

article links:

Win-win a Macbook Air
Newspapers (still) aren't dying
Ready your readers
The Century Roster
What's in your Nozzl?
Member News
Obituaries

advertiser links:

Multiad
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Davis Wright Tremaine
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june 2012

oregon publisher
quarterly newsletter of the oregon newspaper publishers association

LET'S GET FIRED UP ABOUT BEING IN NEWSPAPERS

2012 convention: Help us change the conversation

THIS JULY 11-13, RUN — DON'T trudge — to the ONPA Summer Convention at the Resort at the Mountain in Welches. This is the first year we've combined the editorial and advertising conventions into one big event.

One of the advantages of a combined convention is the presence of two excellent keynote speakers (details below). And one of the advantages of having excellent keynote speakers is that they're usually available for conversation before and/or after their keynote presentations.

Change the conversation

The theme of the 2012 convention — "Change the conversation" — represents an affirmation of all that's good about our industry. Change is inevitable, and declines in print circulation and/or advertising are indicators of change. Many if not most media observers and pundits have tried to label those changes as precursors of total industry demise, but you who are in the trenches know that's far from the truth. (For more on this, see the separate article, "Change the conversation," on page 3 of this issue.)

So part of the effort in putting together this year's convention is to make it a celebration of our industry and its potential, and to look ahead to

a bright future. That includes providing practical information about managing the technologies that are becoming commonplace among our readers, and also managing the expectations that come with those technologies.

Thursday is advertising day

We envision the convention — what we might call the AdCon portion — as beginning on Wednesday afternoon or evening because, although no activities have been scheduled for that time, Thursday's activities begin with breakfast at 8:00. Unless you live fairly close to Welches or want to start driving really early Thursday morning, late Wednesday would be a good time to arrive, settle in, interact with a few of your peers, and get a feel for the resort.

During Thursday's breakfast, we'll encourage you to introduce yourself and talk about challenges and successes at your newspaper. We're hoping that will lead well into a panel discussion titled "Tools to Sell Web Successfully".

We're planning that discussion to last about 1.25 hours with a panel that will include representatives from Oregonlive.

com (*The Oregonian*, Portland), Southern Oregon Media Group (*Mail Tribune*, Medford), and the *News-Register*, McMinnville.

After a break, we'll have a keynote presentation from **Adam Ware**. Adam

is CEO of Portland-based SwellPath, a digital marketing and measurement agency (swellpath.com). His presentation will focus on web analytics, which is techspeak for learning about your online visitors. How do they get to your site? What do they do while they're there? What search engines are they using? How are they using social media? Armed with this kind of information, salespeople become extremely valuable to their web advertising clients.

After lunch, we'll spend an hour with **Sandy Branam**, a 30-year sales veteran of Sprint phone directories who is now selling the Eagle Newspapers local phone directory. Sandy will focus on how, in such a tough sales climate, you can be motivated, motivate your team, and succeed.

When you see "Team-building activity" on the program, it may not sound like much, but in the past this has proven to be one of the most memorable hours. The specific activity won't be revealed until the time comes, but past activities have included a scavenger hunt across town in motorized surreys and a Polaroid scavenger hunt in which participants searched for and photographed items on a list.


After team-building there will be time devoted to group sharing of revenue-generating ideas that have and have not worked at your paper.

Thursday evening the crowd grows

The plan is for publishers/editors and past ONPA presidents to arrive Thursday afternoon, some for the AP and ONPA board meetings, some for the past presidents' reception, and some for the reception and awards dinner.

As at previous years' Summer Publishers Conventions, Thursday dinner is the venue for presenting Better Newspaper Contest awards (except General Excellence) and a Hall of Fame

see **CONVENTION** on page 4



Help the foundation raise money
 Support the future of journalism
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Only 100 tickets will be sold before the drawing at the convention. **Get your ticket(s) now before they're all sold out!**

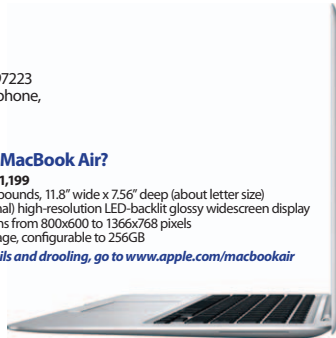
Where did Oregon Newspapers Foundation money go in 2011?
 \$3,000 in scholarships: \$1,000 each for one high school and two college journalism students
 \$2,500 for JEA Mentor program for high school journalism advisors
 \$1,500 for the High School Journalism Institute Camp
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OREGON NEWSPAPERS FOUNDATION

*Winner of the MacBook Air will be decided by a random ticket drawing at the convention, and you need not be present to win.



Here's what you do for a win-win:

1. Click "Win a MacBook Air" on the ONPA home page
2. Be reminded of the coolness of both the MacBook Air and ONF
3. Donate \$50 (or more) to be entered in the Macbook Air drawing
4. Wait patiently until the drawing at the July 11-13 convention

win-win

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ONF wins because it continues to support the future of journalism in Oregon.

