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oregon publisher

Winter/Spring 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.

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Thank you, ONPA Publishers

ONPA held a reception on November 20 at the Salem Convention Center in an effort to create an opportunity for our publishers to visit with their local legislators. The types of legislative battles newspapers are currently facing and will continue to face in the future demand close relationships with legislators.

It is understandable that everyone gets busy at their newspapers and don't always have time to have coffee or go to the capital to visit with their legislators. However, ONPA feels strongly that publishers try to carve out sometime in the slower parts of your year to do so and also attend the events we try to create as another excuse to get together with them. It was great to see such a solid representation of publishers from across the state.



Publishers from as far as Roseburg, Ontario, and Astoria made the trip for the three-hour reception. This was the first of this type of event for ONPA and was such a success that the association plans to hold something similar each year in an effort to keep publishers in front of legislators as often as possible. There was a nice response from our legislators emailed to the ONPA office thanking us for hosting such a nice event.

There was participation from over 30 representative offices.

Each year we have this reception, it will be more highly attended by the representatives because they will be more

familiar with the format, know it is a regularly scheduled event and hopefully enjoy coming.

The front page PDF's that newspapers provided ONPA were printed, mounted, hung around the room and thoroughly enjoyed by the representatives. Legislators took the photos back to the capital and have hung them in their offices. ONPA has heard from many of the publishers that they think we should produce them again at the next event, so be thinking of what you might submit next time.



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.

Statesman Journal expanding newspaper

Statesman Journal

MORE is headed your way.
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The Statesman Journal is changing in unprecedented ways. We are reimagining the newspaper and reinvesting in it in a big, bold way.

We are expanding exponentially. You will start seeing these changes next Sunday.

We are adding pages to the newspaper — not a few pages and a few stories, not some nice tweaks, mind you — but a resounding 60 pages a week.

Sixty more pages of local and national news each week.

The Statesman Journal will be much bigger, and much better.

Why are we doing this? The answer is quite simple. You told us you wanted a paper with more heft, with more to read. You spoke: we listened.

We are doing this because newspapers are valuable.

Making them bigger and better only makes them more valuable.

We are doing this because we are determined to make our award-winning newspaper — named the top newspaper in Oregon in 2013 — even better.

We are doing this because the Statesman Journal has a bright future.

Some newspapers — in fact, many newspapers nationwide — are delivering less. We will deliver more and bring it to your doorstep seven days a week.

You will find out more in the coming days about what the expanded Statesman Journal will look like.

We don't want to get too far ahead of ourselves and ruin the surprise. You have a terrific treat in store next Sunday when we unveil all the new features and pages.

But here's a little sneak preview. You will see far more of what we do best: local news and information.

You will find more stories, more photos and more information about the Mid-Valley.

Our expanded local news report will be accompanied by a special edition of USA TODAY — a newspaper within a newspaper, if you will — that will provide an in-depth look at national and world news, business, life and sports from the country's largest newspaper.

It will all add up to more. More local. More national. More of what matters to you.

Our investments in the newspaper will be accompanied

by continuing investments in digital media so that you will have news when you want it, where you want it and how you want it.

StatesmanJournal.com, our smartphone apps and our tablet apps will be improved as well, so users will have an even better experience. Our printed newspaper and all our digital offerings are both vital for our future.

Our mantra for 2014 and beyond comes down to one word: More.

So be on the lookout. Starting next Sunday, the Statesman Journal will bring you more.

We can't wait to show you.

Expanded newspaper is launched

**By STEVE SILBERMAN and
MICHAEL DAVIS**
Statesman Journal

Welcome to the new Sunday Statesman Journal, an expanded and heftier newspaper with a renewed mission to remain your indispensable source for local news, now and forever.

As you will see by leafing through the seven sections of today's print edition, your hometown newspaper is decidedly different. In a word, what we have delivered to you this morning is more.

We promised you more and we meant it. Last Sunday the Statesman had 48 pages of news. Today we have 72.

