

fall/winter 2014

oregon publisher

quarterly newsletter of the oregon newspaper publishers association

The new Oregon Newspaper Publishers board of directors was announced at the 2014 Summer Convention. They include:

President: Dave Baker, The Register-Guard, Eugene
President-elect: Therese Bottomly, The Oregonian, Portland
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Director: Jeff Ackerman, The News-Review, Roseburg
Director: Joe Petshow, Hood River News
Director: Mike McInally, Corvallis Gazette
Educational Director: Julianne Newton, University of Oregon

Dates to note

1. ONPA will be moving our office to Lake Oswego at 4000 Kruse Way Place, Building 2, Suite 160, Lake Oswego, OR 97035 on December 1.
2. Legislative Reception at the Salem Convention Center on January 13. Get your full page pdf files in ASAP.
3. 2015 convention will be July 16 and 17. Location to be determined.



The Oregon Newspaper Publishers Association held its annual convention at the Salem Convention Center July 17-18. Thursday was a full day of advertising training presented by Mike Blinder. The Thursday night awards banquet did not disappoint with several deserving awards going out to members in both the Associate Member Contest and the Better Newspaper Contest. Friday ONPA members attended the first gubernatorial debate of this election year as well as heard from AG Rosenblum. ONPA member websites had livestreams of the debate.

Oregon newspaper microfilming project

The University of Oregon (UO) Libraries has been microfilming and preserving Oregon's newspapers as a public service since the 1950s. By providing access to Oregon's history, these microfilms have been an invaluable resource for libraries, individuals, and organizations throughout the state and have been the foundation of the Oregon Digital Newspaper Program.

Unfortunately, microfilming equipment, supplies, and expertise to repair and maintain the microfilming process are nearing extinction. Parts are no longer available, film and chemicals are hard to find, and there are fewer and fewer technicians who know how to repair the equipment, which is in constant need of maintenance. In addition, public libraries have been lobbying staff members at the UO Libraries not only to *digitize* more historic newspaper content but also to *provide digital access* to current newspapers as opposed to preserving newspaper content on microfilm. As noted in the recent report "Oregon's Digital Collections: Recommendations" (2013) by DC Plumer Associates, the statewide and national demand for access to digital content continues to grow, contributing to the demise in the need for microfilming services.

In light of this situation, the UO Libraries will continue to microfilm newspapers published through December 2014. Starting in January 2015, microfilm production will cease for current newspapers. However, to ensure as smooth a transition as possible to a digital, online-accessible platform, we would like to continue receiving print copies of all newspapers through December 2015.

We understand that many current newspapers are now born digital and are printed from PDF files. Looking ahead, the UO Libraries would like to create a business model and workflow that will allow publishers to send their PDFs directly to us so that we may integrate them into an online-accessible platform. Our colleagues in other states have successfully implemented this kind of program, often with publisher agreements for an embargo period before current content becomes available to the public.

If you are interested in participating in the digital transition for Oregon newspapers, please contact Amanda Schmautz at schmautz@uoregon.edu. Thank you for helping make this initiative a success.

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Fall/Winter 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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Member news & views

N. Christian Anderson III to become chairman of Oregonian Media Group

The Oregonian

N. Christian Anderson III, president of the Oregonian Media Group, will become chairman of the company, he announced today. Anderson said he was beginning a search for a new president of the company to succeed him in that position. “The transformation of the Oregonian Media Group is well under way and will continue indefinitely,” Anderson said. “As chairman, I will be able to focus on strategy while turning over day-to-day operational responsibilities to a new leader. I can serve as a partner and coach in bringing a new president up to speed in how our company works, paving the way for that person to put his or her imprint on our company — as he or she certainly will.”

Anderson returned to Oregon, where he grew up and received his education, in 2009 as president and publisher of The Oregonian. He was named president of Oregonian Media Group on the company’s launch last year and continued as publisher of The Oregonian. Anderson said he had no timetable for the conclusion of the search and will continue as president until a successor is named.

Newsroom changes in the works

By **MOLLY WALKER**

The News-Register, McMinnville

The family-owned and operated

News-Register is undergoing some significant changes in its newspaper operations.

Jeb Bladine, editor for 40 years and publisher since 1991, has relinquished the editor role to his son, Ossie Bladine, effective in September. Ossie will also serve as assistant publisher, while Jeb will continue as publisher, president and chairman of the board.

Don Iler has been promoted to news editor, replacing Ossie. In that capacity, he will assume principal responsibility for the main news section of the newspaper, overseeing the underlying news coverage and making decisions on both the content and design of the finished product.

He will continue to hold a reporting assignment as well, but will shift his principal focus from county government to the city of McMinnville. Long-time city hall reporter Nicole Montesano will pick up responsibility for county coverage, while retaining the rest of her existing duties.

Steve Bagwell, who became managing editor 17 years ago, continues in that capacity. He remains responsible for overseeing the newsroom’s staff, budget and day-to-day operations, and participating in editorial direction as a member of the editorial board. As editor, Ossie Bladine will assume ultimate responsibility for shaping the content and direction of the newspaper. He will lead a reconstituted editorial board, with Viewpoints Coordinator Marna Porath stepping in to fill the third

chair, replacing Jeb Bladine. He will also work with Bagwell on staff hiring and major decisions. In addition, Ossie will also assume a lead role in specialty publications produced by the News-Register Publishing Company, which operates under the corporate name Oregon Lithoprint, Inc. The roster includes the Oregon Wine Press, bible of the Oregon wine industry, an array of publications inserted into the News-Register, including Indulge and the Discover series, and other publications in planning, together with an array of company websites.

