

Summer 2015

oregon publisher

NEWSLETTER OF THE OREGON NEWSPAPER PUBLISHERS ASSOCIATION

Annual ONPA convention coming in July

It's time for the summer ONPA convention, a perfect opportunity to share ideas, meet your fellow newspaper professionals and come away with a new sense of purpose.

This year the editorial and advertising conventions will once again overlap, on July 16-17.

Kelly Wirges of Promax Training will be at this year's convention to help us understand how to maintain a competitive multi-media advantage in advertising as well as how to create a motivated top-performing team that will feel rewarded.

Both news and advertising specialists will be able to learn from experts and each other during the convention, which offers break-out sessions and speakers designed to inspire.

Award-winning journalist Brent Walth will share his expertise in investigative journalism and how sometimes small watchdog stories can have a bigger impact than the large ones.

See inside this newsletter for AD-CON schedule and agenda, as well as more information about the speakers.

REGISTRATION AND AGENDA DETAILS CAN BE FOUND ONLINE AT WWW.ORENEWS.COM

SCHEDULE

Thursday

3:45 p.m.- ONPA Board Meeting

5:30 p.m.: Past Presidents Reception

6 p.m.- General Reception (everyone welcome)

7 p.m.- Better Newspaper Contest Awards Banquet

Friday

8-9 am.- Breakfast

8:45 am.- Business meetings (Associated Press, ONPA). ONPA meeting will have Gallatin Group lobbyist presenting on the 2015 legislative session.

9:15 a.m.- Speaker Kelly Wirges, "Leading Through Change."

10:30 a.m.- Speaker Brent Walth, "Small watchdog and Investigative Stories make more of a difference than big projects."

12:30 p.m.- General Excellence Awards Luncheon and installation of new ONPA board.

ONPA CONVENTION

When: July 16-17, 2015

**Where: Salishan Spa & Golf Resort
7760 North Highway 101
Gleneden Beach, Ore.**

Reserve your room by calling 1-800-452-2300 and mention ONPA to get discounted room rates



• **CONVENTION, continued from page 1**

Brent Walth is the managing editor for news at Willamette Week, Portland’s alternative weekly newspaper. A 1984 graduate of the University of Oregon School of Journalism and Communication, Brent covered the Oregon Legislature and served as Washington D.C., correspondent for The Oregonian, where he later worked for a decade as senior investigative reporter.



He’s the author of “Fire at Eden’s Gate,” a biography of former Oregon Gov. Tom McCall, and his work has appeared in Best Newspaper Writing. He has taught journalism at the U of O, Portland State University and Harvard University. He is a five-time winner of the Bruce

Baer Award, Oregon’s top reporting prize, and in 2001 he shared the Pulitzer Prize for Public Service.

For over 25 years, **Kelly Wirges** has assisted companies increase sales and revenue in all facets of business. In her career, she has enjoyed positions in sales, marketing and management and has been a partner at an advertising agency focusing on small business development.



In 1993, she founded ProMax Training & Consulting, Inc. ProMax develops practical, customized solutions that help companies retain, develop and align talent with business strategies.

AD-CON presentations by Kelly Wirges

• **Prospecting that Pays**

Bottom line: Most salespeople detest and therefore avoid prospecting. This session will help implement a methodology that not only creates sales opportunities, but is also enjoyable. It will provide guidance on preparing a sales strategy each month and determining your individual “magic prospecting number” to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell, and those that lead sales teams.

• **RAVE -- Retain Advertisers by providing Value & Expertise**

Acquiring new clients is difficult. Keeping them is also a challenge. Join this session to learn retention techniques to ensure you have enthusiastic, long-term clients that RAVE about you, and provide you referrals to help you increase your customer base and commissions.

• **Ring/Rope Exercise – Teamwork & coaching exercise**

• **Developing a Competitive Multi-Media Advantage**

Advertising options are great; competition is fierce. This session teaches methods to assist salespeople in becoming the media consultant of choice by recommending the right combination of solutions, at the right time, to produce the right results. Tips and techniques are shared to encourage representatives to establish their personal competitive advantage by offering strategic multi-media advice and developing customized solutions that create a win for clients, a win for the company, and a win in commissions.

