied," Vosburg said. After 31 years in the business, Vosburg says she still loves the newspaper business and coming to work every day.

While she will continue to serve as the Triplicate's advertising director, she will relinquish her role as advertising director for the Curry Coastal Pilot in Brookings.

She is married to her husband of 39 years, Rick Vosburg, and has two grown children, Brandy Ringham of Sherman Oaks and Richard Vosburg of Placerville.

Vosburg can be reached at cvosburg@triplicate.com.

Durkee marks his 10th anniversary in the newspaper business next month.

The son of an Air Force officer, Durkee was born at Mather Air Force Base near Sacramento and grew up in Nebraska, Washington state, England and ultimately Southern California's Mojave Desert, where he got his first full-time job at the Daily Press in Victorville. He began there in 2004 as a copy editor and later filled positions as reporter and city editor. Durkee is a 2003 graduate of BYU. In 2007 he was thrilled at the opportunity to move closer to the Pacific Northwest, where his family is from, and enjoy the great outdoors of Del Norte County with his family. He took a position as features editor at the Del Norte Triplicate and a year later was promoted to assistant editor.

"I admire the can-do attitude evident in this community and am

proud to call it home," he said.

Durkee has been married for 16 years to his wife, Lynn Durkee, and they have three children attending Del Norte schools.

He can be reached at mdurkee@triplicate.com.

Saying goodbye to the Headlight Herald

By SAYDE MOSER

In case you haven't heard the news, I will be moving on and no longer serving as editor of the Headlight Herald, effective next week.

This is a bittersweet decision for me, for a lot of reasons.

I love this newspaper. I think it does great things in the community and has the potential to do even greater things. I've enjoyed my time here thoroughly.

I'll never forget one of my first days on the job, a certain city councilor said I would be gone in six months. I set a personal goal right there to prove him wrong. This issue marks my one-year anniversary. I wanted to make it even longer (only partially out of spite), but the truth is I have been managing, reporting and editing newspapers for over five years now. (And I'm only 24). I think I'm ready to try something different.

My ultimate goal in life is to write books and I've made a deal with myself to quit putting that off.

It's a little amazing how life works out. I've known since I was a child I wanted to live on the coast, but I would never have expected to land in Tillamook, and what's more, I

never expected to like it. When I was transferred down here from Seaside I told myself I'd give it a year and then move on.

Well, it's been a year and I am moving on. But, back then I meant I would move on from Tillamook, and now nothing could be further from the truth. I cannot thank the Headlight Herald enough for introducing me to this community because it is here I have found my home.

So, I won't be leaving Tillamook. I've accepted a job writing for Tillamook Design. This means you'll still see me out and about. I will probably still show up at city council meetings, because I'll miss them and also because it's important for citizens to be involved. I might even show up to county commissioner meetings, because let's face it, Tillamook, you have three of the best commissioners you could ever ask for.

I'll definitely keep writing for the paper, in forms of freelance articles and letters to the editor. Because as editor, I know how important community involvement is. This is a community newspaper after all, and without the community we would be nothing.

While I hate quitting anything and am certainly hesitant about leaving the paper, I'm excited for the new challenges ahead. And mostly, I'm excited to get my book finished. I've met so many amazing people since I've taken on this role, and they've all helped me shape my

See **MEMBER** page 27

Member news & views, continued from page 26

life in one way or another. It's these people that are the reason I'm staying in Tillamook, because I can't imagine wanting to live anywhere else.

I also have absolute faith that whoever they find to replace me will do an amazing job, and you the community will help he or she feel welcome.

And to that certain city councilor, I say touché.

To the rest of you, I say thank you. This has been the best year of my life; it's been a pleasure getting to serve as editor and I couldn't have asked for a better experience or a better place to settle down and write my book.

I can be reached on my personal email at saydemoser@gmail.com. Take care.

New sports editor joins Pioneer team

Molalla Pioneer

Three weeks ago, the Molalla Pioneer needed to find a replacement for sports editor Cory Mimms, who was leaving to pursue an opportunity with the New York Film Academy at Universal Studios in California.