Last year, Oregon Newspapers Foundation money went to scholarships for one high school and two college journalism students, the JEA Mentor program for high school journalism advisors, the High School Journalism Institute Camp, and printing Liberty High School's school newspaper.

And that, in the long run, is a win for our industry.

oregon publisher

june 2012

Oregon Publisher is the official newsletter of the Oregon Newspaper Publishers Association. It is published four times each year, in February, May, August, and November. Previous issues can be viewed in PDF format by going to the publications page on the ONPA web site.

ONPA's Mission

To advance the common interests of Oregon newspapers and to further the public's understanding that strong newspapers are the cornerstone of a democratic society.

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THEME OF THE ONPA 2012 SUMMER CONVENTION

“Change the conversation”

THE “CONVERSATION” ABOUT newspapers over the past few years has been gloomy and negative. On just one day this past January, two major industry names — The Poynter Institute and Nieman Journalism Lab — published articles online that characterized newspapers as dinosaurs, misfits in the digital age, dowagers with little time left. I’m sure they didn’t mean to give that impression, but they managed to do so anyway.

Community newspapers all over the country know better. The media blather about the death of newspapers has its roots in the economic woes of large metro dailies. And by publishing it in print and online, the news and information publishing industry is shooting itself in the foot. Is there a better example of a self-fulfilling prophecy than major players in a commercial news medium predicting their own demise?

Transition is not decline

Yes, certain aspects of the newspaper business are indeed trending downward. Yes, several large dailies have been forced to close, and many others have been struggling. And if you get most of your news from one or more large dailies, things might look bleak for this industry.

But the newspaper industry as a whole, though unquestionably in transition, is not in decline. The reason can be summed up in two words: public trust.

Vance Tong, publisher of the twice-weekly *Central Oregonian*, says, “The reality — and I have data to back it up — is that in independent surveys, people overwhelmingly trust the advertising, they trust the content, of newspapers far and away above anything else.”

Through the decades of their existence, newspapers have generally earned the public trust by reporting accurately on community events, supporting local business, and expressing the character of their communities.

If the local newspaper doesn’t report on meetings of the city council, the county commissioners, and the school board, who will? This, as

Tong points out, is “just one example of what the local newspaper does that nobody else does.”

In today’s fast-moving scramble to commoditize and monetize, the concept of “news” often gets lumped together with “information” and “content.” This is one of the pressures of transition, and the challenge for news organizations is to maintain the journalistic distinction and reclaim ownership of “news.”

Journalism is taught and practiced with a strong and well defined ethical component, and those tenets of ethical journalism have cemented the public trust. That is why, as Tong points out, “Ninety percent of the news content generated on the internet comes from newspapers.”

Well-meaning negativity

Many doom-and-gloom-sayers have the best of intentions. Some, in suggesting how newspapers can move forward effectively, must describe the *existing* conditions. Others, in reporting on success stories, must describe the *previous* conditions. In both cases, to give weight to their reporting, writers tend to describe those conditions more negatively than they actually are (or were). And when that overly dreary analysis appears in a popular, frequently quoted source, others pile on.

For example, a recent *Editor & Publisher* article began, “As traditional revenue channels for newspapers collapse, ...” The actual point of the article was how creatively some newspapers are dealing with shortfalls in print advertising and circulation. But the implication in that opening statement was not only that *ALL* existing revenue channels are affected, but also that they’re *COLLAPSING* rather than just thinning down.

Some might suggest I’m picking semantic nits, but in a medium whose primary product is words, what’s

more important than dispensing them accurately?

Public perception

If you’re in the news business — or even the public relations business — you’re aware of the politician’s mantra that “if you keep saying the same thing over and over, eventually people will begin to believe it.” That’s what’s happening now in the public’s perception of the newspaper industry.

It’s no wonder, then, that if you ask people on the street whether newspapers are doing well, they tend to say “no, they’re on their way out, being replaced by the internet.” But they say that, not because it’s true, but because the media are constantly repeating it, explicitly and implicitly. And if you’re a reporter and you publish

those responses, you’ve solidified and expanded that attitude.

What’s actually on the decline is printing. The iconic film image of the high-speed web press long served as the public face of the news business. The first newspapermen were printers, and the culture and mystique of the press and printing have long attracted a particular brand of publishers and editors with “ink in their veins.” But the physical aspects of the printing trade — blue-lined pasteup boards and X-acto knives and hot wax, the graphic arts camera, the minutiae of film and plate exposure and alignment, the train-like rumble and distinctive fragrance of the pressroom — have been fading away. Their influence has kept the “paper” in the newspaper business, in turn supporting a papermaking industry that now also struggles, if much less publicly.

But the newsPAPER is so closely tied to printing in the public mind that the distinction is invisible, and the media do little to illuminate it. This leads people to the belief that it’s not just the printed newspaper, but news itself that is on the decline.