Of course we will also have the Best Ad Ideas Contest Awards and the Best Revenue Ideas Session.



AD-CON

July 16th and 17th at Salishan Spa and Golf Resort. Reserve your room by calling 1-800-452-2300. Mention ONPA for room discount rates. Registration is \$135, a great price for the amount of expert training provided.

ONPA legislative reception another success

Thank you to all the members who participated in our legislative reception Jan. 13 at the Salem Convention Center. It is important to keep lines of communication open with your legislators.

ONPA hopes that holding this event each year allows our members an opportunity to visit with multiple legislators in an enjoyable setting. This was ONPA's second year holding this event and it continues to grow and get more popular with legislators each year.

It was great to see our members take advantage of this opportunity to have great discussions, connections and collaboration with their legislators.

The legislators loved the posters that we printed from your PDFs. We had several of them tell us that they were going to hang this year's poster in their office next to the one they received last year.

The ONPA board wants to continue this event every year, so please be setting aside articles that you think would be appropriate.

We hope to make it bigger and better next year. If you haven't participated before, we hope that you make it a point to participate next year.

For more information about the news story PDFs, email Laurie Hieb at laurie@orenews.com.



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MEMBER OBITUARIES

MOLLY WALKER**OCT. 31, 1958- MARCH 20,
2015**

Molly Walker, longtime journalist, died March 30, 2015, in her West Salem home. She spent the last seven years with the Yamhill Valley News-Register, covering religion, business, social issues and letters to the editor. The paper was only her second in her 40-year career.



Walker grew up in a newspaper family. Her parents, Robert and Betty Van Leer, graduated from the University of Missouri School of Journalism, widely considered to be the nation's best. They owned several newspapers on the southern Oregon coast over the years, including the Coquille Valley Sentinel and Port Orford News.

Walker's first job was at another weekly owned by the family, the Curry Coastal Reporter in Gold Beach. Initially she rolled and developed film and printed pictures as the darkroom technician. Later she spent time working in every department, from circulation and advertising to news. She worked with her parents for 20 years. Then she and her husband, Jim, bought the paper and ran it for another 10 years. They sold the Reporter in 2007 and moved to Salem to be closer to their four grandchildren. At the time Jim was president of the Oregon Newspaper Publishers Association

and he joined the News-Register staff as sports columnist in order to retain qualification for that state. Subsequently, Molly Walker joined the News-Register staff, initially as business editor and religion and social issues reporter.

During her time at the News-Register, Walker covered efforts by San Martin de Porres parishioners to keep open the Dayton mission and social issues such as the homeless counts and efforts to feed the hungry. She wrote about senior events and the arrival and departure of local pastors. She penned feature stories, such as one about a man who figured out how to cut his large lawn by hooking a number of mowers together.

Walker won several awards over the years, including one for a business feature on Savage Apps, a local tech company, and another in the business news category for a story about credit card companies taking users to court.

Coworkers remember her willingness to take on any assignment, her sense of humor and her friendly demeanor. When the company's entire staff took a vote one year, Walker was named most helpful.

"Molly was an absolute delight to work with," said Managing Editor Steve Bagwell. "She was the sunny, upbeat, can-do type. She brightened the days and lightened the loads of everyone around her."

Walker, 56, joined her husband in retiring from the newspaper business in October. The

intent was to free time for them to pursue another passion, involvement in Rotary International. Nominated for membership by her father, Walker became one of the first women to join the Gold Beach Rotary Club in 1987. Her husband followed her into Rotary 10 years later.

His election to the governorship of Rotary's District 5100, which promised to involve a great deal of travel, is what prompted them to leave the paper. Walker said she loved her job and was reluctant to give it up, but was looking forward to accompanying her husband to foreign destinations like Brazil, as well as various places in the U.S.