Racheal Winter, who has served as features editor for the past 16 years, continues in that capacity. Robert Husseman, a relatively new addition, also continues as sports editor.

However, Husseman has a new partner in sports — Rockne Roll, formerly of the Newport News-Times. Roll also will be assisting Ossie Bladine in specialty publications.

Six-year veteran Molly Walker, who covers business, agriculture, religion and social issues, and her husband, sports columnist Jim Walker, will be leaving the newspaper in October to pursue personal interests involving their roles in Rotary International. The paper is in the process of recruiting a replacement for Molly. (Note: longtime Oregon journalist Tom Henderson was hired for the position)

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Profiles of the Bladines and Iler follow:

JEB BLADINE

Jeb joined the News-Register as its editor in Sept. 1974, when he was just 26. His father, Phil, a member of the second generation to accept the management mantle, had been editor and publisher since the 1957 death of his brother, Jack Bladine.

After graduating from McMinnville High School, Bladine attended Linfield College for a year, then went on to earn a degree in political science at the University of Oregon. He spent a year in graduate school in New York, then returned to Oregon to serve three years as editor of the Milwaukie Review and four months as publisher of the Sellwood Bee, both then owned by the family business.

When he started at the News-Register, it featured a three-member news staff — tiny by recent standards.

While he is stepping away from the editor role, Bladine is not stepping away from the overall operation. In fact, he is retaining two of the top leadership duties. The change, he said, will allow time to focus on challenges of the company's printing division, operating as Oregon Lithoprint from a plant in the McMinnville Industrial Park, and other business issues.

The most difficult challenge, he said, will be trying to be “not editor” after 40 years with that responsibility, letting his son fully develop his own voice in that

position.

Bladine said it's more than just handing over a title, it's also handing over duties and responsibilities, something he said is easier because he and Ossie have a great relationship and he trusts his son's judgment and capabilities.

In addition, he said, “Ossie has a great staff to work with. It will be somewhat seamless in many ways.”

In the past four decades of technological advancements in communications, Bladine said he thought the fax machine actually was the most significant technological change. That, for the first time, made complex written communications virtually instant, he said, and “everything else has just increased the speed of things.”

He feels that the most rewarding aspect of his years as editor has been the opportunity to be a part of the community's institutional infrastructure and being a positive part of disseminating information and supporting the community while working with different associations, organizations and governmental bodies. He also is a past president of the Oregon Newspaper Publishers Association, which has honored him with its highest honor, the Amos E. Voorhies Award.

OSSIE BLADINE

Stepping into the role of editor thrusts Ossie in a position his dad has held for 40 years. In addition, he is taking on the role of assistant publisher, making him second-in-

command of the overall operation. Being a fourth-generation member of the paper's family leadership, the 29-year-old is well-versed in the journalism trade. He worked as a delivery boy as a youth and also performed clerical duties. He started working for the newspaper part-time at age 16, spending a summer in the sports department when it was down a reporter. He worked under the direction of Sports Editor Steve Fox and found the work fun. After graduating from high school, Bladine attended California's Santa Clara University for one year, then transferred to the University of Oregon. He spent three years as editor of the Vancouver Voice, a specialty publication then owned by the family, before coming to the News-Register.

He worked in specialty publications, then took over the county beat in the newsroom. He went on to become news editor, assuming responsibility for staff coverage and the content and layout of the main news section. Don Iler is now making the same transition Bladine did, going from county beat reporter to news editor.

As editor, Bladine will take full charge for the editorial side of the paper as well as assume overall responsibility for the publication. As assistant publisher, he plans to work with printing plant management and expand the company's specialty publications arm.

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He said he plans to utilize everything the company has to offer, exploring new niches wherever the company has untapped capabilities.

“Everything is so solid, I have no grand plans,” Bladine said.

“We’ll continue to use the great news staff we have to produce great content and expand digital capabilities.”

The bottom line? He wants to make sure every edition is a good one.

“I will be a lot more behind the scenes, taking a bigger picture look at things,” he said.

Bladine said he and his dad are good at vocally countering each other’s opinions, but typically find agreement in the end.

“Having that 40 years of experience here is a huge asset,” he said of his dad. “I’m glad he’s not going for full retirement.”

Ossie’s great-grandfather, Lars — Jeb’s grandfather — was involved with several papers in Iowa before buying the then-Telephone-Register in 1928.

His grandfather, Phil — Jeb’s father — would later become editor after tours in college and the U.S. Navy, and publisher in 1957 after the death of his older brother Jack, who was the first Bladine family member to run the newspaper starting in 1928.

The Telephone-Register and News-Reporter merged in 1953 to become the News-Register.

DON ILER

After five years in the Marine Corps, where he served as an Arabic linguist, Iler had the

desire to write a great American novel. And that landed him in the working world of journalism.

He attended Central Oregon Community College, then Oregon State University. Though he majored in history, he worked his way to the top of the campus newspapers both places.

Iler said he finds journalistic work infectious. He likes asking questions and writing.

“I’m a sponge to learn new things,” he said.

Iler was hired as the News-Register’s county government and politics reporter in April, after a tour at the Curry Coastal Pilot in Brookings. He was promoted to news editor Sept. 1.