And as community newsweeklies nationwide will tell you, nothing could be further from the truth.

The newsPAPER is so closely tied to printing in the public mind that the distinction is invisible, and the media do little to illuminate it.

TELL THEM WHAT YOU'RE DOING TO THEIR NEWSPAPER

Ready your readers

BY ED HENNINGER

You're all ready to launch your redesign. You've been working on it for months, you've checked and double-checked all the items, everything is in place and your launch is set for next week.

Perhaps it's time you tell your readers. After all, it is their newspaper, and they will want to know what you are doing to it. Many readers are negative toward change in their paper, but most will give you the benefit of the doubt if you tell them you're redesigning—and why.

Here are some suggestions:

CREATE A PLAN: Map out a strategy for informing your readers. What packages do you need to tell the story of the redesign? What graphics? What photos?

STORY IDEAS: Plan on running at least two or three stories, including one on the day of the launch. Place all of these stories on the front page, and keep them short. One story can focus

on the new elements, another on the placement of content—and perhaps content you've added. Be sure to run at least one story on the redesign process itself, to let readers know this was a planned and professional process—not



Before the Big Reveal, run your intro stories in your new text type, using your new headline font.

just something cobbled together on a whim.

TEXT TYPE: Run the intro stories

in your new text type format, so readers can see how much better it is than the current text face.

HEADLINE TYPE: Run the heads on intro stories in your new display face, so readers can get a taste of the new look.

VISUALS: With each story, plan on a photo of a new element or a screenshot from a mockup. These will help readers see what's coming their way with the redesign.

ASK FOR FEEDBACK: Most readers will welcome the new design—and leave it at that. Some will be unhappy and they will let you know it. That's fair: it is their newspaper and it's good that they feel strongly about it. At the end of each story, ask for reader feedback when the redesign is launched. Tell them you want to hear their thoughts and their opinions. If you don't

solicit feedback, odds are you'll only hear from those who don't like change. But if you do welcome feedback, those

Convention

continued from page 1

induction. And as at previous years' AdCon, Thursday dinner is on your own, although ad managers have the option of registering separately for the Thursday evening dinner.

Immediately following dinner, we'll open two hospitality suites, one each for ad managers and publishers. Large fines and severe punishment will be administered for anyone caught in the wrong hospitality suite.

Friday is everyone's day

After breakfast, Associated Press and ONPA will hold their annual

business meetings. For ad managers who choose to skip the business meeting, **Christine Moore** of Pamplin Media Group will present an hour-long session on advertorials and how they can provide a solution to lagging ad revenue.

KEN DOCTOR is a news industry analyst and the author of "Newsonomics: Twelve New Trends That Will Shape the News You Get" (St. Martin's Press). He also runs the book's companion website, newsonomics.com. He writes profusely for the Nieman Journalism Lab blog, and more than 90% of those titles include the word "newsonomics." He is an analyst for the research firm Outsell and a regular consultant and speaker. He spent 21 years with Knight Ridder in a variety of roles, including as managing editor of the *St. Paul Pioneer Press* and as a vice president of Knight Ridder Digital.

For the next hour or so, ONPA executive director **Laurie Hieb** will chair a session on a new content and revenue stream for member web sites. This subscription service is being made possible by a partnership between ONPA and Nozzl, a relatively new Oregon company. (*That service is explained in detail elsewhere in this issue: see "Make your web site current and 'sticky'."*)

The keynote presentation, by **Ken Doctor** of the Nieman Journalism Lab (see brief bio on this page), will cover trends in our industry and where he believes we're headed. Ken has a compelling, broad-based, data-centric approach that may get you to thinking in some new ways.

The luncheon on Friday is meant to be attended by all participants. We'll present the awards for the Best Ad Ideas Contest, along with General Excellence awards. Luncheon activities will also include the official passing of the gavel from the old ONPA president to the new.

When everyone has recovered from lunch, we'll finish with a presentation on public notice. This is a topic we just can't stop talking (or lobbying) about: the ongoing pressure by public agencies to change Oregon law to remove public notices from newspapers and put them on agency web sites. We'll also take that opportunity to discuss the publicnoticeads.com site. That's the one maintained by ONPA, the one to which you upload all your public notices, right?

who like the new look will take a few minutes to let you know.

SET UP AN EMAIL ADDRESS:

Create a special email address where readers can write to offer feedback on the redesign. This provides a secondary benefit: keeping your editor's email from getting clogged with redesign emails (although some readers may still direct their emails there).

SET UP A PHONE NUMBER:

Some readers might not want to take the effort to email you with their comments—but they might offer a quick comment on a phone line. Set up a line that will record those comments. Of course, you can always give them a line to call where someone can chat with readers about their reactions.

LOOK FOR TRENDS: There may be a common thread woven throughout the feedback you receive. Sometimes it's the smallest thing, like readers not liking the size or format of captions. If you receive enough negative reaction to an item, you may want to change that item. That means you have to...