The Walkers continued as members of the McMinnville Rotary Club after leaving the News-Register. They hosted students from Poland, Brazil, France and other countries through Rotary's exchange program, and traveled to South Africa to visit one of their exchange daughters in her home country.

Another of Walker's interests was making beaded jewelry, a hobby she picked up from her late mother. She made many beaded necklaces and sets of earrings for friends and family members.

In addition to her husband of more than 30 years, Walker is survived by four sons and several grandchildren. Memorial services were held April 11 in Gold Beach.

MEMBER OBITUARIES

DAVID B. JUENKE**DEC. 24, 1928-OCT. 12, 2014**

HEADLIGHT HERALD —
David B.

Juenke, past owner and publisher of four coastal newspapers and longtime resident of Lincoln City, passed away on Oct. 12, 2014. He was 85 years young.



A 47-year resident of Lincoln City, he moved there with his wife and family in 1967 to their home on Devils Lake.

During a publishing career of 14 years, Juenke expanded ownership of the weekly Lincoln City News Guard to include three other coastal weeklies, the Tillamook Headlight Herald and Seaside Signal in Oregon and the Ilwaco Tribune on the Washington coast, as well as HH Publishing in Tillamook, a newspaper webpress printing center.

Juenke was born Dec. 24, 1928, in Santa Ana, California, to Elmer and Florence Juenke. He was a grandson of W.C. Hoefler, an early California citrus grower.

He graduated from Orange High School in 1946 and from Fresno State College (now California State University in Fresno) with a degree in journalism in 1950. At Fresno State, Juenke was a member of Sigma Alpha Epsilon, and wrote for the campus newspaper and magazine. He was also a tackle on the Bulldogs

football team.

He and Margaret Parker, a college classmate, were married Sept. 29, 1951, at her family's church in Merced, California.

Juenke began his career in 1950 as a news editor at radio station KMJ in Fresno.

In October of that year following the outbreak of the Korean War, he entered the Air Force. His tour of duty as a reserve officer included service as Chief of Combat News at Headquarters, Fifth Air Force in Seoul, Korea, during the final months of the war.

Juenke joined the corporate public relations department of North American Aviation in Los Angeles in October 1953.

He was appointed Director of Public Relations of Rocketdyne, the company's rocket engine manufacturing division, in September 1955, and two years later became assistant to the president. He served in that capacity until June 1967, when he left to assume ownership of the Lincoln City newspaper, the News Guard.

Upon retirement in 1981 Juenke was elected president of the then-108 member Oregon Newspaper Association. That election was preceded by service as the acting executive director of the association from October 1980 through May 1981, while the organization sought a permanent appointment to the office. His work was recognized with an ONPA President's Award for outstanding service in 1981.

Juenke was an active mem-

ber of the communities in which he lived. He was the president of the Industrial Association of the San Fernando Valley in 1960 and 1961, chairman of the San Fernando Valley Community Chest in 1962 and 1963, serving a suburban population of more than one million; treasurer of the North Lincoln Hospital during its construction and opening from 1967 through 1969, president of the Tillamook County Chamber of Commerce in 1976, president of the Lincoln City Rotary Club in 1982-1983 and president for two terms of the North Lincoln Lions Club.

He was a longtime member of the Congregational Church of Lincoln City, serving on the Diaconate board, as moderator and co-chairman with his wife, Margaret, of the church's Vision 2020 building program.

In retirement, Juenke pursued a passion for travel that led to photography, capturing scenes that evoked the sights and cultural fabric of areas he visited, including 80 foreign countries and other destinations. Working in 35mm, color slide and digital formats, he placed particular emphasis on documentary images, landscapes and informal portraits.

He also was a noted collector of fine wines from Oregon, Washington and around the world; enjoyed cooking and listening to jazz music.

A memorial service was held at the Congregational Church in Lincoln City Nov. 22, 2014.