He grew up in Bend. While still at OSU, he landing an internship at the La Grande Observer through the prestigious Charles Snowden Program for Excellence in Journalism. Upon graduating, he joined the Pilot staff.

“It seems like the people who live here are passionate about their town,” Iler said.

He said the economy in Bend is so tourist-based as to be one-dimensional, while the economy in McMinnville is broader. It features a nice mix of tourism, agriculture and manufacturing, he said, and that makes local people more diverse and interesting.

As news editor, Iler said, “I hope to continue to maintain the quality and excellence of the newspaper.”

He added that it’s always important to work towards improving the publication and

making it better. In the works, he said, are design changes for both the website and print publications to create a more appealing visual look.

In addition, Iler plans to continue his work as the newspaper’s political reporter. He also plans to cover city government in a swap of assignments with long-time city hall reporter Nicole Montesano.

In his spare time, he likes to backpack, read and cook — though not necessarily following a recipe. His favorite dish is Shakshuka, an Arab dish in which he combines sausage, peppers, onions, tomatoes, feta cheese, cumin and paprika, all topped with eggs at the end.

Serving two tours in Iraq in the service, Iler said he learned things can be really hard — but it all needs to be placed in perspective. Many times, what those who have only lived in the civilian world consider hard really isn’t, he said. “Once you’ve had people shooting at you, you know you can get through,” he said.

In addition to his new position, Iler is now working on his novel.

Being ‘not editor’ may be hardest job

By JEB BLADINE

The News-Register, McMinnville

This could be the hardest job I’ve ever had, or it might just be a walk in the park.

(Note to self: Have you learned nothing after 40 years? Don’t use hackneyed phrases like “walk

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in the park;” you know how Jennifer red-lines those clichés in proofreading.)

Now, where was I? Oh, yes, about this new job:

Since Monday, my work at the News-Register includes the new position of “Not Editor.” That contrasts with the past 40 years, during which time my job titles have included “Is Editor.”

Going from “Is Editor” to “Not Editor” is a mental pingpong game I expect to be playing for a while, but actually, the initial transition has been easier than I thought it would be. For example, on Monday I was sure I would at least sneak a peek at the letters, commentaries and editorials for today’s Viewpoints ... I didn’t.

That’s not my responsibility any more.

I think it might have been easier to retire altogether. That will come later, no doubt, but for now I’m continuing as president and publisher of the four-generation family business. And at least for a while, I’ll continue writing this weekly column — out of habit, and on invitation from the new “Is Editor.”

That person, of course, is my son, Philip Ossie Bladine, the fifth in our family since 1928 to assume the editorial mantle of this newspaper. As luck would have it, I trust his instincts, talents and judgment as he embarks on his own journey in community journalism.

There’s just one thing I’ll ask of readers: Give him the same education you gave me.

I can’t begin to count the number of phone calls, letters, e-mails and personal conversations that have contributed to my education these past 40 years. Most were informative and instructive; some were critical and accusatory; more than a few were threatening; all were part of an enlightening experience embracing the joys, tragedies and everyday activities of people from all walks of local life.

So now, send a little of that Ossie’s way; when so moved, give him a small or large piece of your mind; let the old guy have a little extra time to focus on the family business.

Meanwhile, while hanging around this small corner of the newspaper for a time, I’ll need some continuing education myself. And if the questions get too hard, I’ll just pass them along.

After all, I know the editor.

New features editor joins Register-Guard

The Register-Guard, Eugene Michelle Maxwell has been named features editor at The Register-Guard, taking the reins of six of the newspaper’s themed daily features sections: Lifestyle, Health & Fitness, Food, Arts, Entertainment and Weekend. Maxwell comes to The Register-Guard from the Statesman Journal newspaper in Salem, where she worked in a variety of management positions, including most recently as senior editor, overseeing a large team of reporters covering a wide

range of news beats. Her prior experience at the Statesman Journal includes working as life editor overseeing all aspects of the newspaper’s features sections.

“I’m excited to join the Eugene



Michelle Maxwell

community and the team at The Register-Guard, a newspaper I respect. I’m looking forward to getting to know the cultural community and improving on the paper’s already quality features sections,” Maxwell said.

Prior to her 17 years at the Statesman Journal, Maxwell worked at The World newspaper in Coos Bay as a copy editor. Maxwell holds a degree in journalism from Ohio University. Mark Baker, who held The Register-Guard features editor post for three years, has moved into a new writing position producing feature-oriented articles for Page A1 and the City/Region section.

Defying trend, newspapers launch new Salem bureau

The Portland Tribune

A recent study by Pew Research shows that Oregon, in comparison with most other states, has very few news reporters focused on state government.