Actually, there is so much more to tell you about that it took a

Member news & views, continued

four-page section to get the job done. Wrapped around today's Inside Business section is a helpful Reader's Guide. It will take you through the exciting changes debuting today and throughout the rest of this week.

The biggest change is that the main news section of the paper will be exclusively local, front to back, every day. And on Sunday you will receive a bonus local news section.

Why?

You have told us quite clearly that local news is what you value most from the Statesman Journal, and so we are putting local first.

Today in the A section you will find the familiar and the new, a content mix we believe will provide more informative, relevant and insightful reading. (Be sure to look for Peter Wong's Oregon, a newsy report on state developments from our veteran reporter-at-large.)

But there's more.

Instead of one section devoted solely to local news on Sunday, you'll now have two, the A section in your hand and the robust Mid-Valley section.

In Mid-Valley you'll find breaking news and coverage of Saturday's events, plus Dick Hughes's Connecting the Dots column and Capi Lynn's Forward This column.

In addition, today in Mid-Valley we are introducing Causes, a section-within-a-section that will offer coverage of the

passionate people and nonprofit institutions that enrich life in the Mid-Valley. It's our way of recognizing that volunteering and philanthropy are a way of life here. It's the good-neighbor glue that binds us.

What about news from everywhere else in the world?

That will be found in a new section produced by the highest-circulation newspaper in the country. Our ongoing partnership with USA TODAY has blossomed into something bigger and more exciting.

Starting today in section B and continuing through the week, you'll be getting a

newspaper-within-a-newspaper: a customized edition of USA TODAY, packed with national and international news and coverage of national business trends and markets. USA TODAY's helpful columns about personal finance will join the mix, as will the popular state-by-state roundup of the republic. We believe you will find this news content to be an upgrade from the standard-fare national stories we have traditionally run. Our newly fortified Sports section will feature two pages of

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Member news & views, continued

insight and analysis from USA TODAY's widely recognized sports writers, complementing our coverage of Pac-12 and high school sports. You'll also see a renewed commitment to coverage of community and recreational sports.

And there's more.

We'll now have two features sections for you on Sunday.

First, we have reimagined our local features section and renamed it Homegrown, a celebration of all things Mid-Valley.

Homegrown combines fresh pages on home décor and edibles, along with our popular coverage of local wine and cuisine, the arts and personalities.

Inside you will also find a bonus Life section from the editors of USA TODAY, an effervescent blend of good reading about lifestyles, popular culture, style, books, travel and more.

Over the next seven days, the Statesman Journal will be adding more than additional pages to our daily and Sunday editions. It's an answer to the most frequent reader complaint we heard during the Great Recession and its aftermath: I like what you are giving me but I want more.

Gannett, parent company of the Statesman Journal and USA TODAY, is adding heft to 35 of its community newspapers across the continent. Unlike other media companies that are publishing less, Gannett is

providing more.

Doing so has allowed us in recent months to develop new pages and features that will begin rolling out today and continue through Saturday.

It has also allowed us to find new ways to allow the work of our reporters to shine, new opportunities to probe local issues, new ways to harvest more opinions from you, our readers. To that end, we are introducing Rapid Response today, a faster way to allow the community to have its say on matters of urgency and importance.

Please let us know what you think of our changes by dropping a line or sending an email.

Steve Silberman, publisher ssilberman@StatesmanJournal.com and Michael Davis mdavis4@StatesmanJournal.com.

The Oregonian going to compact format

The Oregonian

The Oregonian will transition from a broadsheet size to a compact format this year, the Oregonian Media Group announced Tuesday.

"The new format will allow for a stronger visual presentation of editorial content and advertising," said N. Christian Anderson III, president of Oregonian Media Group and publisher of The Oregonian.

"With color on every page and a

streamlined design, the compact will be a richer experience for our readers."

The compact size will measure about 15 inches tall by 11 inches wide, the format Homes & Gardens of the Northwest is currently printed in. The new format will have individual sections, which will be stapled. Some sections of The Oregonian — Friday's A&E, Foodday + Living, Living, Health & Fitness, Sunday Business and Opinion — will convert in February. The entire newspaper will transition to the compact format by April 2.