BE WILLING TO CHANGE: If readers react negatively to a certain element or approach, take a look at it and see if you can't change it while keeping it consistent with the overall design plan. When you make that change...

MAKE IT PUBLIC: Let your readers know you have listened to their feedback and that you are changing the elements they find troublesome. It's just good customer relations to do so.

Remember that readers feel a strong sense of ownership of their newspaper. It's not your newspaper—it's theirs. They're just letting you do the best you can with publishing it.

And occasionally redesigning it.



ED HENNINGER is an independent newspaper consultant and the director of Henninger Consulting, offering comprehensive newspaper design services

including redesigns, workshops, staff training, and evaluations. He offers free design evaluations: check the "Freebie" on his web site, henningerconsulting.com. E-mail: edh@henningerconsulting.com. Phone: 803-327-3322.

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CONTINUOUS PUBLICATION FOR 100 YEARS IS A NOTEWORTHY ACCOMPLISHMENT

Two ONPA members join the Century Club

NEWSPAPERS TEND TO INFLUENCE local history and to be primary community hubs. We celebrate the longevity of our industry, and newspapers take pride in the long-standing institution of local news.

The February 2011 *Oregon Publisher* included an article on the “Century Roster”, ONPA member newspapers that have been publishing continuously for 100 years or longer. That list included 57 newspapers, which is a little more than two-thirds of our general membership.

This year we celebrate the addition of two more to that list: the **Pendleton Record** and **Bandon Western World**.

Newspapers are included in the Century Roster on the basis of ONPA’s record of the date each paper was established, and those dates are included in the document. We try to confirm this information each year before we publish our annual member directory.

Other longevity milestones

In terms of newspaper age, 100 years is relatively young. Oregon’s oldest daily, *The Oregonian* (Portland), began in 1850, nine years before Oregon officially became a state. Our oldest multi-issue weekly, the *News-Register* (McMinnville), began in 1866, only seven years after Oregon’s statehood. And our oldest weekly, the *Blue Mountain Eagle* (John Day), began just two years later.

Until this year, the date of establishment for the *Blue Mountain Eagle* was listed in our records as 1898 because that was the date we’d been given. However, the *Eagle* recently ran an article on its history, and we learned from it that the paper actually began in 1868.

Independent ownership

Over time, successful newspapers are often purchased and become members of centrally owned newspaper groups. But some maintain their independence, resisting the temptation to partake in the economies (and diffusion) of scale.

More than one-third of our member newspapers are currently “independently owned”, which here means owned by a local company that owns no more than one other paper, all within Oregon.

Our oldest independently owned daily is *The Register-Guard*

(Eugene), which began in 1862. Our oldest multi-issue weekly, the *News-Register* (McMinnville), is also independently owned. And our oldest independently owned weekly is *The Sentinel* (Coquille), which began in 1882.

In terms of
newspaper age,
100 years is
relatively young.

Family history

We know many of our member papers have been owned by the same family over much of their history. The weekly *Clatskanie Chief*, for example, which began in 1891, has been owned by members of the Steele family since 1922. The daily *Register-Guard* (Eugene) has been in the Baker family since 1927, and the multi-issue weekly *News-Register* (McMinnville) has been owned by the Bladine family since 1928.

Many interesting stories have been told in the annals of ONPA and its members, but they tend to fade into antiquity.

If your newspaper has maintained its independence or family ownership over a long time, we’d be interested to hear that story, again for the first time. What in your newspaper’s history is a source of pride?

If you know of any factual errors or omissions, in this article or in the Century Roster opposite, please contact David Merrill at the ONPA office, dmerrill@orenews.com.

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Oregon Newspaper Publishers Association

Century Roster

These Oregon newspapers have been publishing continuously for 100 years or more:

- | | |
|--|--|
| 1850 <i>The Oregonian</i> , Portland | 1888 <i>The Times</i> , Brownsville
<i>The Newberg Graphic</i>
<i>Headlight-Herald</i> , Tillamook
<i>Woodburn Independent</i> |
| 1851 <i>Statesman Journal</i> , Salem | 1889 <i>Cottage Grove Sentinel</i>
<i>Myrtle Point Herald</i> |
| 1862 <i>Corvallis Gazette-Times</i>
<i>The Register-Guard</i> , Eugene | 1890 <i>Siuslaw News</i> , Florence
<i>Jefferson Review</i>
<i>The Sun</i> , Sheridan
<i>The Dalles Chronicle</i> |
| 1865 <i>Albany Democrat-Herald</i> | 1891 <i>The Clatskanie Chief</i> |
| 1866 <i>News-Register</i> , McMinnville | 1894 <i>The Stayton Mail</i> |
| 1867 <i>The News-Review</i> , Roseburg | 1896 <i>The Observer</i> , La Grande
<i>Argus Observer</i> , Ontario |
| 1868 <i>Blue Mountain Eagle</i> , John Day | 1901 <i>The Record-Courier</i> , Baker City |
| 1870 <i>Baker City Herald</i> | 1902 <i>Douglas County Mail</i> , Myrtle Creek |
| 1872 <i>Daily Journal of Commerce</i> , Portland | 1903 <i>The Bulletin</i> , Bend |
| 1873 <i>The Daily Astorian</i>
<i>Hillsboro Argus</i> | 1904 <i>Estacada News</i>
<i>The Madras Pioneer</i> |
| 1875 <i>Polk County Itemizer-Observer</i> , Dallas
<i>East Oregonian</i> , Pendleton | 1905 <i>Hood River News</i>
<i>Seaside Signal</i> |
| 1876 <i>Ashland Daily Tidings</i> | 1906 <i>Canby Herald</i>
<i>The Hermiston Herald</i>
<i>Herald and News</i> , Klamath Falls
<i>Mail Tribune</i> , Medford
<i>The Sellwood Bee</i> |
| 1878 <i>The World</i> , Coos Bay | 1909 <i>Malheur Enterprise</i> , Vale |
| 1880 <i>Lake County Examiner</i> , Lakeview
<i>Appeal Tribune</i> , Silverton | 1910 <i>The Redmond Spokesman</i> |
| 1881 <i>Central Oregonian</i> , Prineville
<i>The Chronicle</i> , St. Helens | 1911 <i>Pendleton Record</i> |
| 1882 <i>The Sentinel</i> , Coquille
<i>News-Times</i> , Newport | 1912 <i>Bandon Western World</i> |
| 1883 <i>Heppner Gazette-Times</i> | |
| 1884 <i>Wallowa County Chieftain</i> , Enterprise | |
| 1885 <i>Grants Pass Daily Courier</i> | |
| 1886 <i>The Times-Journal</i> , Condon
<i>News-Times</i> , Forest Grove | |
| 1887 <i>Burns Times-Herald</i>
<i>Lebanon Express</i> | |

STREAM LINKED SNIPPETS FROM A WIDE RANGE OF SOURCES

Make your web site current and “sticky”

I F YOUR PAPER LACKS THE STAFF TO continuously update your web site between print issues; if you're looking for something that will improve online traffic; or if you just want to make your online reader services more attractive without spending a fortune, ONPA has a Nozzl for you.

What's a Nozzl?

ONPA is partnering with Nozzl, an Oregon technology company, to bring customizable live streams to members' web sites. These streams, which we and they refer to as “Nozzls”, can include virtually anything that's available online, as described in more detail below.

Imagine an ocean of information — from news sites, blogs, Twitter, Facebook, courts, county — being fed straight at you through a huge hose. A Nozzl is a filter that selects from that ocean only what you want to see, confining it to certain search terms, specific data sources, and/or a specific geographic location or radius. The resulting information is delivered in a slow vertical waterfall of single-line snippets. The data in that stream is always refreshing and always live. The flow can be paused and its content can be searched. Clicking on a snippet takes you to its source, whether that's a news page, a tweet, a Facebook post, or a County Health Dept. restaurant inspection.

A Nozzl stream is *NOT* the same as the free live stream Twitter provides. A Nozzl can include tweets, but the data sources are broader and the filtering options much more sophisticated, and the tweets can be mixed in with any of a number of other sources in your stream (or not, if you prefer).

Can I see a demo?

The ONPA web site (orenews.com)

includes two live demo Nozzl streams. One displays information available from our General Member newspapers, the other displays more general news focused on “New media.”

The “ONPA General Members News Stream” is in the lower part of the ONPA home page. Its data sources are a roughly even mixture of RSS, Facebook, and Twitter feeds from our member papers. The feeds were selected specifically for their news content, so other feeds such as sports or entertainment are ignored.

Our demo “New Media News” Nozzl is quite active because it pulls

because the content of a Nozzl stream is so flexible. You can stream breaking news or county jail bookings in your online news section, food or restaurant reviews (or even county restaurant inspections) on your dining page, YouTube links filtered for certain keywords on your A&E page, and so on.

A Nozzl stream usually merges several sources, each selected and filtered according to your preference. Quite literally, it can be a mixture of whatever you'd like. Remember that Nozzl is filtering the entire ocean of online information, not just one source.

Can it pay for itself?

Because it moves and changes and invites interaction, a Nozzl stream tends to draw attention to itself on a page. That makes it a perfect spot for a sponsorship ad.

Each stream can include a web ad that remains at its top, with the stream flowing downward beneath it (see example at left). You sell and place your own ads in your Nozzl streams, and you can change any ad at any time by simply logging in and uploading a new ad file.