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Two Oregon newspaper companies — the Pamplin Media Group and the EO Media Group, which together own 35 newspapers — are launching a joint venture to improve the level of coverage in Salem. The two companies have combined their resources to create a Salem bureau that will offer timely and in-depth news about state agencies, the governor's office and the Oregon Legislature. The Salem bureau will house three full-time reporters. The Oregon Capital Insider bureau will be located at the Capital Press newspaper in Salem. To launch the bureau, the two companies have hired two veteran journalists who are familiar with the state and its

politics — Peter Wong and Alan Gustafson, both formerly with the Salem Statesman Journal. They will be joined by Mateusz Perkowski, a veteran reporter at the Capital Press who will provide coverage of water and other natural resource issues. This new venture comes at a time when coverage of state capitols has declined significantly. The Pew Research study found that the number of newspaper reporters assigned full time to state capitols nationwide had declined 35 percent in the past 11 years. The ranks of capitol reporters are even thinner in Oregon, which, according to Pew, has one of the smallest statehouse reporting contingents when compared with the state's

population. The Oregon Capital Insider bureau brings together two companies with a wide geographic footprint in Oregon. Pamplin Media Group owns 25 twice-weekly, weekly and monthly newspapers covering Portland and its suburbs, as well as communities in the Willamette Valley and Central Oregon. The EO Media Group includes 10 daily, weekly, bi-weekly and monthly publications serving communities in Eastern Oregon and the Oregon Coast. It also owns the Capital Press, which covers agricultural issues in the Northwest, and the Chinook Observer on the southern

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Washington coast.

Through their printed and online publications, the two companies reach about 1.5 million Oregonians each week — a number equivalent to roughly half of the state's adult population.

"While statehouse news coverage is diminishing in Oregon and across the nation, our media groups have chosen to invest in increased scrutiny of state government," said Steve Forrester, president of the EO Media Group.

"The Pamplin Media Group and EO Media Group are quite different in many respects, including the markets they serve, but they have several strengths in common," said Mark Garber, president of the newspaper division for Pamplin Media Group. "Both companies are owned by long-time Oregonians who care very deeply about this state. That's why they are willing to invest in better coverage of state government even while other news organizations are cutting back. Both companies also have a strong tradition of balanced and responsible journalism. Together, we expect to offer the very best coverage available about issues in Salem that affect all Oregon residents." Adam Davis, founder of DHM Research in Portland, says his firm's research has shown that Oregon residents want and need more information about how state government operates. "By almost a four to one

margin, Oregonians feel more negative than positive about state government compared to two years ago," Davis said. "Exacerbating the situation is low public awareness of how state government works and how it positively contributes to people's quality of life."

Davis hopes the joint venture between the Pamplin Media and EO Media groups will result in better information for the public. "The Oregon Capital Insider bureau represents an opportunity to start turning the tide of this negativity and low awareness with more coverage of the legislative, administrative, and judicial branches of our state government. This is so important considering Oregon is at a crossroads in so many ways and needs all three sectors of our economy — private, non-profit and public — working together with good information."

In addition to writing newspaper articles about state government, the reporters in the Salem bureau also will produce a subscription-based electronic newsletter that will keep its readers up to date on the latest trends and activities in state agencies and the Legislature. The newsletter, which will be launched in the late fall, will be available for an annual fee.

"Our new bureau will deliver coverage to our newspaper readers and — in more in-depth and specialized fashion — to a new subscription-based online newsletter," Forrester explained.

Pamplin Media Group publications: the Portland Tribune, the Beaverton Valley Times, Canby Herald, Central Oregonian in Prineville, Clackamas Review, Estacada News, Forest Grove News-Times, Gresham Outlook, Hillsboro Tribune, King City Regal Courier, Lake Oswego Review, Madras Pioneer, Molalla Pioneer, Newberg Graphic, Nickel Ads of Portland, Oregon City News, Sherwood Gazette, Southwest Community Connection, South County Spotlight in Columbia County, the Bee serving the Sellwood and Eastmoreland areas, Sandy Post, Tigard-Tualatin Times, Woodburn Independent, West Linn Tidings and Wilsonville Spokesman.

EO Media Group publications: The Blue Mountain Eagle of John Day, Cannon Beach Gazette, Capital Press, Chinook Observer on the Washington Coast, Coast River Business Journal, The Daily Astorian, East Oregonian of Pendleton, The Hermiston Herald, Oregon Coast Today, Seaside Signal and Wallowa County Chieftain.

The Sun sets after shining 125+ years in Sheridan

By MARGUERITE ALEXANDER
Editor, The Sun, Sheridan

Exactly when The Sun went into publication is a matter of debate. Whether it has been shining since 1881, 1888 or 1890, when it

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closes its doors for the final time on Monday, there is no question that it has served the community for more than a century.

According to early records, Oscar Hamstreet said “The Sun first shone on Sheridan in 1881 or 1882.” Some histories place the beginning date for a newspaper in Sheridan at 1890.

During those 133 — or 124 — years The Sun has gone through some tumultuous times. There have been fires, floods and the Great Depression.

In 1913 a massive fire destroyed much of the business district including the Sheridan Sun office and the home of the publisher.

Everything in the office, with the exception of the list of the subscribers, was destroyed.

The Sheridan Sun continued to shine in spite of the setbacks.

Over the years The Sun has announced births, graduations and the opening of new businesses as well as deaths and business closures. It has been a constant feature — a rock — in an ever changing world.

As times changed, The Sun underwent changes as well. The name included. Early records indicate the local publication was known as the Courier in 1890. In 1904, the name was changed to The Sheridan New Sun. When

Oscar D. Hamstreet took over the paper in 1908, he dropped “New” from the name and started over with the numbering system.

The next name change came in July of 1979 when “Sheridan” was dropped from the name. The Sheridan Sun became The Sun — complete with a new logo — to better reflect the multi-

community West Valley it served. Location has changed as well. A new office was constructed at 128 SE Harney St. after the 1913 fire. That office served as headquarters for the publication until 1978 when Doug Parker sold the newspaper to Blue Mountain Eagle Company.