The process moved quickly, and I'm now beginning a new chapter in a newspaper career that was interrupted last August after I spent more than 30 years as a sportswriter for The Oregonian.

Since, I was doing freelance writing for several outlets, including the Associated Press and other Oregon newspapers, but I jumped at the chance to talk about joining the Pioneer.

I was born in Portland and attended Marshall High School. I earned a journalism degree from the University of Oregon in Eugene, where I also met a girl from Newport who is now my wife.

We live in Beaverton. We have two kids, Maggie and Joe, and a dog, Max, a standard dachshund with an appetite that lacks an off switch. I have mostly fond memories of my previous job where I was privileged to travel the country and have a seat on press row for some amazing events, including:

- The Trail Blazers' monumental collapse against the Lakers in Game 7 of the 2000 NBA Western Conference Finals.
- Oregon State's 3-2 victory over North Carolina to clinch the 2006 College World Series championship.
- The Beavers' 39-38 come-from-behind win over Missouri at the 2006 Sun Bowl.

Making the jump to a community newspaper has presented several new challenges, but the transition has been smooth so far.

The best part? I have another opportunity to do what I enjoy doing most — covering local sports teams and telling as many of their stories as possible.

Enough about me.

From now on, I'll stick to writing about you. And, thanks for being a Pioneer reader.

Business Tribune hires new reporter

Portland Business Tribune

The Portland Tribune has hired reporter Joseph Gallivan to focus

on stories for the Business Tribune. Gallivan has a particular interest in the industries that drive Portland: software, apparel, tourism and light manufacturing. However, he will also shine a light on the forgotten companies that make up the fabric of the metro area, those based in dark factories and unconverted warehouses, staffed by regular people. As part of our Digital First strategy he will be contributing to @PortlandBizTrib, the Business Tribune's new Twitter feed.

Gallivan covered the rise of the Internet and the Dot Com Crash as a Business Reporter at the New York Post from 1998 to 2001, and was the Portland Tribune's lead Feature Writer from 2002 to 2008. A graduate of the University of Oxford in England, he began his journalism career at the London Independent where he covered the British music scene. He lives in Portland with his two perfect children.

Our next chapter

The Oregonian

A recent Tuesday night at The Oregonian's press plant was historic. The transition from broadsheet to a compact format was complete with the following Wednesday's edition. The 163-year-old news organization announced the format change in January, but the project has been in the work for four years. The presses — in operation since 1974 — are at a plant across from Providence Park, where they

See **MEMBER** page 28

Member news & views, continued from page 27

were extensively re-engineered. The Oregonian now boasts the only press configuration in the country to utilize eight stapling machines.

FINAL EDITION **The Independent Press**

Mill City

It is with heavy heart that I must make this my final edition of the Independent Press. It has been a fun ride. Bill and I met loads of great people and had a lot of fun publishing the paper. We appreciated all of our contributors and we valued each of our advertisers and subscribers. Unfortunately, due to the high cost of postage and supplies, I have been placed in a no win situation financially. As with many things these days, costs seem to keep jumping higher and higher and income lower and lower.

I wish you all the best.

Judy Downer

Tip of the hat

East Oregonian **Pendleton**

A tip of the hat to Bob Carruth, who has been general manager and associate publisher of the East Oregonian and Hermiston Herald since February 2012. Bob is heading off to North Dakota for new adventures after today. He has made a positive mark on the operations of our newspapers in a number of ways, including a streamlining of many processes and modernizing our advertising ticket system. Our new printing press and inserting equipment

— installed last summer — created many challenges as well as opportunities, and Bob was there to keep our production department moving forward. We'll miss Bob's good humor, wisdom and knowledge of the newspaper industry. He is one of those people who creates a positive atmosphere wherever he goes, and for that we are grateful.