MEMBER OBITUARIES

BOB MCCAIN**SEPTEMBER. 29, 1929-
DECEMBER. 31, 2014**

Former Newberg Graphic owner Bob McCain died Dec. 31 at the age of 85.



Born in Seattle on Sept. 9, 1929, McCain attended Franklin High School and graduated from the University of Washington with a degree in journalism. He married Donna McCain in 1954. The McCains bought the Graphic in 1959 and moved their family to Newberg.

"I was three years old," said Roger McCain, Bob's son. "I remember he took a look at this paper and the paper in Burns. And I'm glad he picked Newberg." Roger McCain said he remembers working with his

father at the Graphic from an early age. "He taught me how to work," he said. "I worked at the newspaper since I was 15 almost full-time, delivering papers, working in the darkroom." Bob McCain was known for a front-page column of news tidbits headlined the "Upper Left ... Corner." "Dad was an opinionated guy, and not everybody always agreed with him," Roger McCain said. "He stood up when he thought something was wrong." Roger McCain remembers his father having a camaraderie with his colleagues and others in the Newberg community. Bowman's Restaurant, formerly located in the building now home to Voodoo Martini, was a common meeting place. "Ten o'clock every day every businessman in Newberg went in there for breakfast," he said. "Dad was the type of guy who went out after work with the guys for a few drinks." Prior to

his time in Newberg Bob McCain was in the Army and was in Japan at the end of World War II. He was part of a group that was sent over after Japan had surrendered. "He fondly talked of all his time he spent in Japan," Roger McCain said. "Even when he was in the care home he was always teaching people Japanese words." While Bob McCain sold the Graphic to Eagle Newspapers in 1985, his legacy at the paper continues as two employees he hired, Linda Vondrachek and Starla Osburn, continue to work on the production staff.

McCain was preceded in death by his wife Donna. In addition to son Roger, he is survived by daughters Janice and Earlene, and six grandchildren.

"His great-granddaughter was born in September," Roger McCain said. "So he got to meet her."

— Newberg Graphic



MEMBER NEWS

YAMHILL VALLEY NEWS-REGISTER

After 24 years as chief operating officer for the News-Register, **Guy Everingham** retired in October. His absence is paving the way towards a new leadership model for its parent company, Oregon Lithoprint, Inc.

The new leadership team includes **Robert Sudeith**, director of sales and marketing; **Matt Lazzeri**, chief financial officer; and **Ossie Bladine**, editor and assistant publisher.

Everingham joined the company in 1990, after beginning his career with a group of newspapers geared towards the legal profession.

Sundeith came to the News Register from Newport; he's been its director of sales and marketing for about 18 months.

SIUSLAW NEWS

Ryan Cronk has taken the helm at the News, only its third editor since 1982. He began with the paper as a reporter in 2008 and was promoted to features editor in 2012.

A native Oregonian, Cronk graduated from the University of Oregon School of Journalism and previously worked for the Cottage Grove Sentinel.

Outgoing editor **Theresa Baer** was with the News as editor for seven years. She retired in January to spend time with her parents in California.

TILLAMOOK HEADLIGHT HERALD

A veteran journalist, **Joe War-**

ren, has been named publisher of the Headlight Herald.

Former publisher Adam

Schwend has moved onto Country Media's Manzanita publication, North Coast Citizen, to oversee its news content.

Most recently Warren was publisher and editor of a twice-weekly in Texas. Previously he managed a weekly in New Mexico for six years.

Headlight Herald reporter **Chelsea Yarnell** was named to the post of editor in December, after joining the paper in 2013. She attended George Fox University, where she majored in journalism and was editor-in-chief of the school newspaper.



WESTERN COMMUNICATIONS



After 20 years as publisher of The Bulletin and president of its parent company, Western Communications, **Gordon Black** retired early this year.

Bulletin Editor-in-Chief **John Costa** has been tapped as new publisher and Black has joined the company board of directors.