George Robertson was hired to serve as editor and publisher of the struggling newspaper in October of 1978. He purchased The Sun three years later. Robertson served as the longest standing owner, publisher and editor of The Sun.

The office changed location several times while Robertson owned it. It moved to its current office on East Main Street in 1980 with multiple addresses on South Bridge before finally moving back to 136 E. Main.

Names and addresses haven’t been the only thing to change over the years. Computers weren’t part of production for many years. Nor were fax machines, email or digital photography.

Early pages were laid out on light boards and blue-lined paper.

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Graphics were cutout, waxed and attached to the pages. Photographs were developed on equipment in a darkroom. The completed pages were hand delivered to the printer. Times have changed. More people rely on online news and advertising available instantaneously rather than hard-copies delivered once a week. Facebook, Twitter, Craigslist, Amazon.com and iPhones are words that dominate the vocabulary and mindset of a younger generation. With the changing times, The Sun is setting. Its closure marks the end of an era and a local institution that has shared in the history of the West Valley over the course of many decades.

The Sun publishes final edition

By **PAUL DAQUILANTE**

The News-Register, McMinnville
SHERIDAN — The Sun newspaper published its last edition Wednesday, after serving West Valley readers for more than 125 years.

The paper announced its closure with a goodbye column by Publisher Clinton Vining and a front page story written by Editor Marguerite Alexander.

Vining said the office, located at 136 E. Main St., would officially close at 5 p.m. Monday.

“The economy has simply claimed the life of yet another business,” Vining told the community in his column. “The staff and I have exhausted every

effort we could imagine trying to save the newspaper, but the time has come to throw in the towel.” Vining hinted at the paper’s pending demise in an April column headlined, “Help save The Sun.”

In it, he wrote, “I, the 13th publisher of your community newspaper, am asking for help.” Declining advertising and circulation were seriously threatening the paper’s viability, he said. He implored businesses to advertise and residents to subscribe in the paper’s home communities of Sheridan, Willamina and Grand Ronde. “After struggling for several months to find a way to push forward, I moved to Colorado with my family to take another job and continue working as publisher of this newspaper as a volunteer,” Vining wrote.

He said he had not taken a salary since moving to Longmont to join the staff at Americule Inc., owned by his father-in-law.

“We have bills to pay,” he said. “It costs upwards of \$20,000 a month to provide you with this newspaper. In all, today we bring in about \$100,000 less in annual revenue than we did five years ago.”

A Darrington, Washington native and University of Portland graduate, Vining bought the paper from George Robertson in April 2008. He wrote in his farewell column that he hoped he was able to positively shape the West Valley during his tenure as owner and publisher, which

followed 30 years of Robertson’s stewardship.

He thanked the three communities he served for shaping the lives of himself, his wife, Hawley, and the couple’s three children.

“We will forever miss this great community,” he wrote.

Vining also thanked his front office staff of 30-year employee Chris Higginson, 25-year employee Paula Necas and 17-year employee Cindy Lessick. Higginson handled circulation, Necas advertising and Lessick served as the paper’s graphic artist, with Mike Kolb providing support in circulation.

Alexander had anchored the editorial staff in recent years, covering law enforcement, the court system and city and fire district workings in both Sheridan and Willamina.

She began writing for the paper in August 2001. She took a break from 2003 to 2005 to accept a grant-funded position with the Sheridan School District, then returned to the paper when the grant ran out.

Alexander began filling in as editor in 2012. She took the helm on a regular basis when Vining made the move to Colorado in January 2013.

Meredith Lawrence has been covering the Sheridan and Willamina school districts. Herb Swett has been following sports, in addition to picking up some general news assignments.

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In his column, Vining also thanked contributing writers Jo McIntyre, Kate Dieringer, Ian Black; contributing photographers Susan Ragan and Shelley Harman; and Robertson, who continued to write for the paper periodically after selling it to Vining.

“As I said earlier, it’s hard to find the words,” he wrote. “I believe in newspapers, and it’s not without tears, many sleepless nights and deep thought that I’ve made this difficult decision to close the doors to an era — an era when citizens of the West Valley could pick up a newspaper, feel it between their fingers and read about the week’s happenings in their community.” Alexander’s said in her story that the date of the first edition isn’t totally clear. Even early publisher Oscar Hamstreet, who owned and operated the paper from 1908 to 1929, wasn’t sure, she said.

“According to early records, Oscar Hamstreet said, ‘The Sun first shone on Sheridan in 1881 or 1882,’ she wrote.

But she also noted, “Some histories place the beginning date for the paper in 1890.” And they include the Oregon Newspaper Publishers Association.

The most authoritative sources suggest Sheridan newspaper history began with the founding of the Courier on Feb. 6, 1890, with the Courier morphing into The Sun on Jan. 18, 1901. However, as Alexander noted, the paper’s final edition was

recorded as volume 114, No. 26, which would push its start as The Sun back into 1900.

In 1913, a fire swept through downtown Sheridan, consuming both the newspaper office and Hamstreet’s home. At the newspaper office, only the subscriber list survived; all other records were lost.

Alexander went on to list the paper’s roster of publishers in her story. They include the late Bill Bladine — cousin of News-Register Publisher and President Jeb Bladine — from Nov. 21, 1963, to Nov. 17, 1966.

Robertson served as the longest, manning the helm from Oct. 5, 1978, to April 2, 2008. Vining took over when Robertson decided to retire and sell the business.