Staff changes in **Siuslaw News** **newsroom**

By THERESA BAER
Siuslaw News

Siuslaw News reporter Amy Bartlett transferred this week to a new job in California. Jack Davis, who has been working with the newsroom in recent weeks, has taken over Bartlett's assignments and beats. Bartlett recently accepted a promotion to general manager at the Register Pajaronian, a Watsonville, Calif., newspaper. She will also see the Capitola Life and Aptos Life monthly tabloids. The Register Pajaronian, which publishes three times a week for 6,000 readers, and the tabloids are owned by News Media Corporation, which also owns the Siuslaw News. Amy has worked for the Siuslaw News in a number of positions since 2007. She also has a sales background and was a co-owner of a marketing company. In her new position in Watsonville, she leads the Register Pajaronian both editorially and in advertising sales.

“Amy's transfer is a huge loss to the newsroom at Siuslaw News. In many ways she has become the face of this newspaper. But we congratulate Amy on her promotion. Her drive and intelligence have proved that she is well qualified for this exciting promotion,” said Siuslaw News Editor Theresa Baer.

Amy follows her husband John Bartlett in his recent promotion to West Coast division manager, leading numerous publications in California and Oregon. John is the publisher of Siuslaw News. Jack Davis, who has held the position of advertising sales representative at the Siuslaw News since 2012, filled in part time for Amy for a few weeks then was appointed to the position full time.

Davis has been with newspapers for about seven years, and wrote regularly for the Newport News Times, as well as being an advertising sales representative. Davis, a native Oregonian, holds a degree in journalism from the University of Oregon and now returns to his roots in writing. Davis will cover Dunes City, the Port of Siuslaw, the school district, environmental news, and other topics and special features. The newsroom welcomes Jack Davis.

“Jack is a good fit for our newsroom. He is easy-going and has a good sense of humor, both imperative in this job,” said Baer. “We know his first passion is writing and we're lucky to have him.”

EO hires new ad director

East Oregonian
Pendleton

The East Oregonian's new advertising director discovered something surprising when she started selling classified ads at Ontario's Argus Observer in 1983.



Jennine Perkinson

"I discovered I loved selling," said Jennine Perkinson. "It was so much fun — every day was a blast."

In the years following, that revelation led her to sales and management jobs with several news organizations — Morris Newspaper Corporation, Media News Group, the Gannett Company and now the East Oregonian. Perkinson said she will lead the advertising division with a light, but involved touch. "I'm not a micromanager, but I do like to work with the sales team," Perkinson said. "I like to be out with them in the community, meeting potential customers and getting a sense of the business climate."

The Joseph native said she especially revels in the successes of advertising and figuring out how to replicate the same magic for other businesses.

"My favorite part of what we do is affecting someone's business in a positive way," she said.

"Jennine brings a wealth of

experience to the East Oregonian and Hermiston Herald," said Publisher Kathryn Brown. "She has a lot of great ideas about how to help businesses succeed and maximize their potential through advertising."

Perkinson replaces Bob Carruth, who was general manager based in the Pendleton office since 2012.

And now it's time to say...

By **MARTIN FORBES**
Lake Oswego Review
West Linn Tidings

It was 4,435 days ago that I became the managing editor for the Lake Oswego Review and West Linn Tidings.

It was a heady time for me, joining a chain of newspapers back in 2001 that was launched by Lake Oswego's Bob Pamplin.

I remember that first week I was touched — and surprised — by the delivery of a beautiful arrangement

from R Blooms of Lake Oswego. Early on, my wife and I were forced to live apart for five months, me up here in charge of the two community newspapers, she down there in Klamath Falls, working on selling our home. After we got back together we strived to get used to all the differences between the metro area and rural small-



Martin Forbes

town life in Southern Oregon. Pluses: More restaurants, more movies, more entertainment, more shopping, more choices. Minuses: More driving, more traffic, more people, more rain and, interestingly, more feelings of isolation.