Black came to the Bulletin from The Idaho Statesman,

where he was publisher. He hired Costa, then executive editor of the Statesman, in 1997 to join the Bulletin as editor-Gomer publisher of the Klamath Falls Herald and News, **Heidi Wright**, has joined Western Communications as chief financial and human resources officer.



Western Communications publishes The Bulletin, a daily in Bend, and six other newspapers in Oregon and California.

During her 10 years at the Herald, Wright oversaw construction of a new building for the newspaper, as well as its transition from an afternoon to morning newspaper and growth in digital publishing.

COQUILLE VALLEY COURANT

The Coos Bay World has launched a new weekly newspaper, the Coquille Valley Courant.

Beginning in January, the new publication began covering the government, people and business of the Coquille Valley. The paper is available by mail subscription or at newsstands for \$1.

Heading the new publication as editor is longtime journalist, **Shelby Case**. A graduate of University of Oregon School of Journalism, Case's career has included newspaper, magazine and university level journalism.

MEMBER NEWS

PHILOMATH EXPRESS

A publication of Lee Enterprises, the Philomath Express began daily online coverage in December 2014 and added a weekly print publication in January.



Lee Enterprises also publishes the Corvallis Gazette-Times, Albany Democrat-Herald and the Lebanon Express. All four, led by publisher **Jeff Precourt**, are printed in Albany.

Express General Manager is **Mike McInally**. Other staff include director of operations **Bill Draper**, editor **Brad Fuqua** and **Jeff Robischon**, advertising director.

The paper is available for home delivery at 75 cents an issues or at newsstands for \$1.

Editor Fuqua worked most recently as copy editor and sports reporter for the Gazette-Times. He has been a journalist for 26 years.

Philomath has had a number of community newspapers over the years, beginning in 1879 with the Philomath Crucible.

ALBANY DEMOCRAT-HERALD

Jennifer Moody, D-H education reporter, joined the paper's editorial board in December. Moody also teaches reporting and writing at Or-

egon State University.

Moody succeeds **Steve Lundberg**, who left the paper to write for Oregon State University.

In addition to Moody, the other D-H editorial board members are publisher **Jeff Precourt**, editor **Mike McInally**, city editor **Kim Jackson** and reporter **Alex Paul**.

OREGONIAN MEDIA GROUP

In March **Steve Moss** was named president of the Oregonian Media Group, publishers of The Oregonian and Hillsboro Argus.

From 2009 to 2014 Moss was CEO of National Public Media and chief sales officer for NPR. Previously Moss held leadership positions at Evri and Corbis Corp., web applications and digital rights companies, respectively.

His print experience includes sales positions with McGraw Hill Publications, Business Week Magazine and American Banker Newspaper.

Moss replaces N. Christian Anderson, III, who became chairman of the company in April.

Most recently, Moss worked as a consultant to PBS in a joint venture, NPM, with NPR and WGBH. During that time NPM yielded record levels of advertising and sponsorship for NPR and PBS.

Moss is expected to lead the

company in its continuing transformation as a digitally-focused company. He and his wife Catherine live in Connecticut; they have three daughters.

EO MEDIA GROUP

In December 2014 **Crindalyn Lyster** was named Director of Digital Services for EO Media Group, managing 18 websites, mobile communications and core digital content and products.

Lyster joined the company in 1999 as a graphic designer for The Daily Astorian. She later worked as a features and Coast Weekend editor before joining digital operations.

Previously, Lyster worked in marketing and public relations for the Columbia Maritime Museum, Oregon Department of Transportation and Washington Group International.

She began her career at the La Grande Observer.

COTTAGE GROVE SENTINEL

In November 2014 **Gary Manly** took the helm of the Sentinel as general manager. He began his career with the paper's parent company, News Media Corporation, in 2007 with a position in sales. He moved to the Sentinel in 2009.

Outgoing general manager, **Jessica Baker**, has taken a position as Foundation Relations Specialist with PeaceHealth Community Medical Center Foundation in Cottage Grove. She led the Sentinel as general manager since 2008.



STEVE MOSS