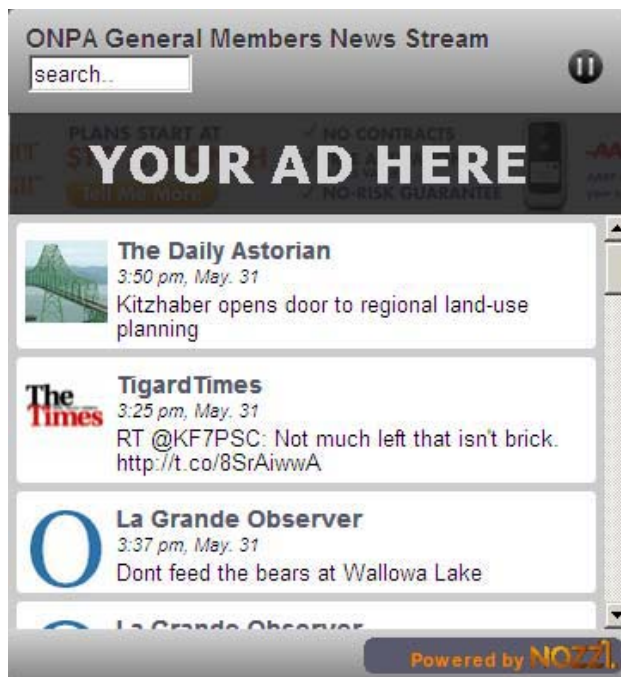
Pricing schemes for online advertising vary tremendously among newspapers, but one advertiser's sponsorship of a specific Nozzl could easily pay for the stream and then some. You can also sell ads elsewhere on the page that contains the Nozzl stream. If the stream noticeably increases traffic to that page, you may be able to increase ad prices as a result.

In short, the answer to the question is “Yes!” Properly managed, a Nozzl stream can be a significant revenue generator.

Tell us what you need

ONPA's partnership with Nozzl means we can provide excellent pricing options for our member newspapers. We're still working out the details, but you won't get a better deal anywhere for this kind of product.

We'll have all those details ironed out by the time of our summer convention, July 11-13, and we've scheduled a presentation on this topic after luncheon on Friday (see “Convention”, page 4).



Here's ONPA's home-page Nozzl stream with a sample ad.

information from more than 300 RSS and Twitter feeds from newspaper, broadcast, and online news media sources. The general categories of those sources are traditional trade publications, industry organizations, educational institutions, think tanks, and media columnists, bloggers and consultants.

You can see the “New Media News” Nozzl by clicking the orange “Members” tab on our site.

How can I use it on my site?

The possible uses for Nozzl streams are limited only by your creativity



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Member News

THE NEWS GUARD (LINCOLN CITY)

Samantha Swindler, who has served as publisher of the *Headlight-Herald* (Tillamook) since January 2011, was named publisher of its sister paper, *The News Guard* (Lincoln City), in April. She replaces **Georgia Newton**, who recently resigned. Swindler, a New Orleans native, became editor of the *Headlight-Herald* in July 2010 following four years as managing editor of the daily *Times-Tribune* in Corbin KY. For the two years prior, she was a writer and editor for a Texas daily. Swindler has received numerous awards, most notable among them the prestigious Gish Award from the national Institute for Rural Journalism, for reporting on an event which was covered on the television series "60 Minutes."

Patrick Alexander, lead reporter for *The News Guard* since May 2007, was named the paper's editor at the same time. He replaces **Allyson Longueira**, who recently took a position outside the newspaper industry. Alexander is a native of Aberdeen, Scotland, and began his journalism career in 2001 as a junior reporter for the *Western Telegraph* in Wales. After three years and advancing to deputy news editor, he spent more than a year taking a 'round-the-world trek, then another three years working in Edinburgh, Scotland, before joining the staff of *The News Guard*.

THE NEWS-REVIEW (ROSEBURG)

Kathy Bates (no, not the actress), after working nine different jobs over 33 years at *The News-Review* (Roseburg), became its advertising director at the end of April. She replaces **Pat Bridges** who, after four years in the position, left to become publisher of a Nevada paper also owned by Swift Communications. Bates began working part-time as a darkroom assistant in *The News-Review's* ad department at age 19. Over the intervening years she has been a clerk, advertising paginator, sales representative, special section manager, display manager, major national accounts manager, and retail advertising manager, and twice has served as interim ad director.

HERALD AND NEWS (KLAMATH FALLS)

Joe Hudon, a journalist and publisher who moved into advertising, took over as advertising director at the *Herald and News* (Klamath Falls) at the beginning of March. He was previously the automotive advertising manager at the *Killeen (TX) Daily Herald*. Before that, he was publisher of the *Buffalo (WY) Bulletin*, and he spent 12 years in various roles at *The Press-Enterprise* in Riverside CA. Hudon earned a journalism degree from Washington State University in 1987.

Also in March, two new reporters joined the *Herald and News* staff.

Samantha Tipler, who grew up in Eagle Point, earned her BS degree in journalism and geology in 2006 from the University of Oregon. She interned for and was later hired as a fulltime reporter by the *East Oregonian* (Pendleton), where she covered natural resources and the Umatilla Indian Reservation as well as public safety, law enforcement, and courts. At the *Herald and News*, she has kept the natural resources beat but traded "cops and courts" for K-12 education and politics.