The compact format allows for full color on every page. The type size will not change. Local, national and international news will be combined into the main news section. Sports will remain as a stand-alone section, as will Business on Wednesdays, Fridays and Sundays. On Wednesday, Foodday + Living and health news will be combined into a single features section. On Sundays, the features sections also combine into a single A&E, Living and Travel section.

"The traditional broadsheet format was due for an upgrade," said Peter Bhatia, Oregonian Media Group's vice president of content. "Today's readers want a more convenient and efficient way to consume the news that matters to them. With the new compact format, we're

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Member news & views, continued

presenting the same quality journalism in a smarter package.” The compact format is more common in Europe. The Oregonian’s new size will be the same width it is now but shorter. “For 163 years, The Oregonian has changed to keep pace with the needs and expectations of our readers and advertisers,” said Anderson. “Our latest redesign is just the next step in the paper’s ongoing evolution.”

The Independent celebrates 125 years

Independent staff

After 125 years, the Woodburn Independent is still going strong in this community, and we have the community to thank for its support over the years.

The Independent started with humble beginnings on Dec. 1, 1888, nine months before the city of Woodburn was even incorporated. L. McMahan was publisher and editor, and the first years of the paper read more like a gossip column about what the neighbors were doing more than actual news.

We’ve come a long way in 125 years. But we still hope we’re as much a part of the community as ever. It’s not been easy; we’ve had leadership changes here and there, but we’ve tried to maintain the quality product that Woodburnites expect and appreciate from its community newspaper.

It’s a common story to hear about the Internet takeover of information, with the scare that newspapers will soon be

a thing of the past. But they said the same thing when the fax machine was invented. Technologies come and go, but the distribution of information will always have staying power. We’re a force in this community, and we’re not going away — hopefully not for another 125 years.

We invite you to celebrate our 125th anniversary with us. Write a letter to the editor stating what the paper means to you. We certainly appreciate our readers, who invite us into their homes and offices, who smile over our features, ogle at our hard news headlines and battle over the last available issue with the \$10 off Safeway coupon. Like you, our readers, we are part of the community, we care about the things that happen around us, both the good and the bad, and we’re here to deliver that information to you for as long as you’re willing to support us.

So, may the news keep filtering in and may the readers keep supporting us? Thank you for 125 years, Woodburn!

Springfield Times celebrates 5 years

By SCOTT OLSON

It’s hard for me to believe that this week marks the fifth anniversary of the Springfield Times. It seems like yesterday when we couldn’t wait to unveil Springfield’s latest rendition of a community newspaper.

It was tough sledding the first couple years. Advertisers and

subscribers were few and far between. We, Craig Murphy and myself, worked throughout the night every week, trying to do our best to catch typos or reworking a sentence so that an article made sense to the reader. Once the paper was put to bed, which was usually the time the birds started chirping, we would go home and catch a couple hours of sleep before heading back to the office to begin preparations for delivering our new product to subscribers and to newsstands.

As the weeks, months and years passed, more and more people have become acquainted with the Springfield Times. We have endured the tough, early years of earning our stripes. This hasn’t been easy. Springfield had lost its beloved Springfield News due to an out-of-state corporation that failed to manage their business correctly. They had lost a second newspaper, the Springfield Beacon, which was in business for a little over a year. Add this to the fact that we were heading into one of the worst economic recessions in American history, I feel very fortunate that we have survived.

Why did I take the risk of starting a newspaper during a time when newspapers were in the news for closing their doors and a time of such economic unrest?