Vining said anyone with comments, concerns or questions regarding his decision to cease publication can contact him by e-mail at publisher@sheridansun.com or mail to 14266 Mead St., Longmont, Colorado, 80504.

Katches named editor of The Oregonian

The Oregonian

Mark Katches, a nationally recognized leader of investigative and enterprise journalism,



Mark Katches

has been named vice president of content for the Oregonian

Media Group and editor of The Oregonian.

Katches comes to Oregon from The Center for Investigative Reporting, the nation’s largest watchdog reporting organization, where since 2009 he has been editorial director. The Bay Area-based center is known for its digital innovation, unique engagement initiatives and multiplatform storytelling.

“Mark Katches is an outstanding journalist and leader,” said N. Christian Anderson III, president of Oregonian Media Group and publisher of The Oregonian.

“His track record of leading teams to produce information of substance that serves readers and communities is extensive. He will lead us as we continue to transform how we provide and deliver news and information to the people of Oregon and Southwest Washington.”

At OregonLive.com and The Oregonian, Katches said he will push for more aggressive coverage of breaking news, deeper watchdog reporting and more stories that engage readers around the topics they are most passionate about.

He replaces Peter Bhatia, who left to teach at Arizona State University after 20 years at the company.

“There is tremendous power, responsibility and expertise inside this amazingly talented newsroom,” Katches said. “And we’re deeply fortunate to be

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part of such a vibrant, engaged community. I can't wait to begin working with the staff to produce the best news report that serves our audience every single day." Katches has led investigative teams that have won two Pulitzer Prizes in the past 10 years. Five other investigative projects were Pulitzer finalists, including two projects in the public service category. His team's work has been recognized for multiple other national awards as well. Prior to his position at The Center for Investigative Reporting, Katches spent three years as the lead editor for investigative reporting at the Milwaukee Journal Sentinel, where his team won Pulitzer Prizes in 2008 and 2010 for local reporting. Before joining the Journal Sentinel, Katches worked for 10 years at The Orange County Register. He was an enterprise and investigative reporter and team leader at the Register. He was one of the lead reporters on a groundbreaking series that detailed the growing trade in human tissue. Katches, 51, has a journalism degree from San Jose State University. He started his career as a sports freelancer and has also overseen business and local news staffs. He has taught journalism as an adjunct professor at the University of Southern California, at the U.C. Berkeley Graduate School of Journalism and at Stanford University. He and his wife, Jennifer, have a 7-year-old son.

Oregonian Media Group moves into new offices

By ELLIOT NJUS

The Oregonian

The Oregonian Media Group has moved from its headquarters of more than six decades into new downtown offices.

The media group moved about 300 employees into 40,000 square feet at Crown Plaza, an office building at 1500 S.W. First Ave. owned by a partnership of the Mark and Goodman families. The move is the latest in a restructuring effort that saw the creation of the Oregonian Media Group, which reports news and sells advertisements for The Oregonian and OregonLive.com. The Oregonian Building at 1320 S.W. Broadway is under a sale contract that will close in September, said N. Christian Anderson III, president of Oregonian Media Group. He declined to identify the buyer. The media group considered several sites in downtown Portland, Anderson said, but few others had the right amount of space and parking with a suitable location.

The offices were designed with a focus on journalism and sales in a digital age.

To that end, many of the company's employees — including ad sales representatives and traveling reporters — will not have assigned desks. Instead, phone lines and other services can be rerouted to "dynamic" work stations as needed.

The newsroom includes an audio and video studio, as well as a dedicated training room.

"We've included collaborative spaces wherever we can," Anderson said.

The "publication hub," which produces The Oregonian newspaper and its affiliated editions like the Forest Grove Leader, the Beaverton Leader and the Hillsboro Argus, will be in a space at the same property, but physically separated from the newsroom by a pedestrian bridge over a city street.

"It's part of our philosophy of having the content focus on digital and let the pub hub focus on making a newspaper each day," Anderson said.

Employees from Advance Central Services Oregon, a sister company created last year to print The Oregonian and other newspapers, as well as to provide support services, already moved to the 1515 Market Square building at 1515 S.W. Fifth Ave.

A Spartan in Lion country — new sports editor takes Sentinel helm

By MATT HOLLANDER

The Cottage Grove Sentinel

Hopefully, this is the only time I am the subject of a Cottage Grove Sentinel news story. As I have been told many times already, a journalist's job is to report the news, not to be the

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news. However, as a new face in town, and of this newspaper, allow me to introduce myself. First disclosure, I am not a Lion. I am a Spartan. I ran cross country and track for Marist High School from 2004 to 2008. But before you toss this paper aside and call the Sentinel office to criticize their choice of hire, let me first explain why Cottage Grove has always occupied a warm place in my heart, and what I might have to offer this community.

Though I clashed frequently on the track with many great Lions of recent past, these battles formed bonds of mutual admiration and respect. In fact, there was so little animosity between the Marist and Cottage Grove programs that our dialogue often focused on how we could help each other take down the Vikings of Siuslaw, our common rival. All in jest, of course.

My fondest memories as a prep athlete are inseparable from Cottage Grove. At Herald White Stadium, just over a mile away from my new office, I won my first district title, set a school record and was part of three long-relay victories at the annual Wally Ciochetti Twilight. I loved competing at Cottage Grove. Now, much has changed since my last competitive lap on the track. Most relevant, as far as we are concerned, is that Marist now resides in the 5A Midwestern League; I have no competing interest in the 4A Sky-Em

League.