Andrew Creasey, an archaeologist who has switched to journalism, has begun an ambitious beat covering city government, higher education, economics, infrastructure, and technology. Creasey is an Iowa native who worked as an archaeologist in Missouri, Iowa, Colorado, Arizona, and the Virgin Islands. His continuing interest in society, culture, travel, and writing made journalism a logical choice as a second career, and this year he graduated from the University of Oregon with a journalism degree.

THE WORLD (COOS BAY)

Gail Elber, after working first as business reporter and then as features editor, has been named city editor of *The World* (Coos Bay). She will oversee four local-news reporters who work out of the Coos Bay office, and will oversee the weekly History page and Scene entertainment section. She also will ensure that the paper's digital portfolio is updated throughout the day.

EAST OREGONIAN (PENDLETON)

In mid-February, **Bob Carruth**,

formerly advertising director at the *Capital Press* (Salem), became general manager of two of its sister papers, the *East Oregonian* (Pendleton) and the *Hermiston Herald*. Carruth has been in newspaper ad sales since he began working at the *Idaho Press Tribune* (Nampa) in 1984. Since then, he has served as advertising director for Hagadone Corp. and Lee Enterprises newspapers in Emmett ID, Moses Lake WA, Kalispell MT, Huron SD, Sioux City IA, Oceanside CA, and Albany and Corvallis OR.

On March 27, the **East Oregonian** changed to a morning publication after being a primarily evening newspaper for most of its 137-year history. According to publisher Tom Brown, this change allows the paper to provide more timely news on city councils, school activities, sports, and other events that happen in the afternoon and evening.

CAPITAL PRESS (SALEM)

Elizabeth Yutzie "Beth" Sell was appointed ad director at the *Capital Press* (Salem) in mid-April. She succeeds **Bob Carruth**, who is now general manager of *Capital Press's* sister papers, *East Oregonian* (Pendleton) and *Hermiston Herald*. Sell is a 1993 graduate of Willamette University, where she majored in political science. She has 13 years of experience at newspapers and web sites in Oregon, Washington, Ohio, and Arizona, 10 of them with Gannett papers. Most recently, she worked as advertising sales director for the *Statesman Journal* (Salem).

WALLOWA COUNTY CHIEFTAIN (ENTERPRISE)

Rocky Wilson, who has worked for the *Wallowa County Chieftain* (Enterprise) off and on since he was a student at Wallowa High School, returned to his old reporter's spot in late February. His most recent stint at the *Chieftain* lasted from 1996 to 2004. Since then he has worked several years at the *Journal of Business* in Spokane WA and, more recently, as a freelance writer.

GRANTS PASS DAILY COURIER

Larry Cathey, who has served as a sports writer, columnist, and most recently assistant sports editor for the *Grants Pass Daily Courier*, was

see **MEMBER NEWS** on page 12



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Member News

continued from page 10

appointed as the paper's sports editor in February. He replaced **Lance Ogden**, who was sports editor since November 2007 and left the paper for personal reasons. Cathey has won several statewide and regional awards for his coverage and analysis of Rogue Valley athletics.

NEWS-TIMES (NEWPORT)

Larry Coonrod was named assistant editor of the *News-Times* (Newport) in early May. Since January 2009, he has served as editor of the weekly *South Lincoln County News* (a *News-Times* sister paper) and has written feature stories for the *News-Times* part-time. Before 2009, Coonrod was an education reporter for the *Lebanon Express*. Before that, he served eight years as a U.S. Army explosive ordinance disposal technician, clearing land mines and other unexploded ordinance.

Matt Singledecker became sports editor of the *News-Times* in March. He's a Sherwood native with a degree in journalism from the University of Oregon. For the past 2.5 years, he has been a sports reporter for the *Springfield Times*, covering a wide range of sports.

HEADLIGHT-HERALD (TILLAMOOK)

Eugene native **Anthony Rimel** joined the reporting staff of the *Headlight-Herald* (Tillamook) in February. He replaced **Mary Faith Bell**, who became interim editor of a sister paper, the *Cannon Beach Gazette*. Rimel has earned degrees in business from Oregon State University and in journalism from University of Oregon. He switched to journalism in mid-career after working as a data analyst in merchandising for a large chain of grocery stores.

THE OREGONIAN (PORTLAND)

Erik Lukens, after more than a dozen years at *The Bulletin* (Bend), has been named editorial/commentary editor of *The Oregonian* (Portland). He will begin at that position in June. He succeeds **Bob Caldwell**, who died in March (see next page). Before becoming editorial page editor for *The Bulletin* in 1998, Lukens worked at *The Trentonian* (Trenton NJ). He holds a Ph.D. in English literature from Princeton University, has won numerous state and regional awards for editorial writing, and served on the Pulitzer Prize editorial writing juries in 2007 and 2008.

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Obituaries



Robert J. Caldwell, editorial page editor of *The Oregonian* since November 1995, died March 10, 2012, of a heart attack. He was 63.