I believe in community journalism. I believe that weekly

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Member news & views, continued


“community” newspapers offer information that they can’t get anywhere else. We cover things like high school sports and classroom projects in the elementary schools. We cover the local school board and city council meetings. We cover good news like weddings and engagements. We publish births and obituaries for free. If it happens in and around the greater Springfield area I want to see it in the paper. I want the Springfield Times to not only be your community information source, I want it to be your community scrapbook, which we are proud to share with everyone. One of the drawbacks in keeping our business afloat has been

working within our means. Sometimes we are limited in the things we can cover due to the size of our staff. We welcome your story ideas and calls when an event is happening. We do our best to work with a handful of freelance writers and photographers who help us cover the events happening in our community. We also welcome those who are willing to help us out by taking a photo or two of an event and submitting information on an event, if we are unable to attend. We are a “community” newspaper and we want to publish your events and share them with the community. We love to publish things that make people proud. You can’t cut out a video or a story on

the radio and tape it on the refrigerator. That’s our bread and butter. As long as there are mothers and grandmothers out there clipping articles of their kids and grandkids, I believe newspapers will survive. Nothing makes me feel better than to see the look on a person’s face when they come into the office and purchase a paper with an article that we’ve done either on them or a family member. Sometimes this is gut-wrenching if it happens to be an obituary, telling a person’s life story for one last time. Other times it pure joy, if a kid got the winning hit to win the game. These are the kinds of

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Member news & views, continued

things that attracted me to this profession and I wouldn't trade it for anything.

I also get the biggest thrill from reading notes from subscribers who send in the renewals. They are often supportive of what we do and they offer words of encouragement, saying they love their newspaper!

In celebration of our fifth anniversary I would like to thank all of our subscribers and advertisers who have supported us during the past five years. Without subscribers, we wouldn't be able to attract advertisers. And without advertisers we wouldn't be able to keep the doors open. Thank you for your support!

I would also like to thank those who have worked at the Springfield Times the past five years. I appreciate your work and dedication. Without you we wouldn't have made it. I thank all of you from the bottom of my heart!

In celebration of our fifth anniversary, the Springfield Times will be having an open house on Friday, Nov. 22, from noon to 5 p.m. Please stop by for some cake and refreshments and help us celebrate the past five years of the Springfield Times!

Property housing Corvallis newspaper plant sold to investors

Gazette-Times

The property housing a Corvallis newspaper plant has

been sold to a group of local investors who plan to tear down the building and replace it with a new housing development. The Gazette-Times publisher Rick Parrish said the \$1.8 million transaction closed on Friday. Lee Enterprises, the newspaper's Iowa-based parent company, put the property up for sale early last year.

The Gazette-Times reports the newspaper plans to relocate to smaller quarters elsewhere in Corvallis to save money on operating costs. The paper has already consolidated its printing operation and some other functions with its sister paper in Albany. The newspaper's staff has dwindled to about 25 employees.

Three neighbors who sought to block the redevelopment have since withdrawn their legal appeal (see story below).

Neighbors drop appeal on land-use rules for Gazette-Times block

Gazette-Times

Three neighbors who sought to block redevelopment of the Gazette-Times block have withdrawn their legal appeal and say they will work with the buyers of the property in hopes of shaping a project they can live with.

"Our goal all along was to have a chance to have a voice in the redevelopment of the site," said Courtney Cloyd, president of the Central Park Neighborhood Association.

Cloyd and fellow association members Trish Daniels and Garry Stephenson filed a notice of intent with the Oregon Land Use Board of Appeals on Jan. 6 to contest a Corvallis City Council decision nullifying a planned development overlay on the Gazette-Times block. The council's ruling allowed the site to revert to its underlying zoning, clearing the way for a sale and redevelopment of the property for medium-high-density residential use. But after being approached by a representative of the would-be buyers, the three agreed to drop their appeal in exchange for the right to negotiate on aspects of the project design, Cloyd said. "We had tried to reach out to the potential buyers and hadn't had any success — that was fundamentally why we filed," Cloyd said. "We were contacted by an agent for the buyers after we had filed notice of intent to appeal who said he was quite certain they would be interested in talking to us once the sale went through — but they wouldn't talk to us if the appeal went forward."

The Gazette-Times occupies a full city block bounded by Southwest Jefferson and Adams avenues and Sixth and Seventh streets. Lee Enterprises, the newspaper's parent company, put the property up for sale early last year at an asking price of \$2 million. The potential buyer has

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Member news & views, continued

not been publicly identified. The neighbors aren't necessarily opposed to student housing, which has sprouted up around Oregon State University in response to skyrocketing enrollment, Cloyd said. But they want to do what they can to ensure that whatever is built on the G-T block is compatible with the surrounding neighborhood, a district of older single-family homes mixed with new apartments and student townhouses.