Another thing that happened was my forced-retirement from running. Nagging Achilles tendonitis pushed me to discover new passions.

I searched long and hard, but nothing seemed to fill the void. While in college, I got involved with student radio, traveled a bit and even bought a motorcycle — much to my mother's chagrin. Before long, though, I noticed that I was devouring voluminous quantities of sports journalism and I thought to myself, 'Maybe — just maybe — I could do this as a career.'

Which brings me to my second disclosure: I am not a seasoned journalist — at least not yet. To carry over the figure of speech used by departing sports editor, Jerry Thompson, for the title of his final article in last week's issue, this is my first at-bat. I've warmed up in the batter's circle, taken some practice swings, but I've yet to stand in the batter's box and see the heat.

I met with Jerry as part of my training for the Sentinel. The first thing he said to me was, "I enjoyed watching you run," which made me adequately embarrassed; most runners are very self-conscious when it comes to compliments.

The following day, Jerry took me on a tour of Cottage Grove. I was familiar with some sights — like the high school, obviously — but not all of them. I knew some of the sports stories — Wally Ciochetti and

Dyrol Burleson are well-known track and field figures no matter where you go — but I did not know about the legendary class of 1964 headlined by Mark Henningsgaard, Charlie Olds and Alan Richard.

I am excited to start my new career here in Cottage Grove. It truly has come full-circle; dare I say around the track? If several years from now, someone says to me, "I enjoyed reading your articles," I will probably be embarrassed, but it will tell that I was — at least for a while — a real journalist.

Red light, yellow light, green light, go!

By LAURA SELLERS
The Daily Astorian

At the intersection of social media and print, there is a flashing yellow light. Occasionally in our haste to make the next turnoff, we don't pause long enough to look both ways twice to confirm it's safe to proceed.

We got our equivalent of a warning ticket a few weeks ago when a new column featuring tweets about calls to area dispatch centers raised the ire of a local mom and her friends. Departing reporter Chelsea Gorrow's Twitter feed and column, 9-1-WHAT? Serves a two-fold purpose: Help educate our neighbors about the proper use of 911, and provide a moment of levity for a planned project to increase news pages

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in The Daily Astorian. It mostly fulfills that mission. Where we should have given more pause, is when the call was about a person-to-person crime, and to take note in the logs that there might be a minor involved. The tweet in question said a man stopped a jogger and had her give him a hug. On the face of it, without any other knowledge, it's goofy. In real life, it made a young teenager question her decision to report an attack, and for that we are sorry. Any forced contact is never OK, and we applaud the family for stepping forward and calling us to task.

140 characters can't tell the whole story

Here's the thing: the tweet on Twitter raised nary an eyebrow, even through the full Twitter-verse had access. That environment is not a good way to gauge appropriateness for a smaller-town audience. Facebook and website comments are similarly not a good gauge of the actual temperature and tolerances of a community, yet. On DailyAstorian.com, we allow commenting on almost every story, asking that participants sign in and observe the rules: Keep it clean; Don't threaten; Be truthful; Be nice; Be proactive and Share with us. Unfortunately, on certain stories, the comments devolve into name-calling and backhanded slams against individuals. We let the commenters police themselves somewhat through the Report link, but other times, we have to

pull the plug on all commenting for those stories. On occasion, we've even banned individuals, only to have them return under another name and email.

A new way to share

You may have noticed the ads and emails about our new website debuting Wednesday.

We are pretty excited on all fronts, as our new platform is very mobile-friendly, faster-loading and boasts a cleaner design. We have a new logo, with interchangeable art to give a flavor of our region. We launched the site with a sailboat photo in honor of the Astoria Regatta, but it could well have been any number of events or area scenes.

With the integration of our print software with our digital system, we can post to the site with a click of a button. This means news will be updated quicker and more often. But, one of the best benefits will be new commenting software. We are switching to Disqus, which we believe allows a better way to identify and moderate our commenters. In any case, everyone has to sign up again, which while a pain, gives us a clean start.

Changes in the newsroom

You may have heard through the grapevine that we have two of our reporters leaving for larger Oregon publications. We are so proud of them, so this is bittersweet for us, as we hope it is for them.

Chelsea Gorrow leaves Wednesday for the Eugene Register-Guard; Ted Shorack leaves mid-month for the Bend

Bulletin. We also say fare thee well to our summer intern Sarah Mason, who has had a wonderful impact on our reporting and coverage since June.

All have added tremendously to our coverage and the community's greater understanding. We wish them all well.

Caution, but full steam ahead

So, now we have the opportunity to think about our digital-print differences and those flashing yellow lights.

Already, we aim to focus 9-1-WHAT? On lighter fare and where the column is placed. We'll try to keep it off hard news pages, until our new section launches. We'll spend more space helping readers understand how best to use 911 dispatch.

We are looking for new members of our team to bolster our social media and multimedia skills. Our goal, as always, is to enlighten, illuminate, entertain and inform — accurately, professionally and journalistically.

Keep us posted on our progress, in print, online and whatever comes next.

Laura Sellers is the managing editor of The Daily Astorian. Previously, she was the corporate digital media director for EO Media Group, the family-owned company that owns The Daily Astorian, Chinook (Wash.) Observer, Seaside Signal, Cannon Beach Gazette and Oregon Coast Today, as well as five other publications in Oregon.