Caldwell — simply “Bob” to everyone at *The Oregonian* — grew up in La Grande OR. While in high school, he became interested in journalism and began writing sports stories for the *La Grande Observer*.

Bob attended what is now Eastern Oregon University in La Grande for two years, then transferred to University of Oregon where he majored in journalism, graduating in 1972.

He worked as a reporter, editor, and publisher at several newspapers in the Northwest. He spent most of his life in Oregon, but in 1979 he served briefly as managing editor of the Valley Newspapers in Kent WA before returning to Oregon as editor of the *Springfield News* and then as publisher of *The Outlook* (Gresham).

Bob came to *The Oregonian* as a copy editor in 1983. From there, he became regional editor, then advanced to the position of Metro editor, directing the paper’s assistant metro editors, suburban editors and reporting staff. He held that job for eight years before being named the paper’s first public editor in 1993.

Two years later, Bob was named editorial page editor, where he also directed the newspaper’s daily com-

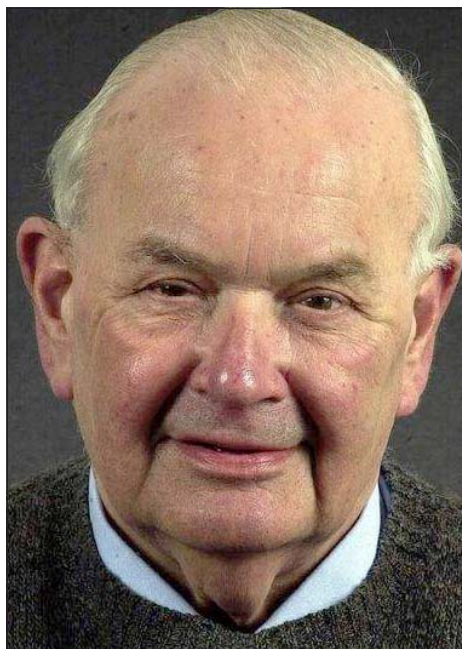
mentary pages and Sunday Opinion section.

Under Caldwell’s direction, *The Oregonian* won a Pulitzer Prize for editorial writing in 2006 for editorials by Doug Bates and Rick Attig about the abuses inside “a forgotten Oregon mental hospital.”

Caldwell was active in professional organizations and is a past president of the Oregon Newspaper Publishers Association, the Oregon Newspaper Foundation and the Western Oregon chapter of the Society of Professional Journalists. In 2009, ONPA presented him with the Amos Voorhies award, which honors outstanding journalistic achievement in the public interest. He was also a member of the Oregon Press-Bar-Bench-Broadcasters Committee.

In 1993, he served as editor-in-residence for two new daily newspapers in Romania, *Cotidianul* in Bucharest and *Monitorul de Iasi* in Iasi. He has been a consultant to other publications in the Balkans as well.

Caldwell is survived by his wife, Lora Cuykendall; daughters Beth, Kate, and Ellie Caldwell; his mother, Barbara of La Grande; and brothers Mike and Kevin of Salem, Pete of La Grande, and Pat of Fruitland, Idaho.



John Hartshorn McMillan, a former editor and publisher who oversaw

the 1980 merger of the *Oregon Statesman* and the *Capital Journal*, died of cancer April 26, 2012 at the age of 80.

McMillan was born in White Plains NY and brought up in Scarsdale and Delmar NY. He covered schoolboy sports and adult bowling for Delmar’s weekly newspaper while a high school sophomore. In 1952 he graduated from Hamilton College in Clinton NY, as had his father and grandfather before him. He moved to Worcester MA and worked as an office boy for the *Telegram & Gazette*, and he returned there as a reporter after military duty. He became managing editor of the daily and Sunday *Worcester Telegram* in 1968.

McMillan joined Gannett Co. in 1973 as executive editor of the *Herald-Dispatch* in Huntington WV, and two years later was named executive editor of both the *Oregon Statesman* and the *Capital Journal* in Salem. When he was named publisher in 1979, he asked Gannett for authority to merge the two newspapers. Consolidation as the *Statesman-Journal* took place the next year.

While in Salem, John became president of the five-state Allied Daily Newspaper Association and a director of Western Communications in Bend.

McMillan moved to Utica NY in 1985 to become publisher of two Gannett papers there, the *Daily Press* and *Observer-Dispatch*. Two years later, he merged the two while maintaining newsroom employment and expanding space for news.

He retired in 1990 to accept a one-year fellowship at Columbia University to study community journalism. He and his wife moved back to Salem in 1991.

McMillan was an adjunct professor of writing at the Atkinson School of Management at Willamette University for the next 12 years. He and his wife co-chaired a task force sponsored by Marion and Polk counties to identify community priorities, which led to the creation of Marion-Polk Food Share.

The Oregon Newspaper Publishers Association honored him in 1997 with its Amos E. Voorhies Award for distinguished journalism.

McMillan is survived by Carolyn, his wife of 54 years, along with two daughters, two grandchildren, and a brother.



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