Cloyd said neighbors would like to see the new development face Jefferson rather than one of the quieter side streets. They also hope to maintain a substantial building setback, preserve the site's mature trees and established hedge, and avoid an excessively large or dense development.

"We understand it's going to have to pay for itself and it's going to be a big, full-bodied structure rather than high-end houses," Cloyd said. "I think our preference would be not to see eight, 10, 12 doors opening onto Seventh Street as we have seen farther to the west."

The 25,000-square-foot Gazette-Times building was built in 1970 on land zoned residential after Lee Enterprises obtained a planned development overlay specifically permitting newspaper production and related office uses. In recent years, however, the paper's staff has shrunk to about 25 people as the press was moved to the G-

T's sister newspaper in Albany and some jobs were consolidated with other Lee properties.

Once the sale goes through, Lee intends to move the Gazette-Times staff into smaller quarters elsewhere in Corvallis.

"Our focus is to continue with the sales process and bring it to a conclusion," Gazette-Times publisher Rick Parrish said Tuesday. "We've been actively searching for locations, and we have some pretty good options. We hope to have a permanent space confirmed soon."

Lebanon Express names new editor

Lebanon Express

Audrey Gomez is the new editor of the Lebanon Express.

Gomez replaces Emily Mentzer, who resigned to take a position at the Polk County Itemizer-Observer newspaper.

"I am excited to serve the community of Lebanon in this new position," Gomez said.

Gomez started at the Express in April 2011 as the education reporter and most recently has served as the paper's city reporter.

Mike McNally, the general manager of the Mid-Valley Newspapers group, which includes the Express, said he was "delighted that Audrey will be taking over the reins of the Express. I expect that she and her staff will continue to produce the type of excellent community journalism that

readers expect from the paper."

Gomez won the "Best Writing" award in the 2013 Oregon Newspaper Publishers Association Better Newspapers contest, and also won awards in the education coverage, feature writing, and photo essay categories. The staff of the Lebanon Express, under Mentzer's leadership, won two dozen awards in the ONPA contest.

Gomez has lived in the mid-Willamette Valley with her husband, Peter, and son, Eli, since 2005.

New sports editor joins Itemizer-Observer

Polk County Itemizer-Observer

(Dallas)

The Polk County Itemizer-Observer has named Lukas Eggen as its new sports editor.

Eggen, 23, comes to the Itemizer-Observer from The Ely Times, a community newspaper serving Ely, Nev., about three hours east of Reno. There, he was the managing editor and covered sports as part of his duties. Eggen won several awards from the Nevada Press Association during his tenure in Ely.

A native of Bend, Eggen earned a bachelor's degree in journalism from the University of Nevada (Reno) and served as sports editor of The Nevada Sagebrush, the student-operated newspaper.

In his new role as Itemizer-

Member news & views, continued

Observer sports editor, Eggen will play the lead role in determining the content, layout and design of the sports section. He plans to help increase the online presence of Polk County sports news on the Itemizer-Observer's website, www.polkio.com, and work at increasing the newspaper's presence on Facebook and Twitter.

"We're excited to have Lukas join our staff," Itemizer-Observer Managing Editor Kurt Holland said. "His background in community newspapers and knowledge of sports make him a great fit, and we believe he will be a great asset to us and the communities, schools and teams we cover."

Eggen began his new role with the Itemizer-Observer on Dec. 16.

He can be reached at 503-623-2373 or via email to leggen@polkio.com.

Old Gazette issues go online

Heppner Gazette-Times

Ever wish you could have historical issues of your local paper at your fingertips? Now, if you have access to the internet, you soon can. The Heppner Gazette-Times has been chosen as one of the 10 newspapers across Oregon to be the next to have its historical content digitized and made available online.