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Sale of The Chief announced

The Clatskanie Chief

The owners of The Clatskanie Chief Publishing Co. announced this week that an agreement has been reached to sell their weekly newspaper.

The Chief's publisher and editor, Deborah Steel Hazen, said the new owner as of July 31 will be Oregon-based Country Media, Inc.

In addition to Deborah, the newspaper's current owners include her husband, Philip Hazen, and their daughter, Amanda Moravec. The newspaper has been owned by four generations of the Steel and Hazen families for 92 years.

"As sad as we are that The Chief will no longer be in our family, we simply feel the time has come to redefine how we'll spend our remaining years," said Deborah. "The decision to sell is made easier by knowing that the new owner is itself a family-run enterprise with a proven affection for northwestern Oregon."

Country Media's principal shareholders are Steve and Carol Hungerford of Portland. The company owns the newspapers, affiliated periodicals and websites in St. Helens, Lincoln City, Tillamook and Manzanita, Ore., as well as seven community newspapers and websites in North Dakota and Montana.

New NCC editor named

The North Coast Citizen

Michael Waterloo of Rockaway Beach has been named to replace North Coast Citizen editor Dave Fisher, who recently announced he is retiring at the end of July.

Waterloo moved to Oregon from western Pennsylvania in May to take a reporting job at the Headlight Herald.

The North Coast Citizen in Manzanita and the Headlight Herald in Tillamook both are owned by Country Media, Inc.

"Although Michael has been in Tillamook County for only a short time, we firmly believe he has the credentials and maturity to follow in Dave Fisher's footsteps," said Country Media CEO Steve Hungerford.

"He's looking forward to working full-time for the North Coast Citizen, first getting to know this region's area better and meeting as many of its residents as possible," said Hungerford.

"We have every intention of ensuring that north Tillamook County continues to be served by its own top-quality publication and website, just as it has been with Dave Fisher as its editor."

Before joining the Headlight Herald two months ago, Waterloo had been sports editor of the daily Punxsutawney (Penn.) Spirit newspaper for nearly a year. Waterloo holds bachelor's and master's degrees in communications from Clarion University of Pennsylvania, and for year and a half served as sports editor of the university's

student newspaper, The Clarion Call.

He also has worked in a variety of journalism positions requiring experience with online and digital news platforms, including social media.

In a related move, Hungerford said the Headlight Herald's publisher, Adam Schwend, now also will serve as publisher of the North Coast Citizen in Manzanita.

Schwend, who was hired by the Headlight Herald a year ago as a sales representative, quickly advanced to that newspaper's highest management position. "As a Tillamook County native, Adam will be a great resource for Michael as he moves forward with the North Coast Citizen," said Hungerford.

Longtime newspaper editor joins Review

Pamplin Media Group

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 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

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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.

World publisher tapped to lead newspapers in Albany, Corvallis

The World, Coos Bay
Jeff Precourt, publisher of The World in Coos Bay, has been named publisher of the Albany Democrat-Herald and the Corvallis Gazette-Times. Precourt relieves Rick Parrish, publisher of The Daily News in Longview, Wash. Parrish oversaw the Albany and Corvallis operations from a distance the past two years.

Precourt also will be in charge of the weekly Lebanon Express. Nathan Bekke, Lee group publisher, said a search will begin for a successor in Coos Bay.

Before he became publisher of The World in January 2013, Precourt worked in advertising at The Times of Northwest Indiana and the Canton Repository in Ohio.

Among community activities, Precourt

serves on the board of the Coos Art Museum, volunteers as a member of the Coos Bay Lions Club and is a graduate of the Bay Area Chamber’s leadership program.

“My time on Oregon’s South Coast has been far too brief, as I have loved every moment,” Precourt said. “At the same time, this is a wonderful opportunity.”

Lee Enterprises owns the three newspapers.

Veteran journalist named News-Review city editor

The News-Review

An award-winning journalist, Iraq combat veteran and native Oregonian has been named city



Jeff Precourt

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editor of The News-Review. Pat Caldwell joined the staff on Monday. He was the editor of the Argus Observer in Ontario, Oregon, from 2001-2010. A member of the Oregon Army National Guard since 1986, he was deployed to Balad, Iraq, in late 2010 and spent a year as a combat correspondent with the 3rd Battalion, 116th Cavalry Regiment.

Upon his return to American soil, he was the editor of the battalion's news/information website, Simemora.org, and they worked as a public affairs specialist for the National Guard.

He returned to newspaper work as a reporter for the Baker City Herald and The Observer of La Grande in January 2014.

While editor of the Argus Observer, his newsroom staff won more than 50 awards, including General Excellence in 2004 from the Oregon Newspaper Publishers Association.

A graduate of Eastern Oregon University, Caldwell started his journalism career as a sports writer at The Observer.

He's also worked for the Statesman Journal

in Salem and The Valley News in Meridian, Idaho.

A father of four, Caldwell has moved to Roseburg from New Plymouth, Idaho.

He replaces Don Jenkins, who moved to Western Washington to become a reporter for the Capital Press.

As city editor, Caldwell

supervises the reporting staff and oversees the local news coverage across Douglas County for The News-Review and its website, nrtoday.com.

Suggestions for news and feature stories are welcome. Send them to pcaldwell@nrtoday.com or call 541-957-4201.



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Keep public notices in the newspaper!

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