In these past 13-plus years, there have been a number of changes:

- Our older daughter Jessica was married;
- Jessica and her husband Tyler became parents to our two grandchildren. In the process, because of a number of health concerns, we almost lost our daughter;
- Our younger daughter Kristen graduated from both college (Emerson College in Boston) and graduate school (Antioch College in Southern California) and wrote a book;
- My mother, my father and my mother-in-law all passed away (two of them in December);
- My wife Carolyn and I celebrated 40 years of marriage. Professionally, changes came to the job in a variety of ways:
 - The Pamplin Media Group, which includes the Portland Tribune, grew to include 20 weeklies and four monthlies with the Wilsonville Spokesman and King City Record Courier added into our Lake Oswego office;
 - The way we design our papers changed dramatically several years ago when we switched to a Central Design Desk and removed that enjoyable task

See **MEMBER** page 30

Member news & views, continued from page 29

from the individual editors in the company;

- We suffered through some hard financial times that brought us layoffs, furloughs and pay freezes;
- We morphed from no newspaper websites to a website for each paper in the company — newspaper Facebook pages were added as was a Twitter presence;
- We continually were pushed to do more with less in an effort to maintain our place in the metro's journalism world.

Changes. Changes. Changes.

And today I announce what for me is the biggest change of all: Friday (May 9, my birthday) will be my last day at the Review, my last day working in newspapers. I am retiring and looking forward to the next phase of my life, our lives. I am going to miss many things about the Review and its amazing staff of co-workers past and present. I am going to miss so many of the wonderful local residents who took the time to get to know me, interact with the paper, have conversations and just demonstrate a passion about living large locally.

I am not going to miss the computer problems, the few of you who felt it was your duty to try to beat us up or drag the newspaper down or the never-ending push to push for more. When I started here back in March of 2001, our office was located at 101 A Ave. in Lake Oswego. We didn't have email per se. We had one jerry-rigged computer in the office that allowed Internet access. We printed our pages on

our printer (one page required three overlapping tiles and full color pages required extra printed pages) and drove them to the company headquarters (then near the intersection of I-5 and Highway 217 in Tigard). There pages were pasted up by our graphics crew, then trucked down to Eagle Web Press in Salem, printed overnight and returned in time Thursday morning to be delivered by the post offices in Lake Oswego and West Linn. A strange process but functional. Today the entire procedure is done electronically except for the part where the papers are brought to Lake Oswego and West Linn in time to be delivered in Thursday's mail.

You can't survive in journalism for 38 years like I have without having people to thank. I have been blessed by always having some good people guarding my back and inspiring my brain. We have earned bucket loads of awards in my time. I am very appreciative.

Especially here in Lake Oswego, but before that in Klamath Falls, Gardnerville and Reno, Nev., and Amarillo, Texas, I have developed a number of quality journalism and community friends who have helped me on my journey. Because of space considerations and fear of leaving someone out, I am not going to type out my list though the names on it continually percolate within my little mind. But here's what I can say:

Journalists, especially at Community Newspapers, are

among the hardest working and lowest paid professionals I know. We hear so much about the decline of newspapers in this country. And obviously, we just have to look at our neighbor, The Oregonian, to see how true that is. But community papers have a continuing purpose, do an amazing job and the Lake Oswego Review and West Linn Tidings are two of the best. These papers deserve your support.

I am going to miss many of my peers, many of you. But I am ready, believe me, beyond ready, to spend time on the home front, traveling, kayaking and hanging out with one very special lady. Thank you Lake Oswego and West Linn.

And goodbye.

Gary Stein named editor of the Review

By BRIAN MONIHAN
Lake Oswego Review

Gary M. Stein, whose 36-year career in print journalism has led him to positions of increasing responsibility and creativity at major metropolitan newspapers in three states, has been named editor of the Lake Oswego Review. The job, Stein says, is "an incredible



Gary Stein

See **MEMBER** page 31

Member news & views, continued from page 30

opportunity to do what I have always loved.”