The selection of the G-T is part of the Oregon Digital

Newspaper Program (ODNP) initiative to digitize historic newspaper content and make it freely available to the public through a keyword-searchable online database.

"We are pleased to learn that older copies of the Heppner Gazette-Times will now be digitized and have a permanent home for all to see on the internet," said Gazette-Times owner and publisher David Sykes. "Our way of life is important to the history of our country, and a picture of that life should not be lost because the newspapers which documented it could not be preserved."

After reviewing over 40 title nominations from public libraries and historical societies across the state, the ODNP advisory board selected the initial titles for this phase of the project, which first launched in 2009. As part of the National Endowment for Humanities' National Digital Newspaper Program (NDNP), these titles will be available both on Historic Oregon Newspapers, <http://oregonnews.uoregon.edu>, and the Library of Congress' Chronicling America site, <http://chroniclingamerica.loc.gov>.

Other Oregon newspapers chosen include the Hood River Glacier, Hood River; Polk County Observer, Dallas; State Rights Democrat, Albany; Daily Capital Journal/Capital Journal, Salem; East Oregonian: E.O., Pendleton; Douglas

Independent/Roseburg Review, Roseburg; Oregon Mist, St. Helens; Corvallis Gazette/Corvallis Times/Oregon Union-Gazette, Corvallis; and Spray Courier, Spray.

Historic newspapers digitized through the ODNP are made keyword searchable and freely available to the public online; more than 540,000 historic Oregon newspapers are already online.

With more than 3,000 Oregon newspaper titles in the public domain, the group says it has "just begun to skim the surface of potential content to be included in the collection."

While some back issues of the Gazette, 1883-2009, are available on microfilm at the Heppner museum, Karen Estlund, digital collections coordinator for the University of Oregon's Knight Library and head of the statewide Oregon Digital Newspaper Project, says the program will deliver access for people who can't get to a library to use microfilm.

"The full text available with the digitized images allows for keyword searching, which revolutionizes research of old newspapers. No longer will a researcher need to spend hours, days or even weeks scrolling through microfilm hoping to catch what they looking to find," she says.

Beginning in 1953, the

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Member news & views, continued

Knight Library started the Oregon Newspaper Program in association with the Oregon Newspaper Publishers Association to microfilm all of Oregon's newspapers for preservation.

This new project took root early in 2009 under a Library Services & Technology block grant of \$79,883 from the Institute of Museum and Library Services through the Oregon State Library in Salem.

"With these times of big media such as nationwide TV news programs, large circulation newspapers and, of course, the myriad of internet news sites, it might be easy to overlook the importance of small community newspapers," said Sykes. "While these local papers may not provide the big viewership of larger media, they offer what no one else has, a look into the day-to-day life in small-town America."

Historic newspapers supply vital evidence of our history and culture and are used by students, scholars, historians, arts groups, businesses, urban planners, genealogists and others," Estlund said. "These primary source materials provide a window into the life of local Oregon communities a century or more ago, covering early environmental preservation, industry, agriculture, urban development, Native Americans and race relations, the establishment of the state and

more."

Currently, *Chronicling America* contains historic newspaper content from 11 states and the District of Columbia. It will eventually contain 20 million pages of historic American newspapers from 1836 to 1922 and offer educational essays on every title represented and a directory of all newspapers published in the United States from 1690 to the present.

EO Media Group digital director to lead national editors group

Coast River Business Journal
(Astoria)

Laura Sellers, digital development director for EO Media Group, has been selected to lead the Associated Press Media Editors in 2017. She joined the officer ranks during the APME conference in Indianapolis October 29.

APME is an association of news and broadcast leaders, journalism educators and student editors in the United States and Canada. APME works closely with the Associated Press to foster journalism excellence and to support a national network for the training and development of editors who run multimedia newsrooms.

"This is an honor and an incredible opportunity to assist editors in committing to quality journalism, safeguarding or First Amendment rights, staying on the forefront of Freedom of

Information issues and providing AP with feedback," Sellers said. "I'm proud of this organization and the fine editors who make it thrive. APME has had a starring role in my professional development."