“I knew that I wanted to be a journalist when I was 16 years old. It’s all I’ve ever wanted to do, and I’ve been fortunate enough to have built a career around writing, editing and design,” Stein says. “I’ve always believed that everyone has a story to tell as long as you’re willing to listen, and I’m thrilled to be joining a talented staff that shares my passion for telling those stories — in print and online — in a compelling way that catches readers’ attention.” Stein takes over for longtime Lake Oswego Review editor Martin Forbes, who retired this month.

“I feel very fortunate to have Gary joining our team,” said Lake Oswego Review publisher J. Brian Monihan. “His strong background in newspapers, combined with his friendly and outgoing personality, makes him an excellent fit for Lake Oswego. Best of all, he understands the value and importance of community journalism.”

Stein joins the Review after 26 years at The Oregonian in Portland. Most recently, he was the newspaper’s managing editor for custom publications and editor of its Explore The Pearl magazine. He supervised every facet of publication — from story conception and assignment to writing, editing, and design — for a wide variety of targeted-audience and custom vendor

publications. He also assisted with promotional campaigns, corporate partnerships and the newspaper’s use of social media outlets such as Facebook and Twitter.

Stein also has worked as an editor, writer and designer for the Orange County Register in Southern California and the Dallas Times Herald in Texas; as a writer and editor for the Northwest Credit Union Association, he was responsible for reporting credit union news on the Association’s digital platforms, including the Anthem newsletter and social media sites. Stein shares his love of storytelling with aspiring journalists by volunteering as a newspaper adviser and Capstone mentor at the Arts & Communication Magnet Academy in Beaverton. He also volunteers as an adoption counselor and a member of the board of directors for Cat Adoption Team in Sherwood. Stein has three grown children and two grandchildren. A self-proclaimed vagabond, he lived in seven states across the country before settling in Beaverton in 1987, where he and his two cats currently reside.

Pioneer welcomes new sales manager

By PEGGY SAVAGE
Molalla Pioneer

Georgia Newton has joined the Molalla Pioneer family and will be working with the community

businesses, assisting them with their advertising and promotions. Her career experience has been in advertising, marketing and promotions, primarily working with small retail and service businesses.

In her teens, Newton started working in retail in a small town in Southeastern Idaho. After moving her family to the Portland area she worked in sales for the Columbian newspaper in Vancouver, Washington.

After the Columbian, Newton was the

advertising director for a national furniture company, GranTree Furniture. Moving to Canby 30



Georgia Newton

years ago, she worked with her husband in the family business, Gene’s Home Electronics, for 14 years. After spending six years in sales at the Canby Herald, Newton moved to Lincoln City, where she was publisher of the Lincoln City News Guard.

Over the years, Newton was actively involved in the chamber of commerce in Lincoln City and Canby, served on various committees and boards in Canby, including the Canby Utility Board and city council.

“Being able to work with small

See **MEMBER** page 32

business owners and help them achieve their goals is so much fun for me,” she said. “I get to meet interesting people and my clients turn out to be great friends. I’m looking forward to making more new friends and learning more about Molalla and the area.”

New assistant editor joins Argus

**The Argus Observer
Ontario**

Leslie Thompson is The Argus Observer’s new assistant editor. Thompson has spent several years in the newspaper business, including about two years working at the Malheur Enterprise in Vale. She also worked for the Wood River Journal in Hailey, Idaho, and most recently, as editor and production manager at The Weekly

Sun in Hailey. “We’re excited to have Leslie on staff at the



Argus,” Leslie Thompson editor Kristi Albertson said. “Her editing and production experience make her a great fit for the position.”

Thompson went to college at the College of Southern Idaho in Twin Falls, where she studied computer graphic design with an emphasis in photography and typography.

Don't miss out on the chance to connect with other
**ADVERTISING
AND NEWS
PROFESSIONALS
IN THE NEWSPAPER
INDUSTRY.**
Register for the
**Summer ONPA
Convention
July 17-18**
at the
**Salem
Conference Center**

See schedule in front.
Register at www.orenews.com, click on members and scroll down to events.

See you there!!