"The APME board of directors is thrilled that Laura is joining the leadership ladder," said Debra Adams Simmons, APME's incoming president. "Laura has made a tremendous contribution to the APME, working tirelessly with nearly every committee to help strengthen the organization as it serves the nation's editors. Laura has had a hand in nearly every major APME project or initiative in recent years — from reviewing the Bylaws to modifying the membership structure to rebranding and marketing the APME to creating a social media strategy. Laura is one of the people who has to travel the farthest to participate, yet she is always there. You can always count on her. APME is in good hands with Laura on the leadership team."

EO Media Group COO John S. Perry said, "We're delighted that Laura has been selected to a leadership position in APME. Her creativity, passion and determination will enrich that organization as they have our company."

Sellers, 50, lives in Astoria and has worked for EOMG, formerly East Oregonian Publishing, for 21 years, first for The Daily

See **MEMBER** page 17

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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.

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.

Member news & views, continued

Astorian newsroom, including five years as managing editor, then for EO Media Group leading its digital efforts. She has been active with APME since 1995 and on the board of directors for 10 of the last 12 years.

She started in newspapers at the Palestine (Texas) Herald Press' art department, and worked for the Plano Star Courier, Addison-North Dallas Register before joining Student Media at Southern Methodist University as the production supervisor. In 1992, she and husband Carl Earl moved to Astoria, where he is the systems manager for the company.

"I'm especially proud that my company has supported my continued growth through APME. We are among the smallest media groups represented on the board, and it speaks well of both EOMG and APME that a priority is placed on smaller markets," Sellers said.

EO Media Group is based in Salem and includes 10 other newspapers in Oregon and southwest Washington: East Oregonian, Pendleton; Hermiston Herald; Blue Mountain Eagle, John Day; Wallowa County Chieftain; Chinook Observer, Long Beach, Wash; Coast River Business Journal; Oregon Coast Today, Lincoln City; Seaside Signal; Cannon Beach Gazette; and Capital Press, an agricultural weekly based in Salem.

The company has 17 websites and was recently named as an EPPY finalist in three categories.

News-Review managers take on new challenges

By CRAIG REED

Roseburg News-Review

Bob Franks and Tiffany Miller are excited about the new challenges they have at The News-Review after recent promotions.

Franks, 53, who has been circulation and distribution manager for the newspaper, was named the new advertising director. Miller, 30, who had been the circulation sales manager, was named the circulation manager. Distribution responsibilities will be taken over by Rod Carlson, who is the press manager.

Franks came to The News-Register in January 2006 after previously working in the circulation and distribution departments at the Klamath Falls Herald and News, the Salem Statesman Journal and a couple of smaller papers. The native of Coeur d'Alene, Idaho, has been in the industry for 34 years.

In his new position, he will manage 20 employees in retail sales, classified sales and ad production.

"I wanted a new challenge, and I'm excited about this opportunity," Franks said.

"I plan to bring a deeper understanding of our subscribers and readers to our advertisers to better help them in growing their business. By knowing our readers as I do, I feel we can develop more ways for our

advertisers to reach a greater audience more effectively.

"With a daily readership of over 35,000 and a digital presence that has over 350,000 page views per month, The News-Review is very well positioned to assist our clients' needs in a very strategic manner," Franks said. "For instance, we have the best demographic information available regarding our readers. We know 71 percent of our readers have incomes between \$20,000 and \$70,000, they are 52 percent females and over 76 percent are homeowners. That's valuable information for the business community as those owners strive to grow their businesses. In the past five years, we have transformed from a traditional print-only business to a multimedia company offering print, digital, customized direct mail and commercial printing."

Miller, a 2000 Cottage Grove High School graduate, was hired as a News-Review district manager in 2007. She later became the sales and promotions manager. Now, as circulation manager, she will manage seven employees.

"I'm really excited about this new position," Miller said.

"It was definitely unexpected although I had hoped to eventually work into Bob's position. Bob has been my mentor from the beginning. Now that it has become available, I believe I'm ready to meet the challenge head on."